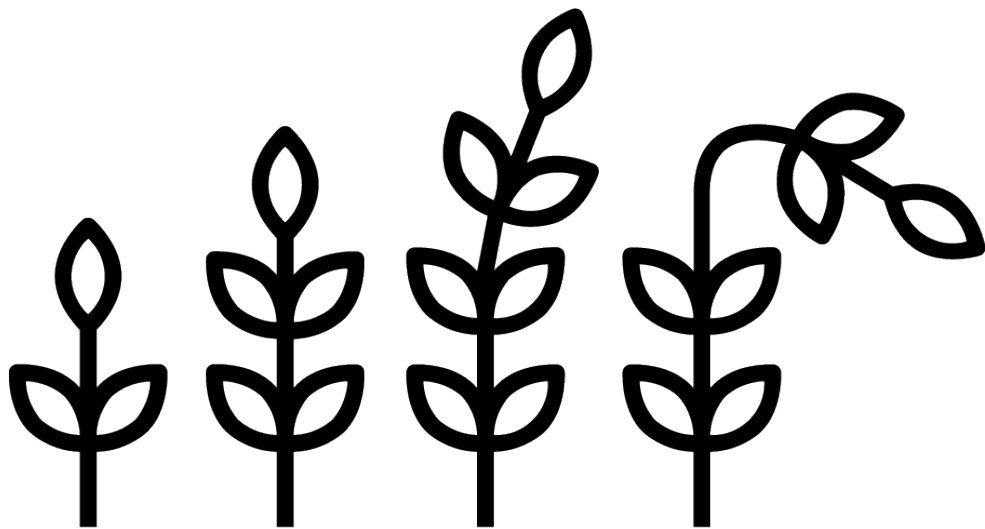


BRAND THINKING FOR CHANGE

การ
คิดแบรนด์เพื่อการเปลี่ยนแปลง

BAD NEWS ข่าวร้าย

GOOD NEWS ข่าวดี





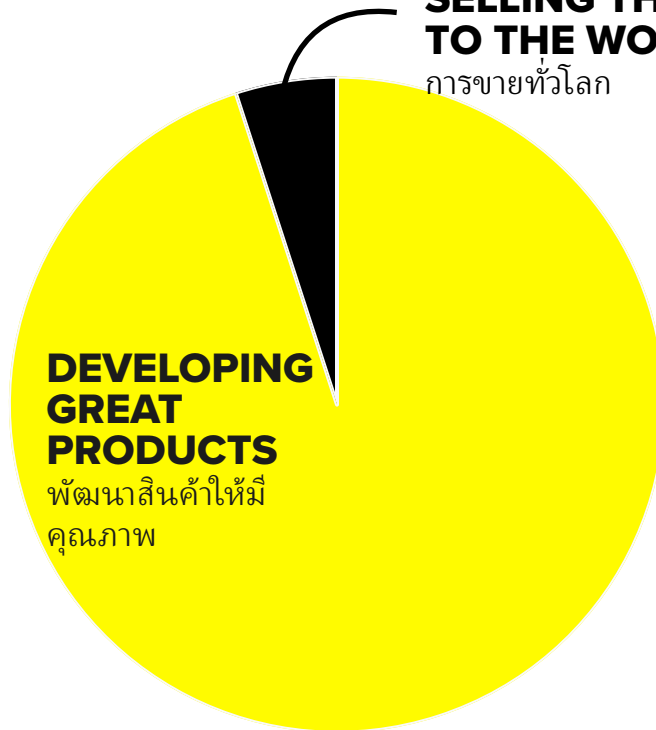
**DEVELOPING
GREAT
PRODUCTS**

**SELLING THEM WELL
TO THE WORLD**

การขายทั่วโลก

**DEVELOPING
GREAT
PRODUCTS**

พัฒนาสินค้าให้มี
คุณภาพ





WHAT THE WORLD NEEDS IS STRONGER BRANDS FOR CHANGE

โลกต้องการอะไร
เป็นแบรนด์ที่มีความเข้มแข็งเพื่อการเปลี่ยนแปลง



การดูแลสุขภาพ

พลังงานหมุนเวียน

ความยุติธรรม

ความคล่องตัว

การศึกษาในศตวรรษ
ที่ 21

การเข้าถึงข้อมูล

ความมั่นคงทางอาหาร

อาชีพ

ความยุติธรรม

สันติภาพ

สิทธิมนุษยย์

การรวมเข้าไป

การเติบโตของธรรมชาติ

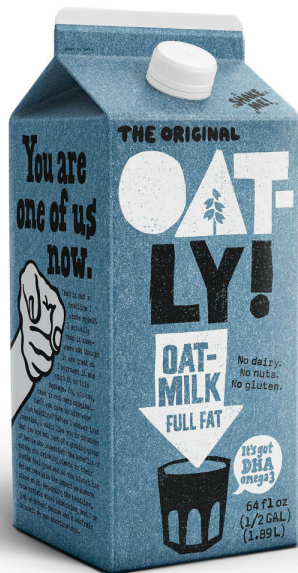
สุขภาพที่ยั่งยืน

**AS PEOPLE, WE USE OUR
'BRAND THINKING BRAINS'
HUNDREDS OF TIMES EACH DAY**

ในฐานะที่เราเป็นมนุษย์
เรามีการคิดการสร้างแบรนด์หลายครั้งในแต่ละวัน

WHICH MILK WOULD YOU BUY?

คุณจะเลือกซื้ออันไหน



THE BRANDLING INTRODUCTION

WHOSE COOKING ADVICE DO YOU TAKE?

ใครคือผู้แนะนำในการทำอาหาร



THE BRANDLING INTRODUCTION

WHICH CANCER CHARITY WOULD YOU SUPPORT?

คุณจะสนับสนุนศูนย์มะเร็งองค์ใด

**WE ARE
MACMILLAN.
CANCER SUPPORT**



WHO WOULD YOU GO TO TO MAKE YOUR WILL?



**WHICH MOVEMENT DO YOU JOIN
TO TAKE ACTION ON CLIMATE
CHANGE?** คุณจะเข้าร่วมเพื่อการเปลี่ยนแปลง

GREENPEACE



**extinction
rebellion**



THE BRANDLING INTRODUCTION

**WHEN IT COMES TO
BUILDING **OUR OWN BRANDS**,
THAT KNOWLEDGE
GETS US ONLY SO FAR.**

BUT...

**WE BELIEVE
THINKING LIKE A BRAND
STRATEGIST CAN BE TAUGHT** เราเชื่อว่า
กลยุทธ์การสร้างแบรนด์สามารถสอนได้

MY STORY เรื่องราวของฉัน



ANNE MILTENBURG









**BRANDING
FOR SOCIAL
CHANGE**

การสร้างแบรนด์เพื่อการ
เปลี่ยนแปลงของ
สังคม

**HOW CAN I HELP CREATE A WORLD
WHERE A FAMILY STARTING
A FAIRTRADE LEMONADE BRAND
CAN RIVAL COCA COLA?** ฉันจะช่วยสร้าง

โลกที่ครอบครัวเริ่มต้นได้อย่างไร
แบรนด์ FAIRTRADE LEMONADE สามารถ
RIVAL COCA COLA ได้หรือไม่?

**IF YOU WANT YOUR
IDEA/PRODUCT/SERVICE TO GROW,
YOU NEED LOTS OF DIFFERENT
PEOPLE TO BUY INTO IT**

ความคิด / ผลิตภัณฑ์ / บริการที่จะเติบโตคุณต้องการผู้คน
จำนวนมากที่แตกต่างกันเพื่อซื้อเข้ามา

**TRAIN THEM TO
THINK LIKE
BRAND STRATEGISTS!**

ฝึกพวกเขาให้คิดว่าชอบ
กลยุทธ์ของแบรนด์!

THINKING LIKE A BRAND STRATEGIST

กลยุทธ์ของ
แบรนด์

**7 USEFUL WAYS IN WHICH
BRAND STRATEGISTS
THINK** 7 วิธีในการคิดกลยุทธ์

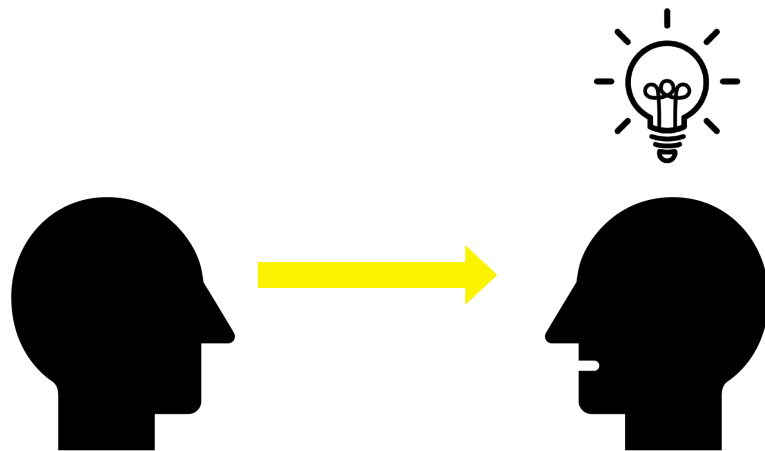
1. PUT THE AUDIENCE FIRST

ใส่ผู้ชม



2. ACTIVELY DIRECT HOW OTHERS THINK AND FEEL ABOUT YOU คนอื่น

จะคิดหรือรู้สึกอย่างไรต่อคุณ



I NEED A BANK!
WHICH BANKS
DO I KNOW?



I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct

I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct



ARE THEY
RIGHT FOR ME?



I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct



ARE THEY
RIGHT FOR ME?



ABN AMRO experts in
investments, not what I'm looking
for right now

HSBC: high-end, out of my
reach

BNP Paribas: large & old
fashioned

ING Direct: online,
easy, for all



I NEED A BANK!
WHICH BANKS
DO I KNOW?



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easy, for all



I PREFER ING DIRECT,
WHAT DO I KNOW
ABOUT THEM?



I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

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ARE THEY
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I PREFER ING DIRECT,
WHAT DO I KNOW
ABOUT THEM?



no negative reviews
found online

wasn't there
a scandal in 2008?
let me check...

sponsor youth soccer in
my old neighbourhood

Judy uses them

billboards in town
recently



I NEED A BANK!
WHICH BANKS
DO I KNOW?



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HSBC

BNP Paribas

ING direct



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found online

wasn't there
a scandal in 2008?
let me check...

sponsor youth soccer in
my old neighbourhood

Judy uses them

billboards in town
recently



YEP,
LET'S GO FOR
ING DIRECT

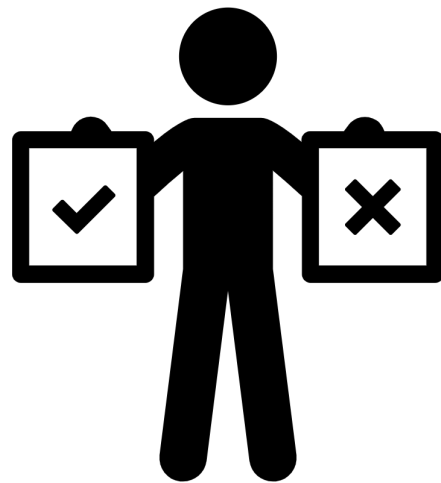


3. MAKE COMPLEX THINGS EASY TO UNDERSTAND ทำให้ เข้าใจง่าย



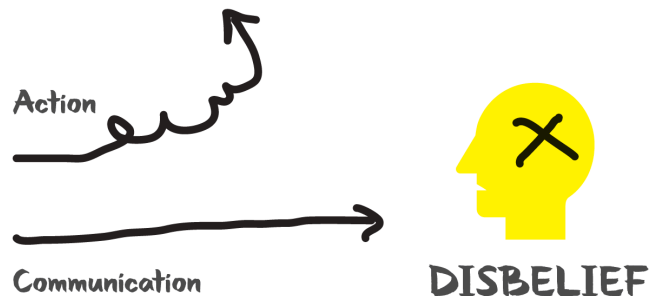
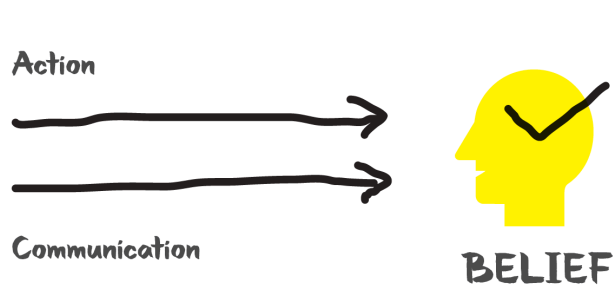
4. UNDERSTAND THAT YOU ALWAYS COMPETE WITH SOMEONE FOR SOMETHING

ให้ทำความเข้าใจว่าคุณต้องแข่งขันเพื่อจะได้รับบางอย่าง



5. KNOW REPUTATION DEPENDS ON ACTION AS WELL AS COMMUNICATION

การรู้ว่าชื่อเสียงขึ้นอยู่กับทั้งการกระทำเช่นเดียวกับการสื่อสาร



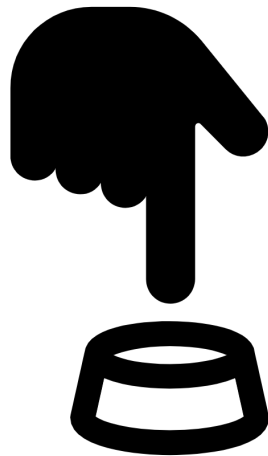
6. FOCUS RESOURCES มุ่งเน้นที่ทรัพยากร



7. ALWAYS HAVE A CALL TO ACTION

มีการเรียกร้องให้มีการดำเนินการ

เสมอ

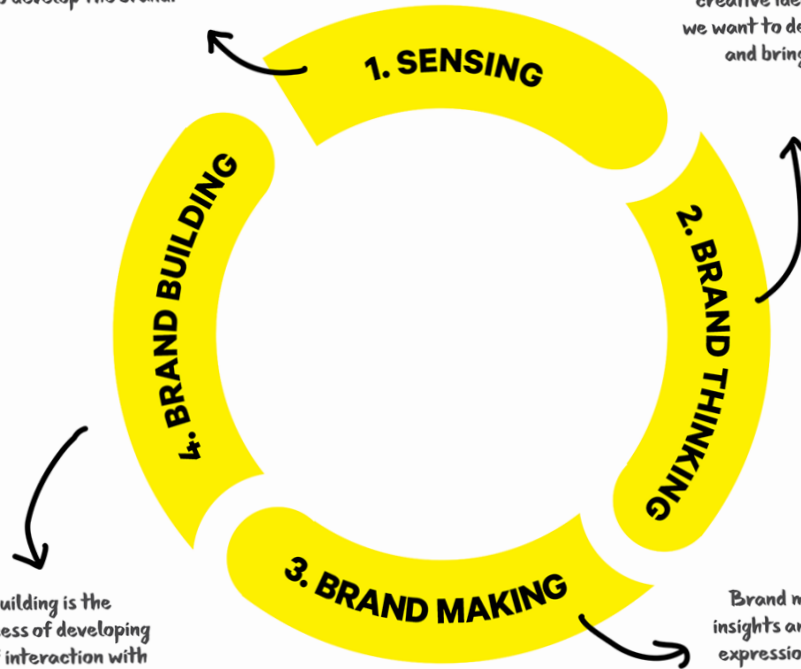


HOW WE TEACH BRAND THINKING SKILLS

เราสอนทักษะการคิด
แบรนด์อย่างไร

Sensing is where we gather the information, insights and inspiration we need to develop the brand.

Brand thinking is developing creative ideas about how we want to define our brand and bring it to life.



Brand building is the ongoing process of developing new ways of interaction with your audiences, growing your reputation and catalysing your impact.

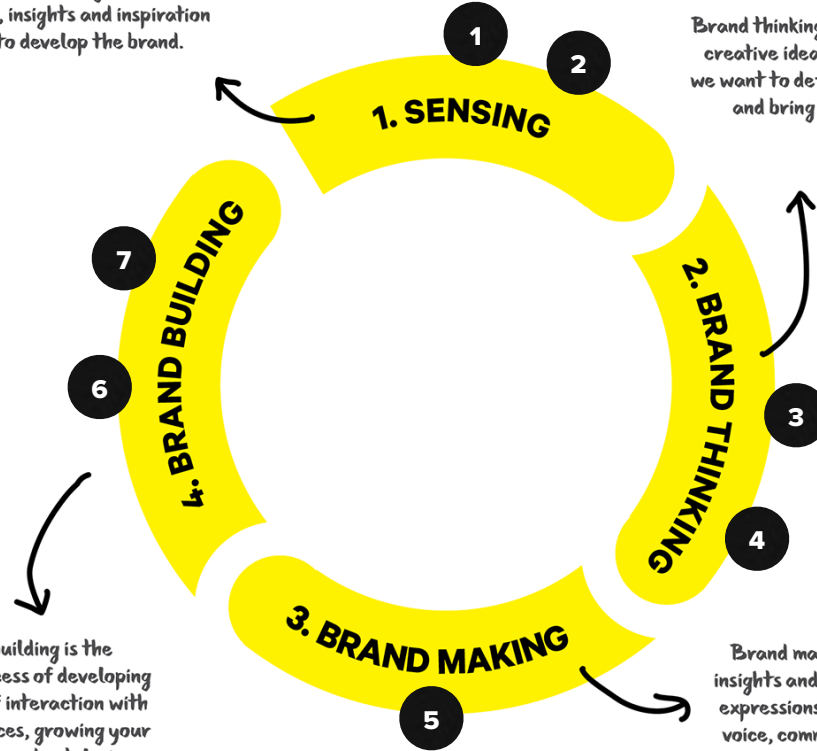
Brand making is turning those insights and ideas into real-world expressions, developing a face, a voice, communication materials, experiences and more in order to have a glorious launch!

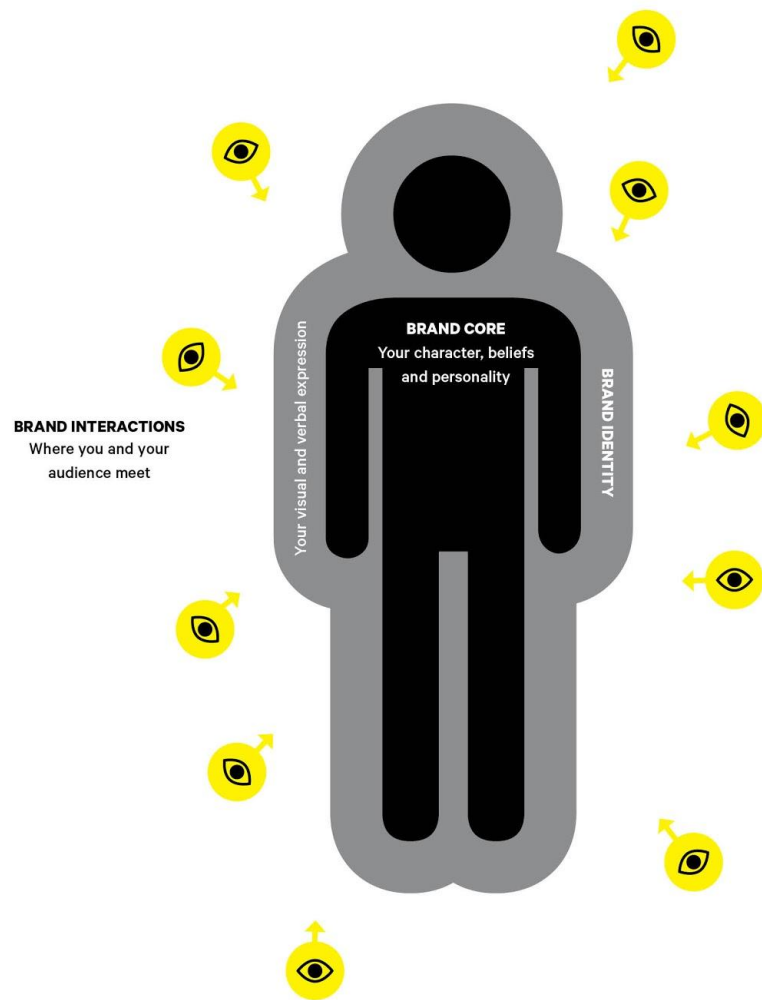
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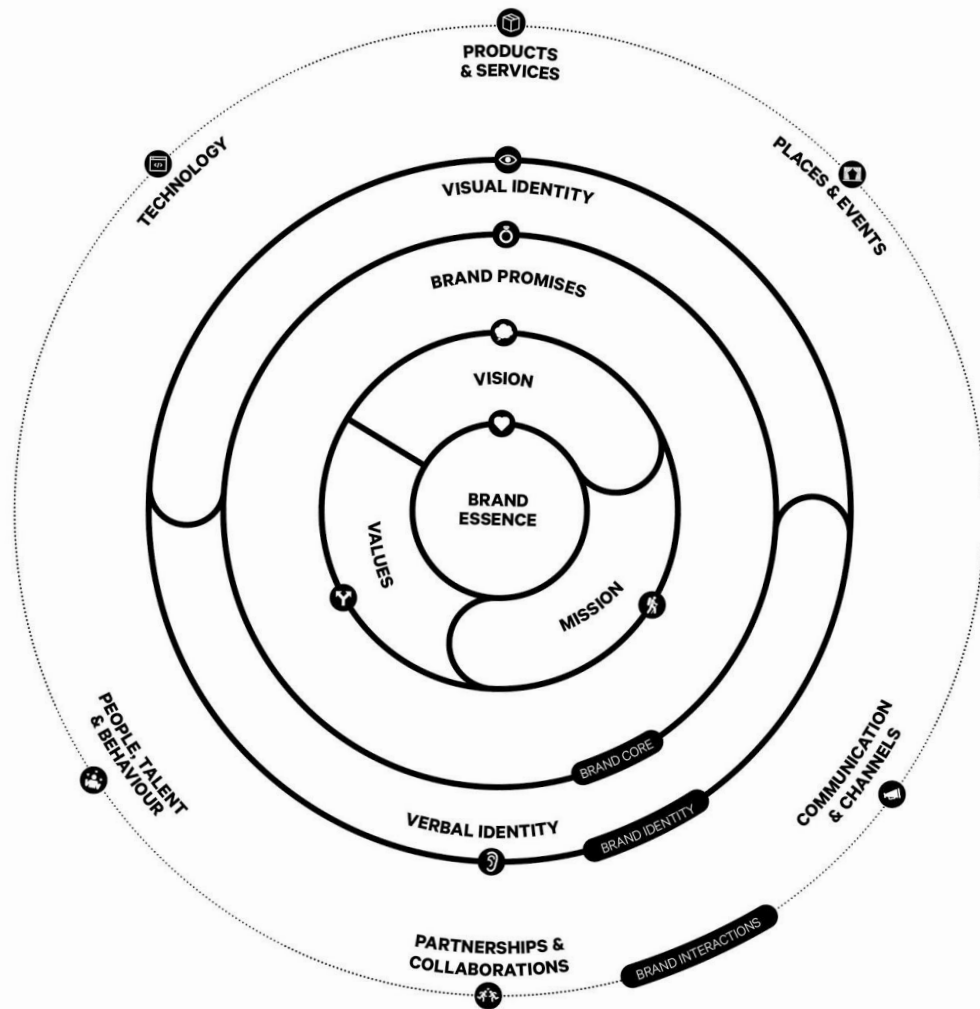
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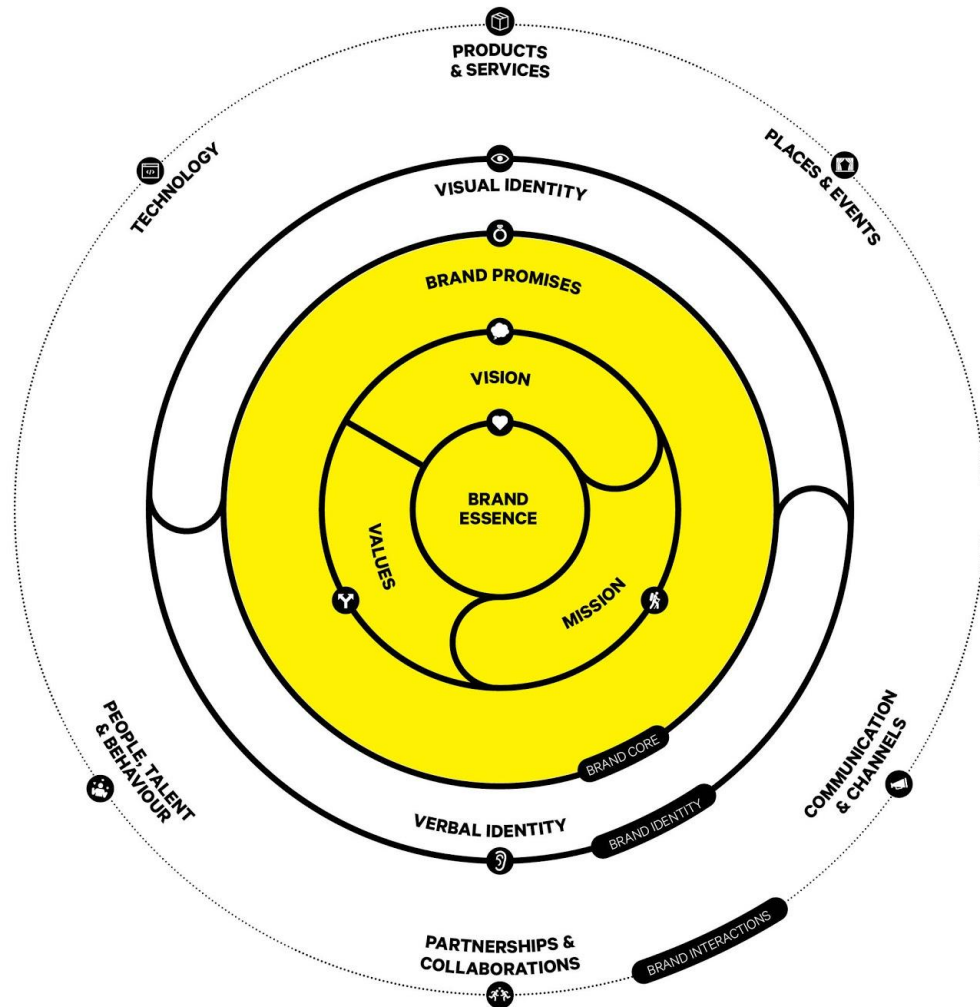
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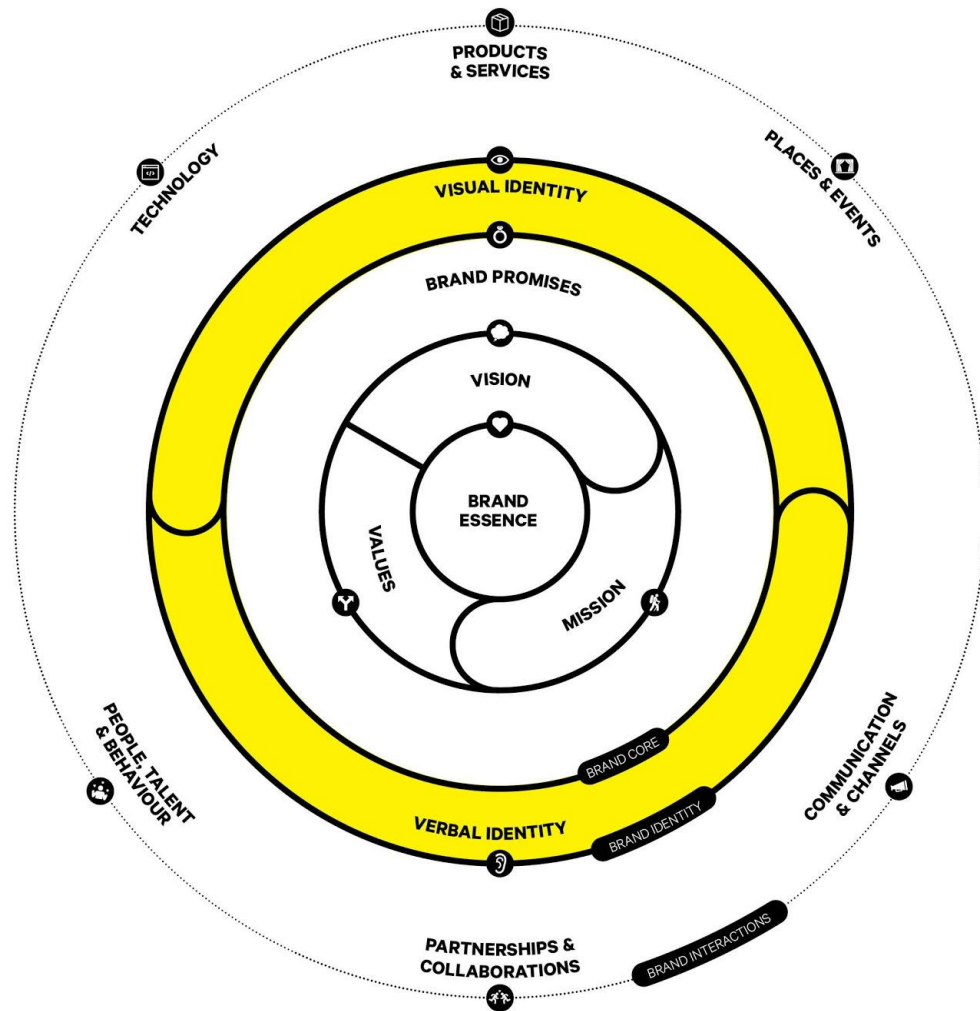
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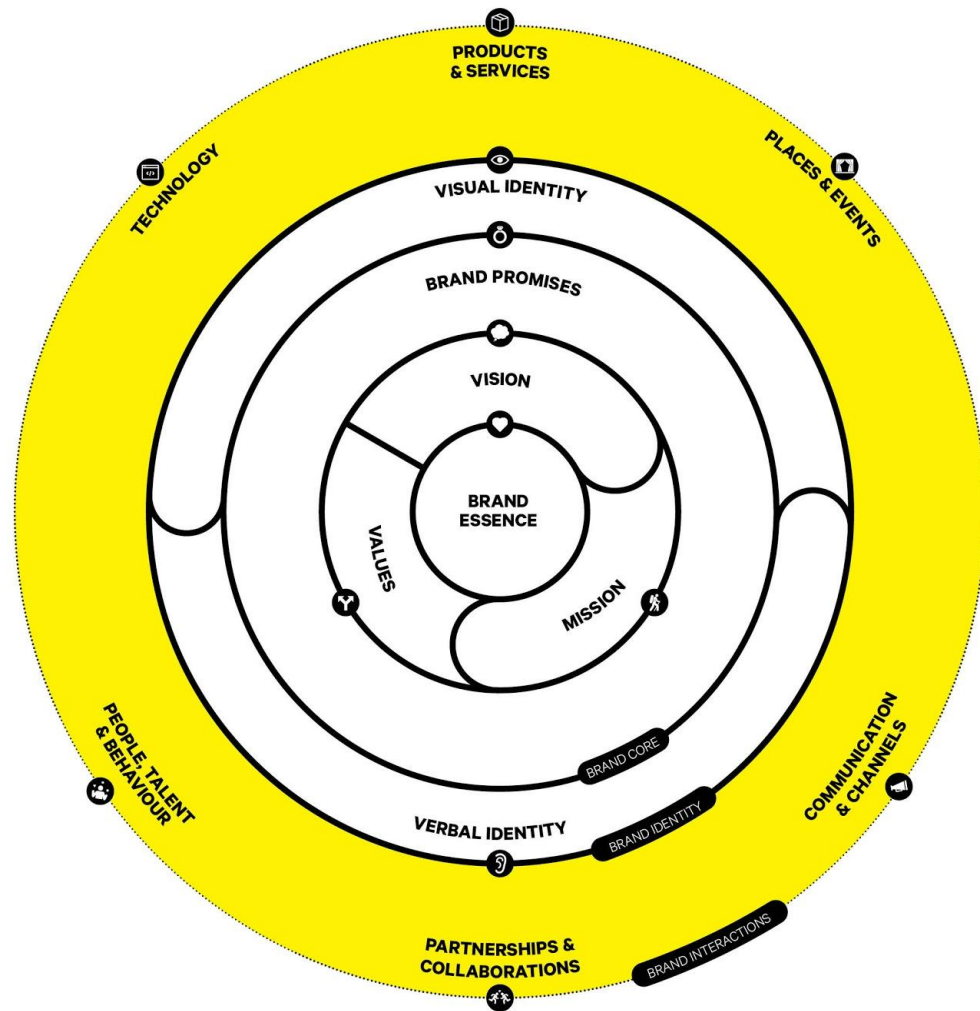


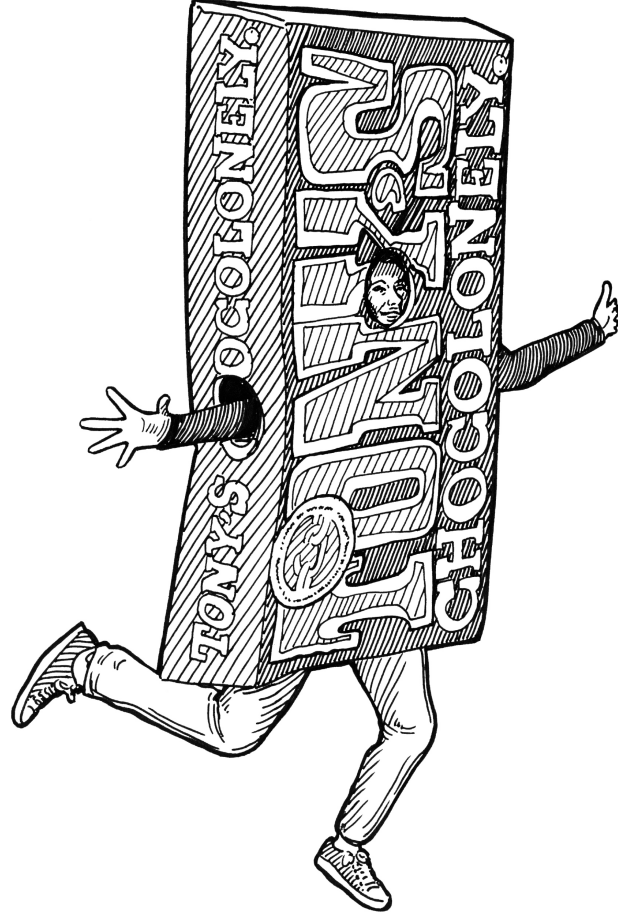








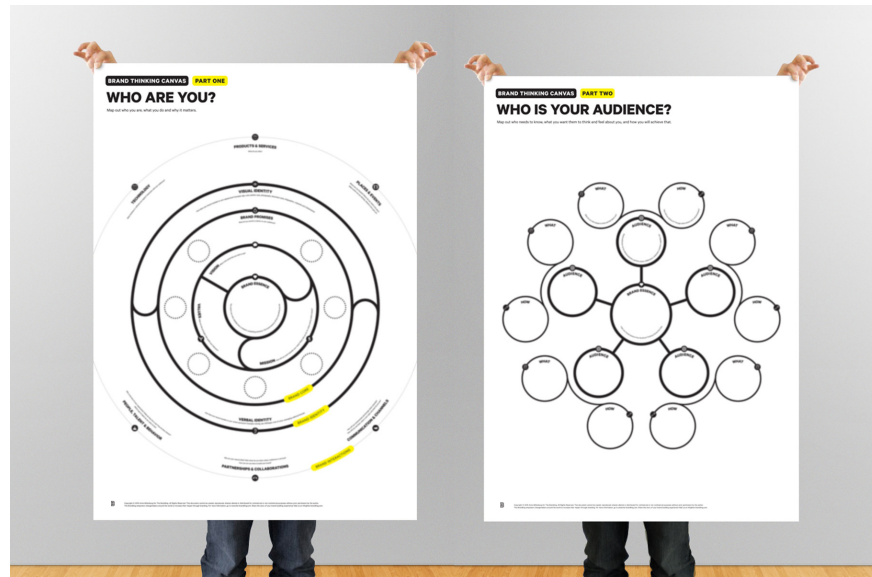




WE'RE SHARING THE TOOL WITH YOU! แบ่งปันเครื่องมือ

WWW.THE-BRANDLING.COM/brand-thinking-canvas

Discount code: bu-stepup



THE BRANDLING INTRODUCTION

CAN YOU TEACH PEOPLE TO THINK LIKE BRAND STRATEGISTS?

คุณสามารถสอน
คนให้คิดเหมือนกลยุทธ์ของแบรนด์ได้
หรือไม่



AN EDUCATION COMPANY THAT TRAINS SOCIAL ENTREPRENEURS TO BUILD STRONGER BRANDS

บริษัท การศึกษาที่ฝึกอบรมผู้ประกอบการทางสังคม
เพื่อสร้างแบรนด์ที่แข็งแกร่งขึ้น

1.
TOOLS
เครื่องมือ

2.
TRAINING
การอบรม

3.
TRIBE
ชนเผ่า

1.
HIGH QUALITY, ACCESSIBLE
AND RELEVANT TOOLS +
KNOWLEDGE RESOURCES

เครื่องมือคุณภาพสูงเข้าถึงได้และเกี่ยวข้อง
+ แหล่งข้อมูลความรู้

THE BRAND DEVELOPMENT PROCESS

If you had branding to creating a logo and a website, you will see branding as a short, linear process. If you define branding as directing what people think and feel about you, it is an ongoing process that needs constant inspiration, investment and attention to make it truly represent your goals. The central role of branding provides you with the most positive effects over time.

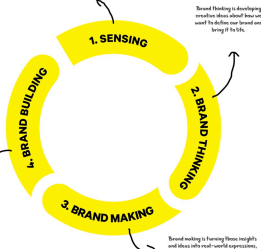
Through the brand development process, people and organisations go from being and seeing to being self-defined, to having a self-directed brand.

There is not one way to develop a brand. Different products, services, persons or ideas require their own routes to brand success. We have created a cycle of the brand development process that covers the basics for a broad range of organisations. It is not intended to be dogmatic. It is simply a guideline that you can use and adapt according to your own needs.

TOOL TEMPLATE
This template can be used for your own brand in the next chapter.

BRANDING TOOLKIT FOR CHALLENGERS • BUILD YOUR BRAND STEP BY STEP

Sensing is where you gather the information, insight and inspiration you need to develop the brand.



Brand thinking is developing creative ideas about how we want to define our brand and bring it to life.

Brand building is the ongoing process of developing a range of initiatives with your audience, growing your reputation and achieving your goals.

Brand making is turning those insights and ideas into real-world experiences, developing a tone, voice, communication materials, experiences and more in order to bring a plan to life.

19

TOOL MISSION COMPOSER

A mission statement is an effective way of getting your audience to truly understand what you do, why you do it, and why it is important.

WHAT IT'S FOR

- Clarifying what you do, for whom and why
- Collaborating support

HOW TO USE IT

- Follow the steps
- Can't find the right words?
- Use the resources on linked alternatives
- Can't find the right sentence? Write each word on one sticky note to form a sentence and then alternatives between it
- Summarise your mission in one short, compelling sentence

WHAT IS THE PROBLEM YOU ARE ADDRESSING?

80% of blindness is avoidable. Existing eye-care tools are expensive, difficult to use and inaccessible. People don't get treated quickly enough, or at all.

SUMMARISE!

We are empowering people with eye-care tools to help them avoid avoidable blindness.

What is your reason to exist about connecting a person?

WHO YOU ARE

Wisea Peak Vision relies on a team of technologists, eye specialists, public health doctors and product designers who are passionate about making high-quality eye care available to everyone.

WHAT YOU DO

Peak Vision harnesses smart phones with comprehensive eye-care tools. We develop easy-to-use eye-care tools for many places and health-care workers.

What are you doing to make what you do possible?

WHY IT MATTERS

With our tools, health workers can deliver a brand and care people with blindness on a large scale, helping people escape the challenges that blindness brings.

How you resolve the problem using the tools.

100

CASE: SANERGY/FRESH LIFE BRANDING IS SILVER, CO-CREATION IS GOLD

How a line of pay-per-use toilets became the preferred option for residents in Nairobi's informal settlements.

TOOL TEMPLATE: SUSTAINABILITY: SANERGY AND UNDERSTANDING COMMUNITY: SANERGY



"I heavily populated areas where housing was built on informal land, characterised by substandard housing and poor hygiene facilities."

GOING TO MARKET
Need more about marketing to understand competitors in the good way by good tools.

BRANDING TOOLKIT FOR CHALLENGERS • CASE STUDIES: CHALLENGERS TO BRANDS

20

Going digital BEN MATTHEWS



Ben Matthews is Director of Marketing, a London-based digital marketing agency for people who change the world.

How to get the basics of digital marketing right.

Digital marketing is the term for any activity that promotes your cause online. It comes everything from a blog post, to a tweet, a YouTube video to an advert on Google. This includes how people consume your marketing content – on a laptop, mobile or other device.

As more and more people go online, digital marketing has become increasingly important. In fact, many organisations now think 'digital first'. They market themselves online first, then think about how to promote themselves offline.

The lines between marketing online and offline have become blurred. It isn't that laptops in the car and mobile phones are used to share information what happens, online, so it goes full circle. That's why we are seeing companies use the term 'digital' from their marketing, but they make sure that their offline and online activity is working together.

The wide range and low cost of digital tools and advertising makes digital marketing a great way to find and connect with your audience. It takes less money than ever to get started and get noticed, but the large range of options available can make it difficult to know where to start.

Given the wide availability of digital marketing channels, how do you apply your limited resources to the online channels that will work for you?

Here's a step-by-step of potential to follow that will get you on the right path to success in digital marketing.

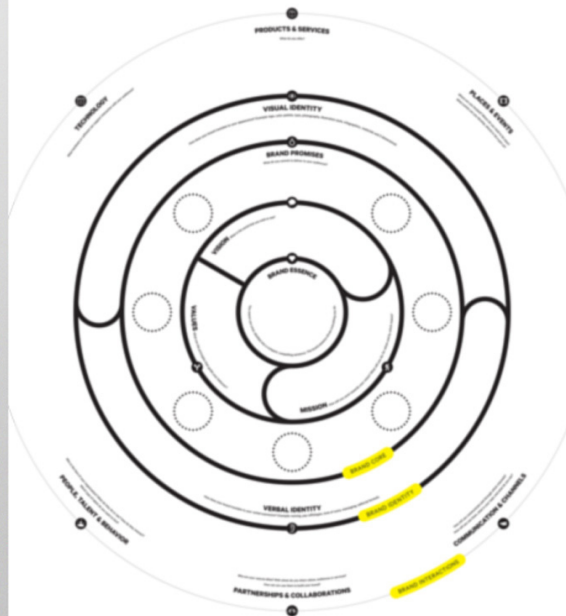
BRANDING TOOLKIT FOR CHALLENGERS • TOOLS AND TRENDS FROM EXPERTS

101

BRAND THINKING CANVAS **PART ONE**

WHO ARE YOU?

Map out who you are, what you do and why it matters.

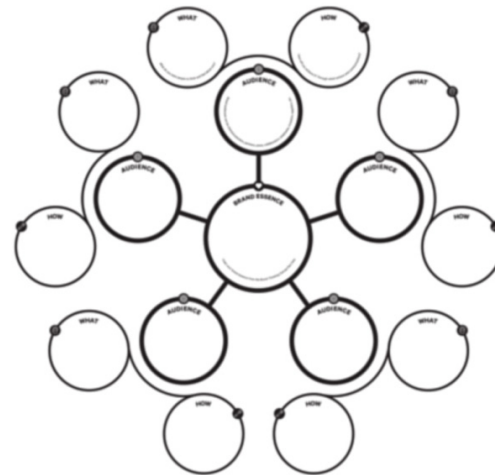


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BRAND THINKING CANVAS **PART TWO**

WHO IS YOUR AUDIENCE?

Map out who needs to know, what you want them to think and feel about you, and how you will achieve that.



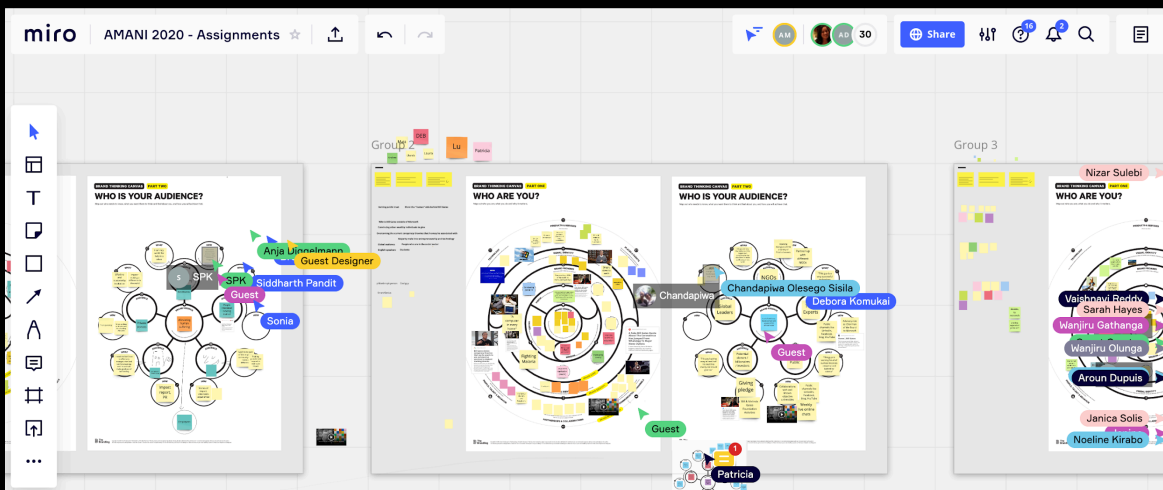
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2. SKILL BUILDING: **TRAINING** + COURSES

การสร้างทักษะ: การฝึกอบรม +
หลักสูตร



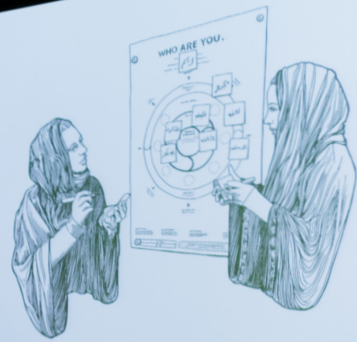


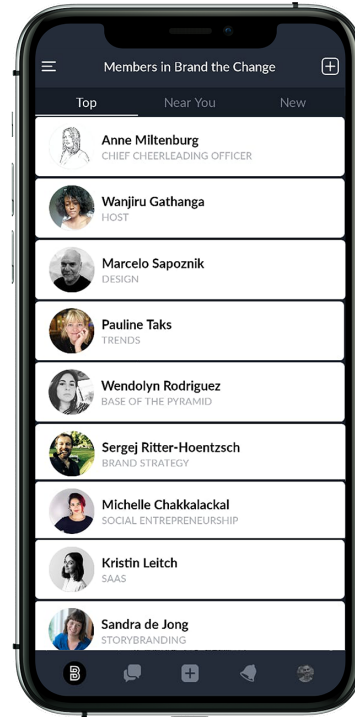
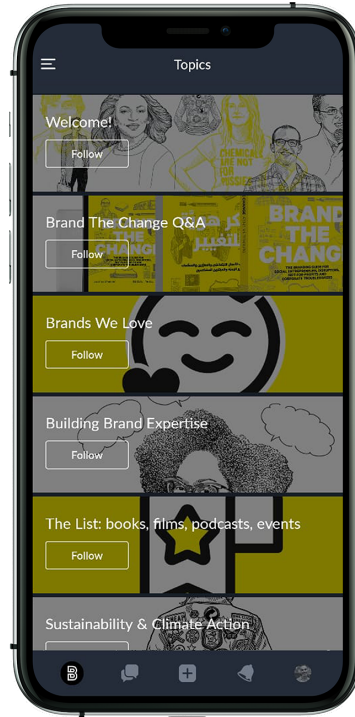
3.
A TRIBE OF
SUPPORT การสนับสนุน
ชนเผ่า



BRAND THE CHANGE

#BrandTheChange @TheBrandling @De_Zwijger @Bispublishers

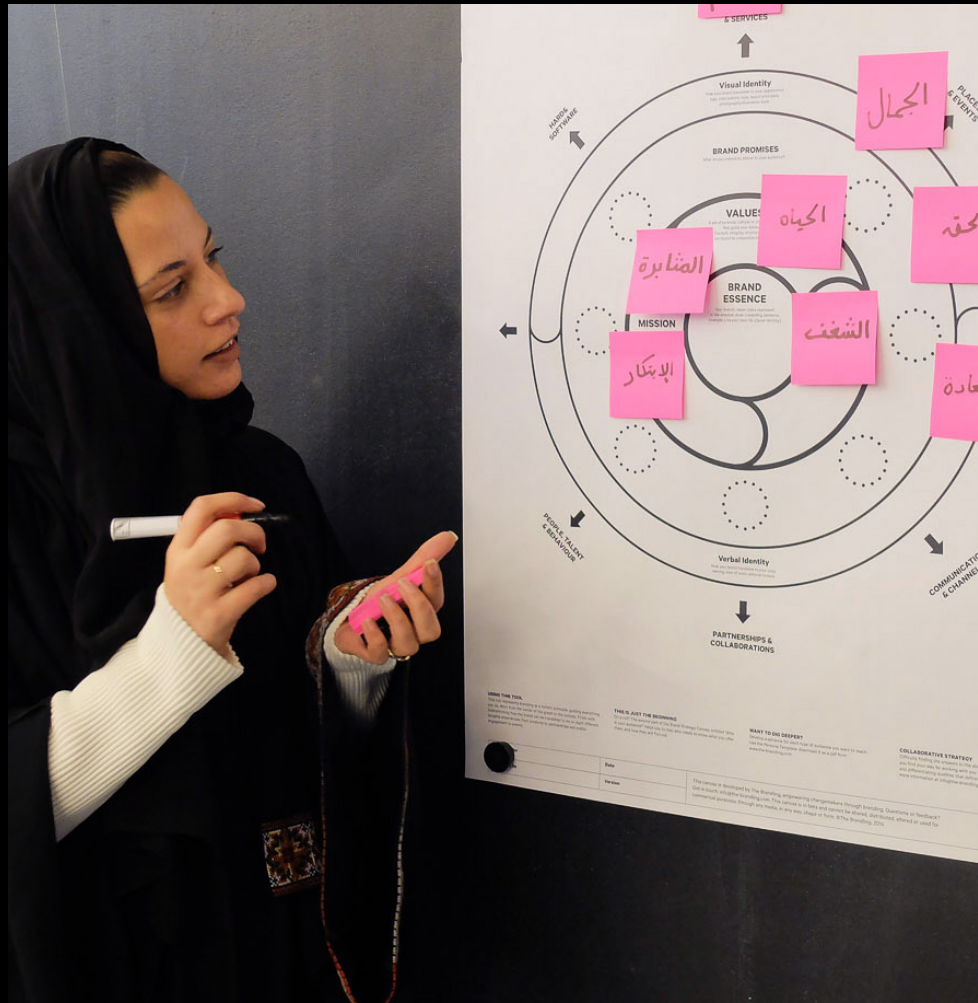






2,500 ENTREPRENEURS TRAINED
10,000+ PEOPLE USING OUR TOOLS & COURSES
38 CERTIFIED TRAINERS ACROSS 4 CONTINENTS

ผู้ประกอบการ 2,500 รายได้รับการฝึกอบรม
ผู้คนที่ใช้เครื่องมือและหลักสูตรของเรา 38 ผู้ฝึกสอนที่ได้
รับการรับรองจาก 4 เนโอหา







YOU'RE INVITED

UPCOMING EVENTS



LISBON MEETUP

Join the Lisbon community to help a local brand grow its audience



PERSONAL BRANDING MASTERMIND GROUP

Group of community members who support each other in building their personal brands



BRAND THE CHANGE ACADEMY

8 week online brand building programme to build your brand with Anne



BRAND THINKING CANVAS FACILITATION COURSE

On demand course for brand professionals who want to run their own inspiring and effective brand workshops





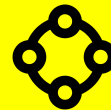
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