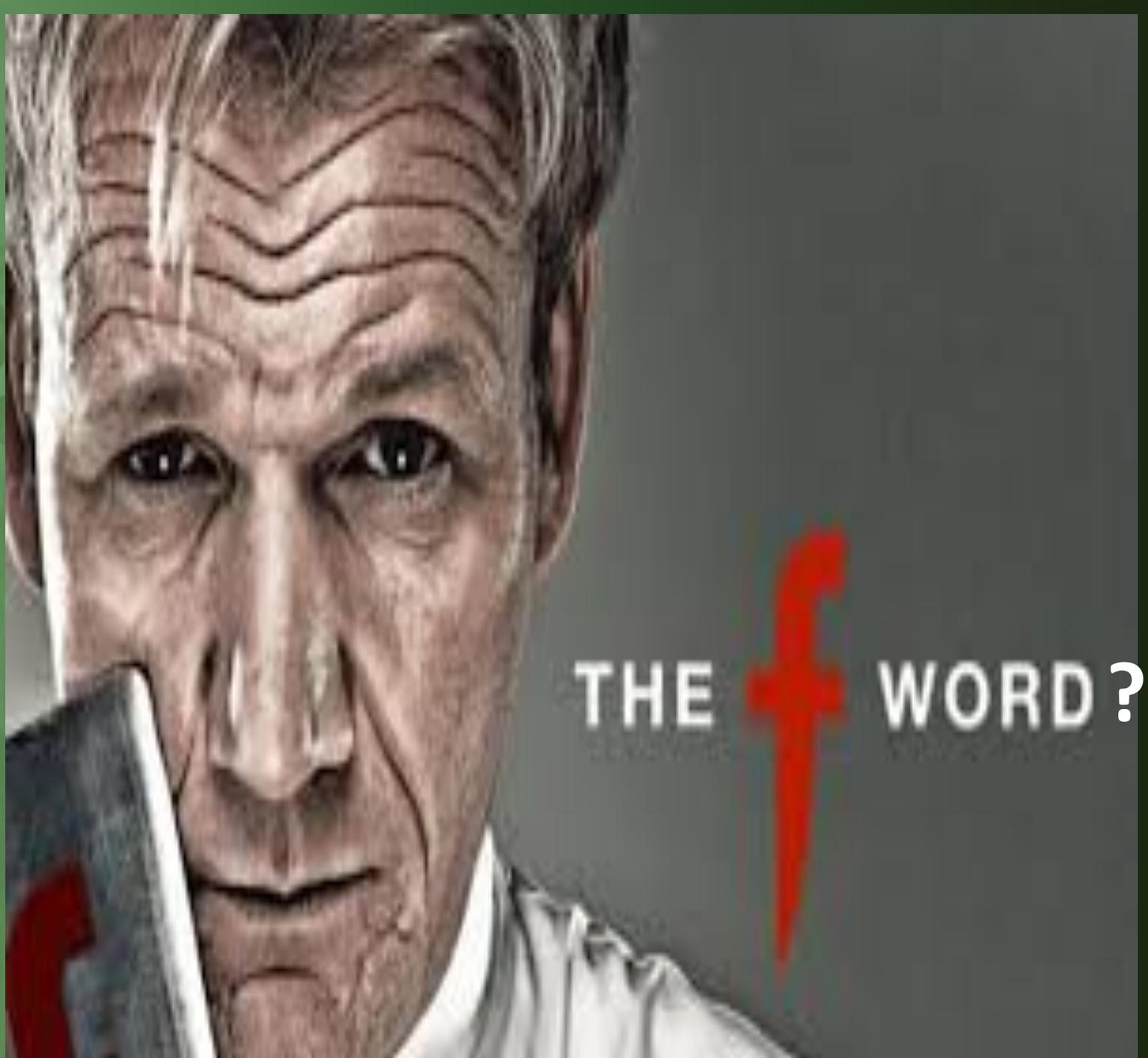


# Shaping the Future... Seeing Around the Corner

The Future of the California Brand





THE  WORD?



WHAT'S OUR  
BIGGEST  
CHALLENGE?



**TRUST!**

# WHAT'S OUR NEW NORMAL?

**V**olatile  
**U**ncertain  
**C**omplex  
**A**mbiguous

"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!

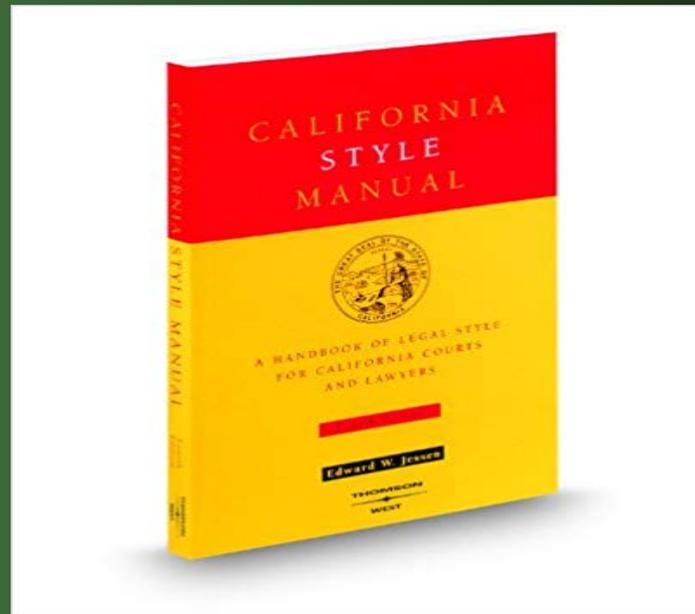


*un logo n'est  
pas une marque*

A BRAND IS NOT A SLOGAN!!



A BRAND IS NOT AN IDENTITY!



A BRAND IS NOT A PRODUCT!



A BRAND IS NOT ABOUT YOU!

The logo for Olivio, featuring the word "OLIVIO" in a bold, black, sans-serif font. The letters are thick and blocky, with a distinctive design for the 'V' and 'I' characters. The logo is centered within a white rectangular box.

**OLIVIO**

# So, what exactly is a brand?

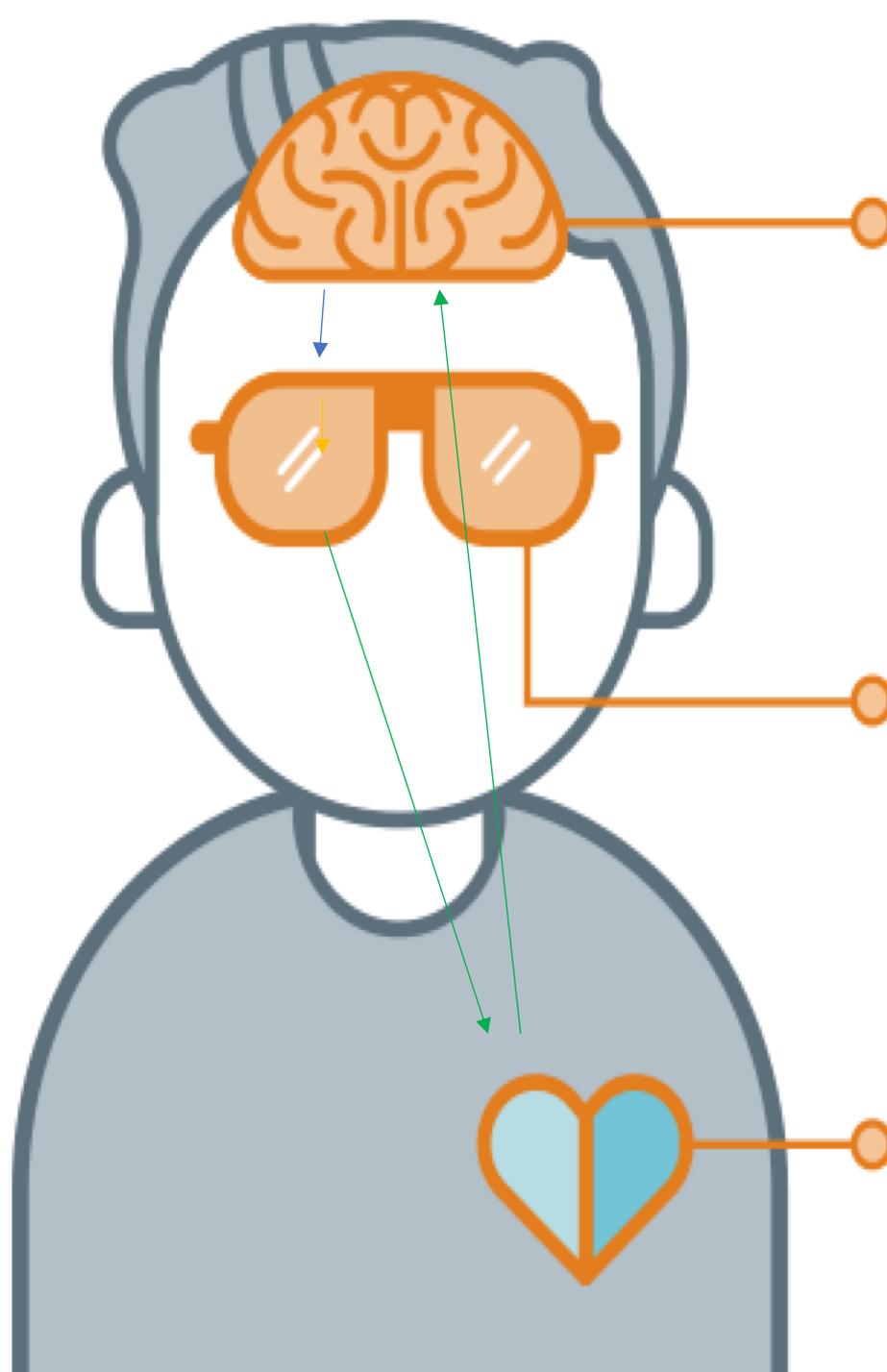
- A brand is the trust customers and not-yet-customers put in you and their consistent exceptional experience (when the brand touches them) --- Brand Sygma
- A brand is how someone feels about you ...**NOT** how they think about you





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

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



### **Unique Value Proposition**

The brain represents how the brand is defined, its value and position in the marketplace.

### **Brand Direction**

The concept, look, style and voice come together in the brand's communications.

### **Brand Promise**

How the brand connects with its customers through every single touch point. It's where brand experiences begin.



**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





**LET'S PUT  
IDEAS INTO  
PRACTICE**





# The Focus Test OIVIO:

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?

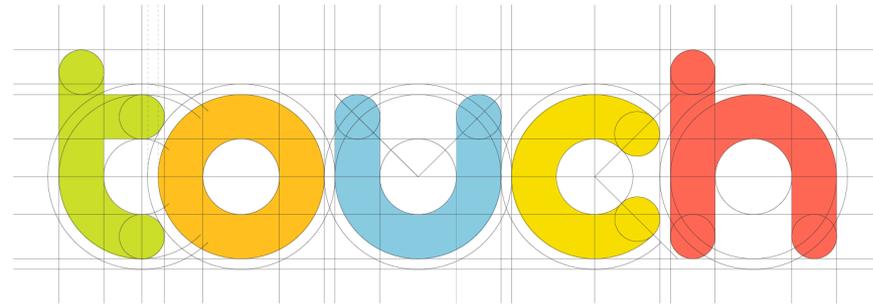


- Brand Protagonist
- Brand Experience-  
TOUCH
- Brand Relationship

# What are you the brand protagonist for?



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?

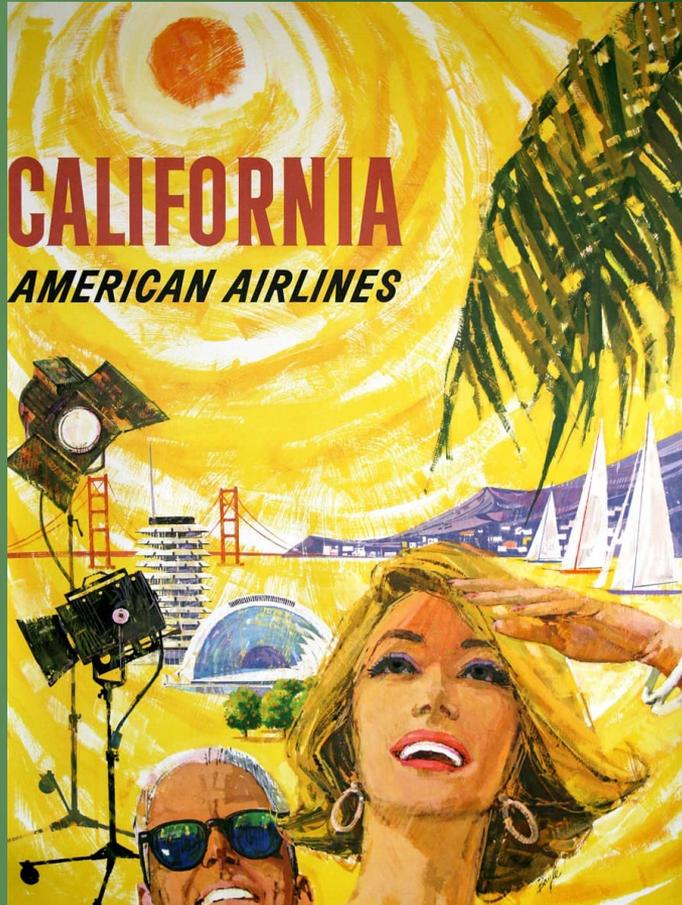


I'M DROWNING  
IN A SEA OF  
DIFFERENTIATION  
SAMENESS.

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 21<sup>st</sup> 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.

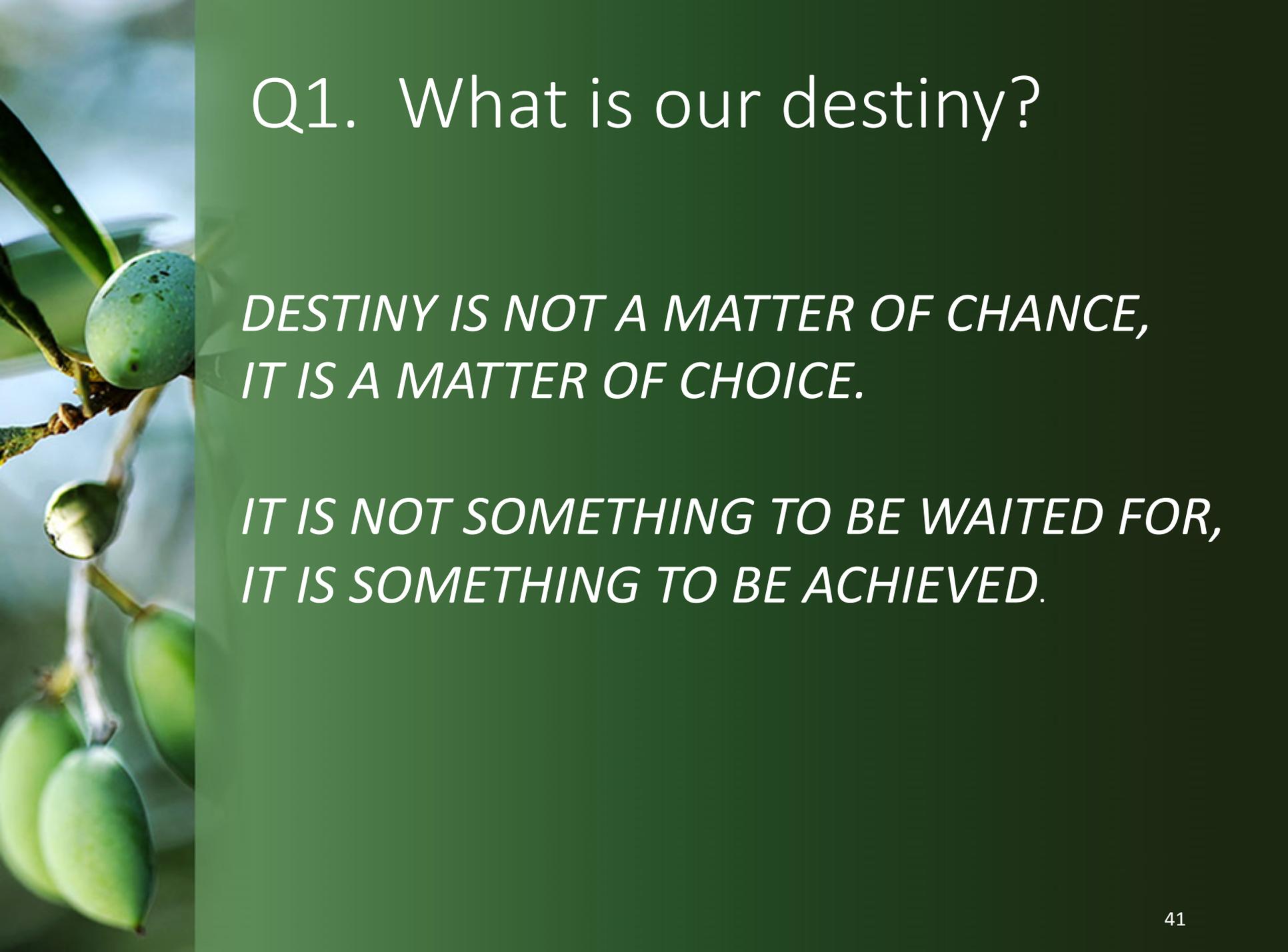


# First, what does the California brand feel like?

- 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 ripeness, with some showing small dark spots. 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 ripeness, with some showing small dark spots. The background is a soft, out-of-focus green.

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

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

# 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 MONETIZED**
- SO, why is it only **ALWAYS** about **TRUST?**



People Buy  
From People  
They Trust



Thank you

Alan Hilburg

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