

Word Flex

The protein shake for your inbox



Hi ,

I'm a bit of a geek. Even my hubby says so.

Last week he was chuckling at me geeking out over branding on two different muesli packets I'd bought.

I chatted away about how one had highlighted areas in the text with different colours and font types to break the content up. How they both used the same tone of blue so it must be popular with health food brands at the moment.

He just shook his head at me.

When a topic catches my interest, I go all in.

Learning everything I can until I feel comfortable that I know enough. (I've given up trying to achieve Goddess status and know *everything*.)

But some topics never fade from my curious vision.

Like branding.

This morning I picked up Brand Failures by Matt Haig. Ten pages in and I'm hooked.

He talks about common brand myths and the reasons why brands fail.

But one paragraph has stuck with me.

Haig says brand failures are contagious.

How is that possible? Because everyone is watching what everyone else is doing.

And when one company does something new, their competitors follow.

That's why you've got to always be asking questions.

Is this the right move for my business goals?

Is it something that our target market will want?

You don't know if your competitors have a solid strategy behind their marketing.

They might have created a product they love and launched it without asking the right questions.

So when you see someone else doing something you're not, don't freak out.

Take the time to analyse it.

Then, if it makes sense for your brand, make your move.



What's happening?

I've been telling stories ever since my mum asked... "what's that sticky mark on the curtain?"

A natural-born storyteller, it's no surprise my kids have inherited my skills in exaggeration and fact twisting.

The problem with a good story is that you want to believe it no matter how far fetched it may seem.

A cleverly crafted tale draws you in.

Takes you on a journey.

And has you busting to find out what happens in the end.

Storytelling has been used throughout history to pass on lessons from generation to generation.

It's not surprising that marketers use storytelling to hook readers.

The popularity of this content method is growing, with a 3600% increase in searches for the phrase storytelling marketing in the past month.

Every piece of content you share needs to have an element of storytelling. To pique interest and keep eyes on the page until the final sentence.

But it can't just be any story.

The stories you share need to be relevant to your audience and the problems they are facing right now.

Your stories also need to make sense for your brand.

I'm sure you've got some sensational fables you could tell. But sharing your biking adventures through Vietnam when your business is selling blankets to Nannas isn't going to impress your readers or grow your brand.

Stories can be short and sweet, like bumping into an old friend at the petrol station. Or epic and life-changing, like skydiving over Niagara Falls.

The length doesn't matter. It's all about getting their imaginations firing, making them feel like they're in the moment with you.

Like grating garlic into your morning smoothie, storytelling adds zing to your content.

Brand spotlight

When I studied screenwriting, my tutor made us watch a terrible movie during every class. He chose particular movies for their errors because it was obvious what went wrong.

Sometimes we get so caught up trying to emulate people doing all the right things. And we forget it's as simple as avoiding doing all the *wrong* things.

So let's take a peek at some epic brand failures to learn what not to do.

In the 1990's McDonald's launched McPizza. Who knew that a massive brand could launch a product that crashed and burned hard? A total flop, they had no way to compete with brands like Pizza Hut.

Lesson 1 - Don't branch into an area unless you know you can compete with the brands already doing it.

Fast forward to 2009 and we see Kraft launching a new snack. Getting the public to choose a name was a clever marketing initiative. The selected name was a total failure. Nobody wants to eat food that sounds like tech, so Vegemite iSnack 2.0 had a dismal launch. Rebranded as Vegemite Cheesybite and hanging out on supermarket shelves today, it's not the winner Kraft had dreamed of.

Lesson 2 - Branding needs to be aligned with the customer desires. Clever product names or abstract graphics are destined for failure if they don't match up with what the intended audience is looking for.

Even big-name brands get it wrong.

Learn from their mistakes and you'll be on the way to brand success.

What are you reading? Hit reply and let me know.

Chat soon,

Kara

P.S. Want to see more from me? Head on over to my [Insta](#).



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Not loving the flavour of my emails? Totally

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fine, just click below if you've had enough.

[Goodbye Word Flex](#)

