

Panel Discussion



BRAND DNA

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Inside

- What is DNA and why is it so important today?
- Similarities with Brand DNA
- Defining your Brand DNA – a template

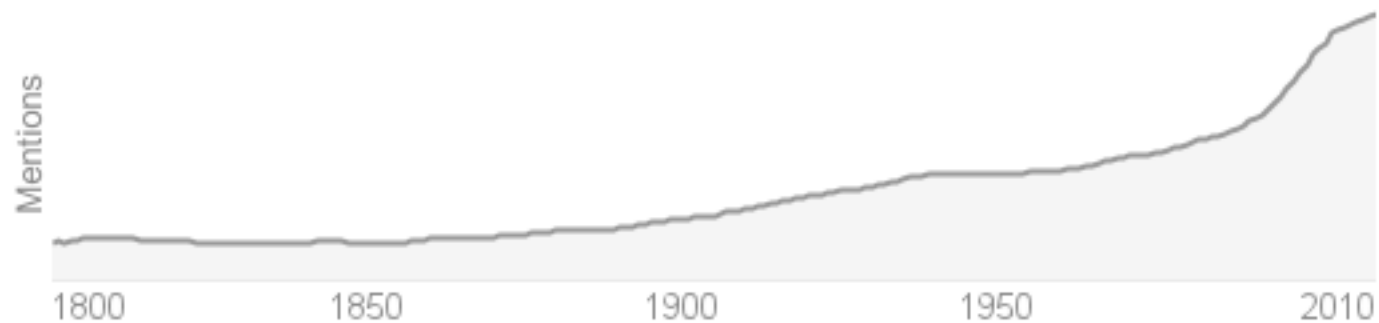
In spring 1953, James Watson and Francis Crick discovered the double helix structure of **DNA**.

Use over time for: dna



Use of the word **brand** started in mid 17th century as a mark of ownership made by burning.

Use over time for: brand



DNA (deoxyribonucleic acid)

- A carrier of genetic information
- A self replicating material
- Nearly every cell in a person's body has the same DNA
- The order, or sequence, of the DNA bases determines the information available for building and maintaining an organism
- People are different partly because of differences in the letters of their DNA. On average, one person has around 6 million different letters (out of 6 billion) compared to someone else.

SIMILARITIES WITH BRAND DNA

Before you communicate, you need to know who you are. You need to know your reality.

**It's not about the identity you project.
It is about your identity. It's about being you.**

DNA (deoxyribonucleic acid)

| DNA | BRAND DNA |
|--|--|
| A carrier of genetic information | What's your background or the story behind your brand? |
| A self replicating material | What are your power factors – the sources of equity creation for your brand? |
| Nearly every cell in a person's body has the same DNA | What are your values that bind your organization together? |
| The order, or sequence, of the DNA bases determines the information available for building and maintaining an organism | What are the elements of your brand identity? |
| People are different partly because of differences in the letters of their DNA | What's your brand personality? |

DEFINING YOUR BRAND DNA – A TEMPLATE

As a brand, the challenge is to find your own identity? Find out what is it that you are made up of?

It's about asking the question:
Who am I? What's my core? What's my DNA?

Defining your Brand DNA – A template

- What's your background or the story behind your brand?
- What are your power factors – the sources of equity creation for your brand?
- What are your values that bind your organization together?
- What are the elements of your brand identity?
- What's your brand personality?

Can you modify your brand DNA and
be somebody else?

The letters of DNA that we are born with don't change much over our lifetime.

If you try to be somebody else, you will not succeed. You will not be authentic if you do that and you will be caught easily.

Branding is not about differentiating!

You cannot choose to be different. You are different. If you choose to be different from another person, you are forcing yourself to be not you.

Спасибо

THANK YOU

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