

The Human Centered Brand

NELA DUNATO

A BRAND IS A COLLECTION OF IMPRESSIONS THE AUDIENCE HAS ABOUT AN ORGANIZATION, A PRODUCT OR A PERSON.



YOU DON'T HAVE TO PLAY BY THE SAME RULES AS THE BIG BRANDS.





Paul Jarvis

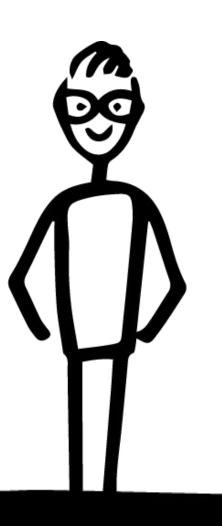
PJRVS.COM

CLIENTS DON'T CONNECT WITH COMPANIES – THEY FORM RELATIONSHIPS WITH PEOPLE.

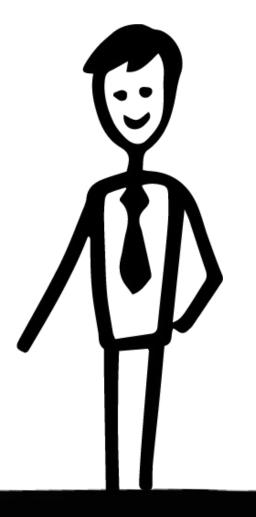


THE RULES OF BRANDING ARE VERY DIFFERENT FOR **SERVICES**AND **PRODUCT** BUSINESSES.





BRANDING



IS THE
BRIDGE USED TO
OVERCOME THE

TRUST GAP

THE COSTS OF HAVING A WEAK, IMPERSONAL BRAND ARE HIGH.





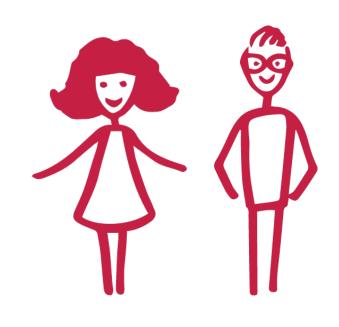


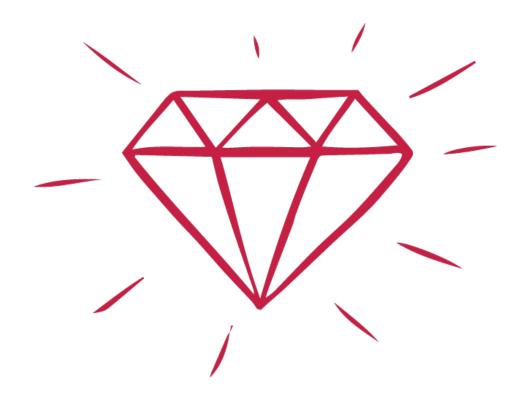
THE REAL FOUNDATION OF YOUR BRAND ARE THE **PEOPLE** WHO WORK IN YOUR COMPANY.

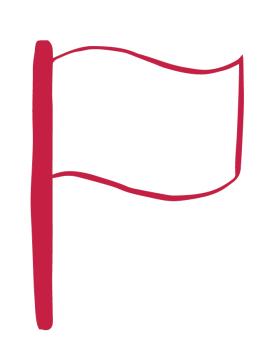


YOUR CLIENTS COUNT ON **YOU** TO BE THERE FOR THEM AND HELP THEM WITH THEIR PROBLEM.











Who are we?

What value do we provide?

What do we stand for?

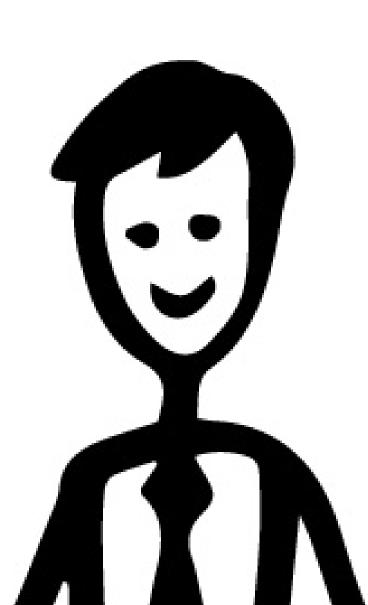
Who do we serve?

QUESTION #1

Who are we?







YOUR BRAND IS REPRESENTED BY THE PEOPLE WHO ARE IN TOUCH WITH YOUR CLIENTS.



USE YOUR FRIENDS' AND YOUR CLIENTS' WORDS TO DESCRIBE WHO YOU ARE.



01 tko

310 — istinita, iskrena i nadahnuta priča... o nama



Ime: Vanja Bertalan

Nadimak: njava

Opis posla: navigacija projekata i

pregovori s klijentima

Vanja trči na sastanke i pregovara s klijentima oko tehničkih (i inih) detalja projekta. Dok se vraća s takvih sastanaka, razmišlja kako da na suptilan način produkcijskom timu priopći sve moguće i nemoguće čarolije koje je klijentu obećao.

Osim vođenja projekata, u produkciji sudjeluje svojim poznavanjem PHP-a, MySql-a i Actionscripta. Često ostane u uredu preko vikenda, najčešće zato što se zaboravio, a ponekad i zbog posla. Iz samo njemu znanih razloga upušta se u istraživanje novih načina da optimizira i taj posljednji SQL upit. Uz to, vodi razvoj core.weba.

SUPERHERO: PUNISHER



Q3A Rank: 4

WoW: Njava, Tauren Warrior @ Kor\'gall EU. Horde FTW!!!

UI WEB.BURZA CREW Vanja Bertalan

Mario Stipanović

Marko Kršul

Željka Stipanović

Slavko Janjić

Stjepan Prelec Daniel Kašaj

Neven Đuranec Marin Crnković

Dalibor Karlović

Branko Kolesarić

Matija Turčin

Lana Pečovnik

Ivana Tomić

Frans Bol

Ante Crnogorac



WEB.BURZA.HR

PUT YOUR PHOTO ON THE ABOUT PAGE.



QUESTION #2

What value do we provide?



"Value is transformation. If the transformation isn't clear, neither is the value of what you're offering. "Life coaching" isn't value. "Website design" isn't value. "Jewelry" isn't value.

Value is telling someone how their idea of themselves, their environment, their relationships, their skills, or their behavior will change as a result of using your product. Value is making it clear that there's a Before and an After and making that story come alive on the page, on the call, or in the conversation."

TARAGENTILE
TARAGENTILE.COM

CLIENTS CARE ABOUT THE TRANSFORMATION. THEY NEED YOUR HELP TO BECOME A BETTER VERSION OF THEMSELVES.



QUESTION#3

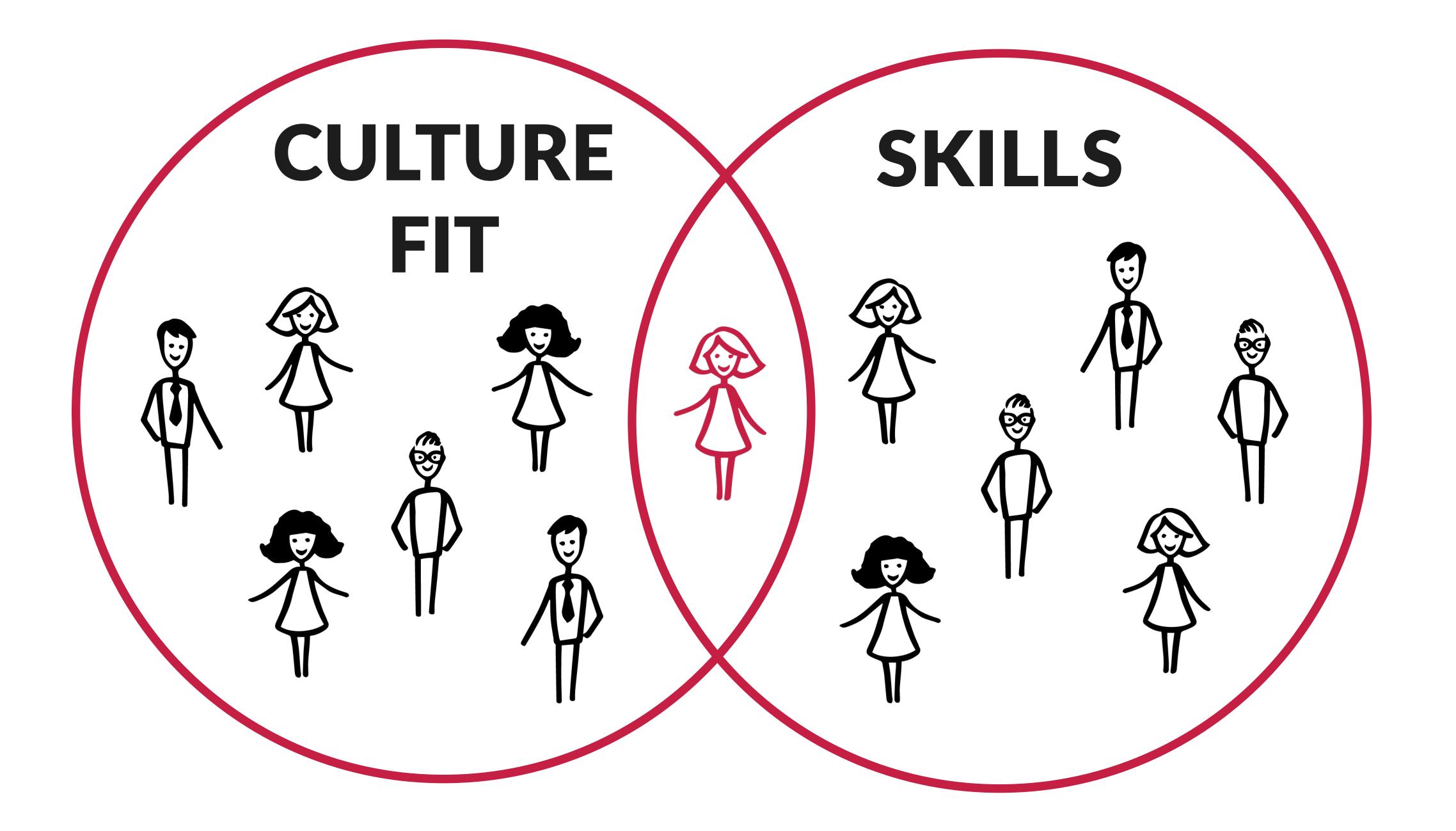
What do we stand for?



THIS IS SOMETHING WE WOULD NEVER COMPROMISE ON.

THIS IS WHAT **ALL** OF OUR EMPLOYEES AND CLIENTS NEED TO GET ON BOARD WITH.





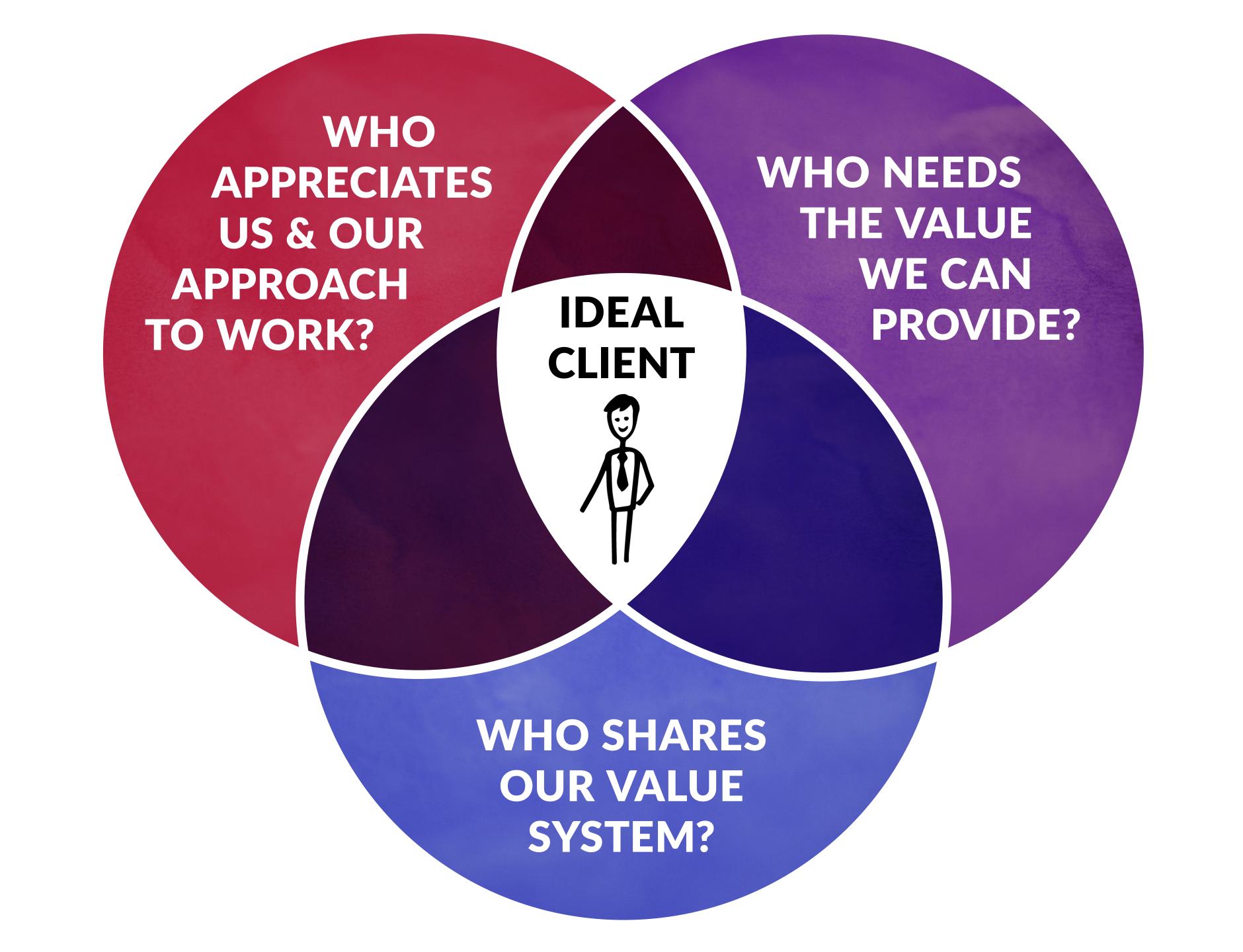




QUESTION#4

Who do we serve?







YOUR CLIENTS DEFINE YOUR CULTURE.

Why Human Centered Branding Works



BEING "ON BRAND" IS EASY



TO YOUR BUSINESS



IT DRIVES A HEALTHY COMPANY CULTURE



BEING ORIGINAL & DIFFERENT IS GOOD FOR BUSINESS – AND THE EASIEST WAY TO BE DIFFERENT IS TO BE YOURSELF.



WE NEED MORE TRANSPARENCY AND AUTHENTIC CONNECTION IN BUSINESS.





RELATIONSHIPS YOU FORM WITH YOUR CLIENTS ARE YOUR BEST BUSINESS TOOL.



THE WAY TO SUCCEED IS TO ACTUALLY **CARE ABOUT YOUR CLIENTS**, AND START SHOWING IT.







FIND OUT MORE ABOUT THE BOOK:

humancenteredbrand.com

SAY HI OR A.M.A:

@nelchee

GET THE SLIDES AT:

bit.ly/hcbtalk