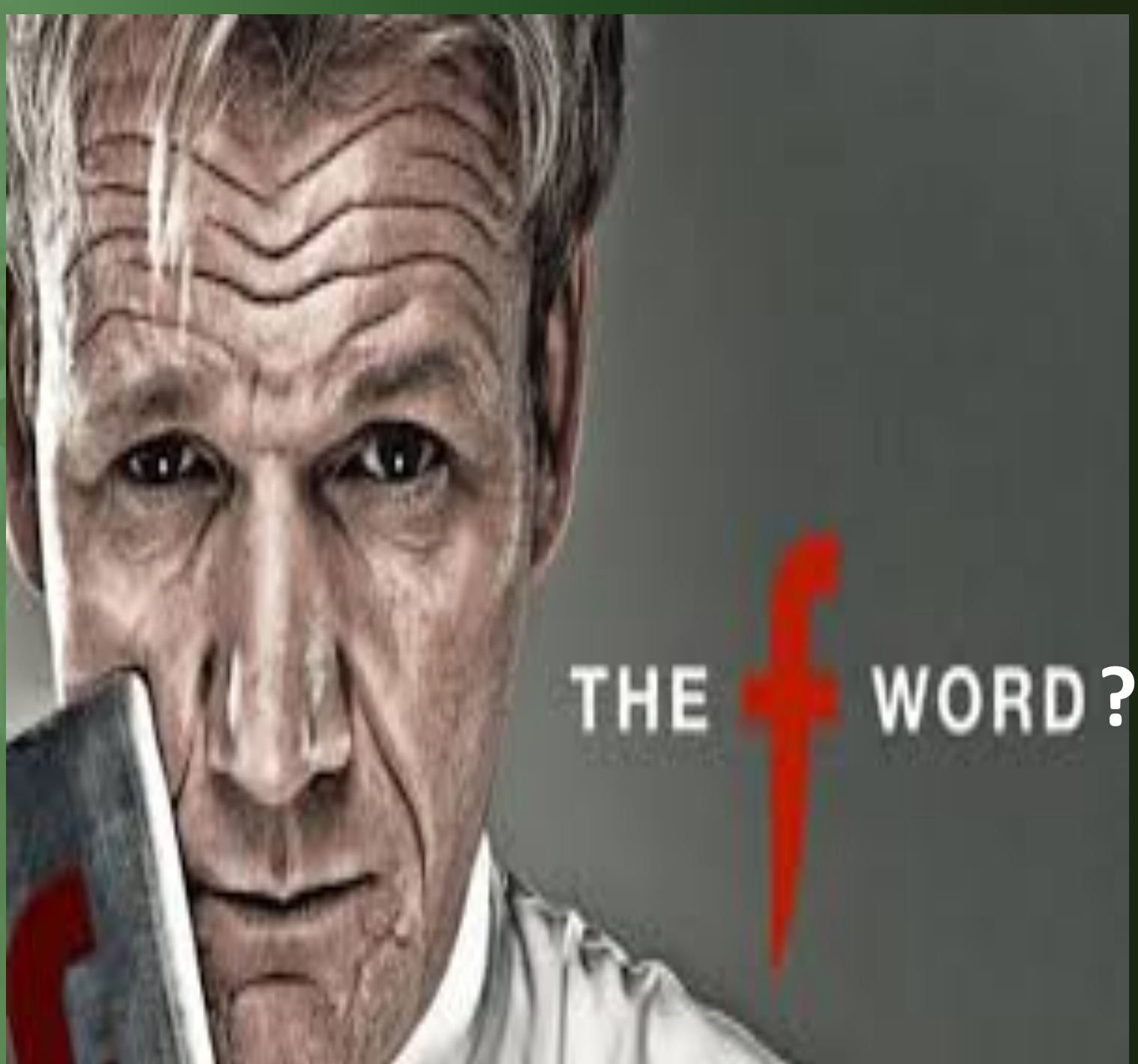


A close-up photograph of several green olives hanging from a branch. The olives are small, oval-shaped, and have a slightly textured surface. They are surrounded by dark green, elongated leaves. The background is a soft, out-of-focus green, suggesting a lush olive grove.

Shaping the Future... Seeing Around the Corner

The Future of the California Brand







WHAT'S OUR
BIGGEST
CHALLENGE?



TRUST!

WHAT'S OUR NEW NORMAL?

Volatile
Uncertain
Complex
Ambiguous

"the new
normal"





WHAT'S OUR NEW NORMAL?

VUCA

Volatile

The environment demands you react quickly to ongoing changes that are unpredictable and out of your control

Uncertain

The environment requires you to take action without certainty

Complex

The environment is dynamic, with many interdependencies

Ambiguous

The environment is unfamiliar, outside of your expertise



Brand Reality

What does VUCA create?

- Negatively – Pervasive distrust
- Positively - Everyone wants to find something they can belong to that allows them to be part of something bigger than themselves



Some underlying
predicates, truths,
and new ah-ha's



Harvard Business Review

- “In the rapid evolution from a rational economy to an emotional economy. client satisfaction is out and is being replaced by customers who want relationships... relationships built on trust”
- “Brands are about relationships, experience and trust. The customer is at the centre of every corporate universe and out-thinking (vs outspending) your competitor requires new skills, new lenses and new knowledge”
- “Creating the conditions for your customer to fall in love with your brand is the new paradigm of brand protagonism.”





Harvard Business Review

- “Your brand has a lot less values unless your customers can relate emotionally to it.”
- In today’s ultra-fast competitive marketplace you only get a few seconds to connect your brand experience to your potential consumers – something only holistic brands can do. The concept of a holistic brand is where the **brand relationship transcends boundaries and borders** to create a universal brand experience that ties together brand positioning, brand language, brand story, naming, logo, graphics and brand communication to create a coherent story that **engages consumers at a deeply personal level** that drives their preferences and encourages them to buy.”





What does it mean?



***EXCEED
EXPECTATIONS***

GET IT DONE


NOT QUITE

GOOD TRY





What is a Brand?



So, we asked 1000 people...
how many answers did we
get?

1000



CRUSHING 5

BRANDING MYTHS

A BRAND IS NOT A LOGO!

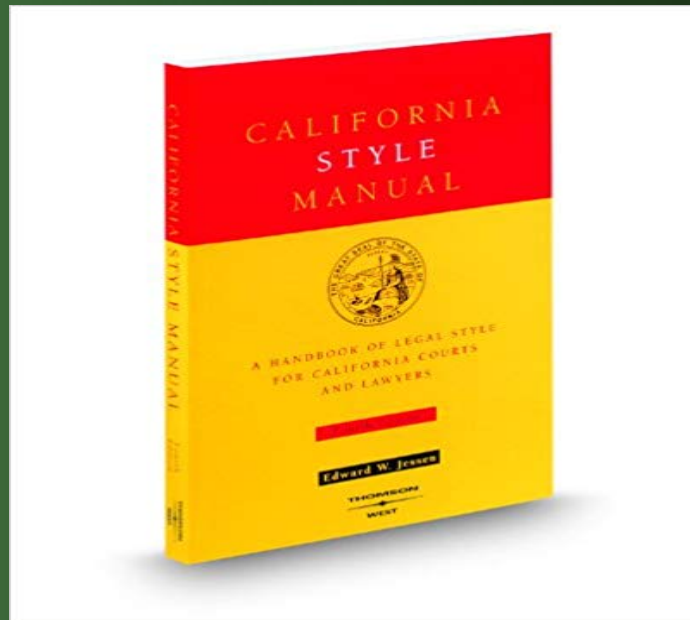


*un logo n'est
pas une marque*

A BRAND IS NOT A SLOGAN!!



A BRAND IS NOT AN IDENTITY!



A BRAND IS NOT A PRODUCT!



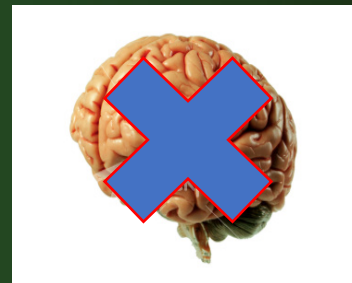
A BRAND IS NOT ABOUT YOU!

A vertical strip on the left side of the image shows a close-up of an olive branch with several green olives. The olives are in various stages of ripening, with some showing a slight yellowing. The background is a soft, out-of-focus green.

OLIVIO

So, what exactly is a brand?

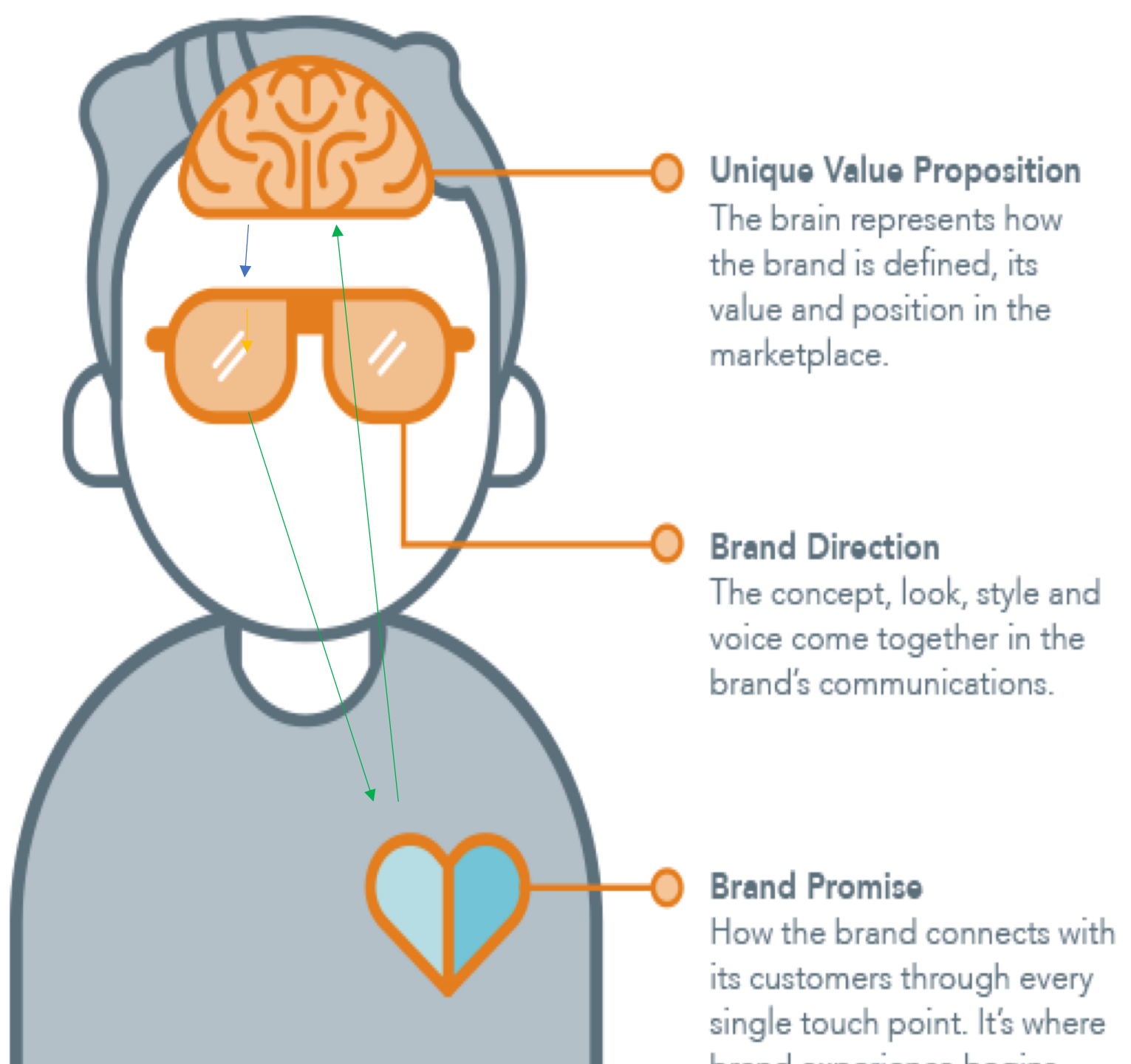
- A brand is the trust customers and not-yet-customers put in you and their consistent exceptional experience (when the brand touches them) --- Brand Sygma
- A brand is how someone feels about you ...**NOT** how they think about you






In other words,
it's not what you say
it is...


It's what they say
your experience
feels like to them.





**Brands are about the individual's
experience ...THE CUSTOMER...
not companies, markets or
campaigns**

**IT'S ABOUT TRUST, because
people are emotional, intuitive
and make most decisions from
their heart**



The actual emotional experience is
the relationship bridge between
the brand promise and the
consistency of the actual
experience it delivers = trust

For a bridge called relationship
Trust is a pillar
And if d pillar is nt strong dn bridge can
break anytime
So,keep Ur pillar strong 😊😊

— Pallavi Shivashankar

YourQuote.in







The Focus Test OLIVIO:

1. Who are you?

2. What do you do?

3. Why does we matter?





And, even more
importantly...can you
pass these three
critical tests?



- Brand Protagonist
- Brand Experience-
TOUCH
- Brand Relationship

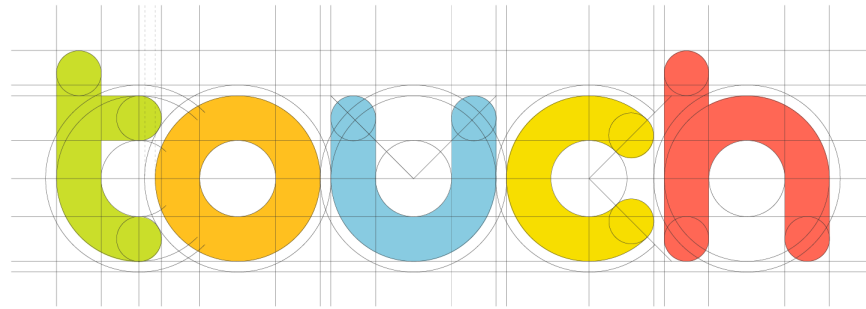
What are you the brand protagonist for?



VICTORIA'S
SECRET



What does your brand experience 'feel' like?







What is your higher purpose?

Where does your brand experience start? What does your brand touch feel like?

How do we clients, colleagues and not-yet-customers to define their experience with your brand?



I'M DROWNING
IN A SEA OF
DIFFERENTIATION
SAMENESS.


So, what does all this mean to the future of our California brand?



First, what does the California brand FEEL like?




- *In the vast mental geography that California represents in people's minds—the constantly growing narrative of, health, well-being and free opportunity*
- *It's one thing to say, "I'm from America, quite different to say, I'm from California!"*




First, what does the California brand feel like?

- How has the California brand traveled so far, meaning so many positive things to so many people?
- One thought...because California isn't really a place or entity.
- California is a belief.
- How does a belief persist so long, despite inconvenient truths and lack of proof of experience?
- The belief is reborn over and over and over again.
- There is always the promise that California will become something new...again.



First, what does the California brand feel like?

- California is in the tireless business of rebirth
 - Rags to riches ideal of the Gold Rush
 - Golden era and age of Hollywood
 - The wunderkind college dropout millionaire of Silicon Valley
- Each of these eras (and others) represents emergence, death and rebirth of the overnight success phenomenon
- Most of all, California is seen as ground zero for food culture movements...and herein lies our opportunity
- California can shape the diets of the 21st century because California has an outsized influence on the world...California's Promise is do to something that enables everyone to attain a better, more replete future.



First, what does the California brand feel like?

- How do we capitalize on the California Concept?
- The constant rebirth of a belief that keeps a brand coherent. But, at the same time creates enough latitude for a whole spectrum of meaning.



5 BIG | BIGGER


QUESTIONS ANSWERS



Q1. What is our destiny?


*DESTINY IS NOT A MATTER OF CHANCE,
IT IS A MATTER OF CHOICE.*

*IT IS NOT SOMETHING TO BE WAITED FOR,
IT IS SOMETHING TO BE ACHIEVED.*




Q2. What is our collaborative differentiation strategy as an industry?

- Standards
- Research
- Education
- Marketing
- Innovation
- Our state's brand strengths:
“the California Concept”



Q3 How do we create cross-market alignment behind the California brand?

A close-up photograph of several green olives hanging from a branch. The olives are in various stages of ripening, with some showing a slight yellowing. The background is a soft, out-of-focus green.

Q4 How do we create an aligned strategy of increased olive volume and yield in a multi-product agriculture state?


A close-up photograph of several green olives hanging from a branch. The olives are in various stages of ripening, with some showing a slight yellowing. The background is a soft, out-of-focus blue and white, suggesting a sky or water.

Q5 What are our olive industry's greatest differentiating assets?



SO, IN THE END...WHAT'S IMPORTANT TO REMEMBER?

- A sustainable brand means a **TRUSTED, SUSTAINABLE EXPERIENCE**
- A sustainable experience **ALWAYS focuses on the BRAND TOUCH**
- A sustainable experience results from becoming **CUSTOMER MANIACS**
- The trust from a sustainable experience **CAN BE MONTETIZED**
- SO, why is it only **ALWAYS** about **TRUST?**



People Buy
From People
They Trust



Thank you

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