camino5 + Expert Dojo

Brand Camp Workbook

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Day One

1 | **Your consumers' need**
2 | **Manifesto**

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1 | Your consumers' need

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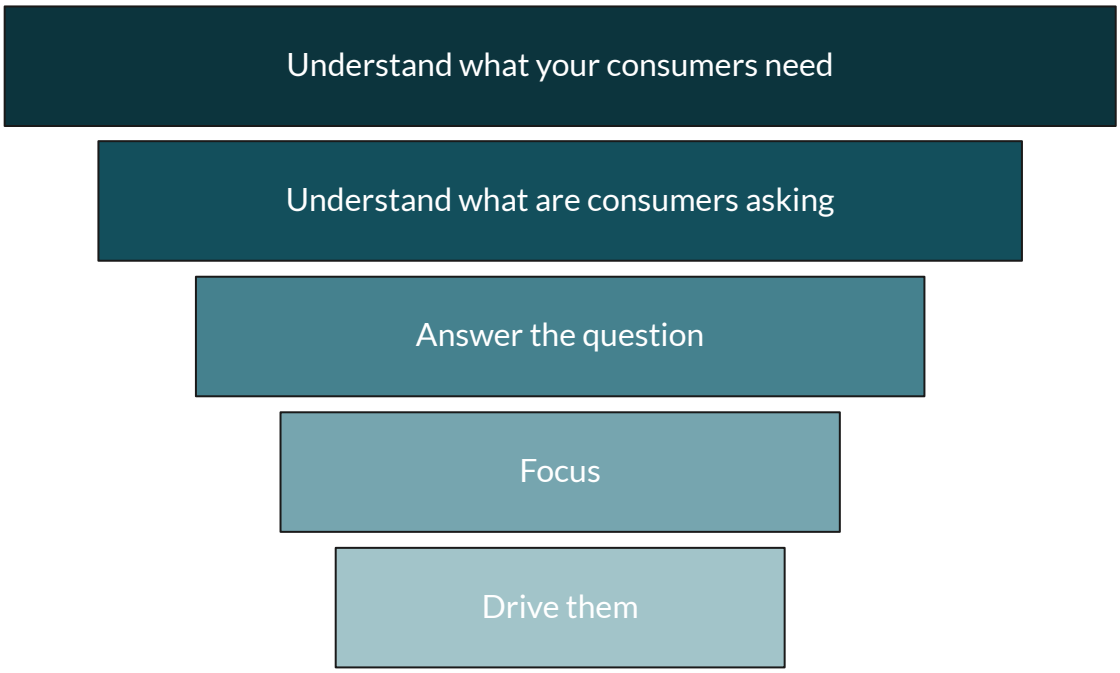
Your Consumers Needs

Your brands needs to:



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Who You Are | Branding Ad Libs

Product-Focused

Our [Product / Service]

is the only [Product Feature Attribute]

that [Outcome]

Consumer-Focused

Your [Need / Problem]

can be [Solution / Relief]

because we [Outcome]

Value-Focused

By [Action]

We help you [Value]

So you can achieve. [Outcome]

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Who You Are | Branding Ad Libs

Product-Focused

Our [Data platform]

is the only [Reporting platform]

that [Connects all your media in 10 minutes]

Consumer-Focused

Your [Data confusion]

can be [Simplified and given clarity]

because we [Place the data into a format that you can read without having a PHD - allowing you to make decisions - instead of worrying if the data is right]

Value-Focused

By [Providing reports out of the box]

We help you [See the broad picture at a glance]

So you can. [Spend more time on the solution then the question]

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2 | Manifesto

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Manifesto

Unlike a mission statement, a manifesto is a call to action. A declaration of who your company is there to serve, how you want to serve them, and the outcomes you wish to achieve.

Manifestos create direction, focus, and purpose. A manifesto declares and discusses goals and is an internal vehicle for focusing and evaluate opportunities for reaching them.

While having a lengthy, drawn-out manifesto might include all your intentions and goals, a short, powerful manifesto of a few lines gets your message across quickly. It leaves room for people to project themselves into (and thus align and share) your ideals.

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Manifesto | Two Types

The aligned and the **champion manifesto**.

The aligned manifesto focuses on how your ideals are aligned and partnering with you to reach them. An example of this approach is Nike.

The champion manifesto takes you against the world approach. An example of this approach is Apple.

As a starting point, using the what, why, who, how and what values from the “Values” exercise.

Note: use these as a starting point as you explore to develop your own style and tone.

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Manifesto | Aligned Example Nike

Who are you for:

Nike exists to bring inspiration and innovation to every athlete* in the world. Our Purpose is to move the world forward through the power of sport – breaking barriers and building community to change the game for all. *If you have a body, you are an athlete.

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Manifesto | Champion Example Apple

Who are you for:

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes.

The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can praise them, disagree with them, quote them, disbelieve them, glorify or vilify them.

About the only thing you can't do is ignore them. Because they change things. They invent. They imagine. They heal. They explore. They create. They inspire. They push the human race forward.

Maybe they have to be crazy.

How else can you stare at an empty canvas and see a work of art? Or sit in silence and hear a song that's never been written? Or gaze at a red planet and see a laboratory on wheels?

While some see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

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Manifesto | Aligned Example

Who are you for:

The rebel with a cause who is a dare devil and willing to take risks and blaze a trail for their cause.

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Manifesto | Champion Example

Who are you for:

Here's to the rebels, the ones who take the risks and blaze the trails. You can't ignore them because they create the path the rest follow. While the world sees them foolish, we see them as trailblazers.

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Manifesto | Aligned

Who are you for:

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Manifesto | Champion

Who are you for:

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Day Two

1 | **RTB's**
2 | **Manifesto**

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Connecting your value to people's need

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RTB's | Which RTB works best for you

Approach	Description	Example
Explain	Reinforce logic with product attributes.	0 - 60 in 4 seconds flat
Prove	Stats, facts, and data	Reduces time by 30%
Endorse	Relative, authoritative, independent, and unbiased	Commonly list of media outlets with links
Differentiate	Demonstrate uniqueness in the market, usually with quantifiable facts	Only electric car with a range over 500 miles.
Reassure	Minimize risk, or being inclusive	Join over 7 million customers globally

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RTB's | Supporting statements

Statement	
RTB	RTB
Statement	
RTB	RTB
Statement	
RTB	RTB
Statement	
RTB	RTB
Statement	
RTB	RTB
Statement	
RTB	RTB

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RTB's | RTB to attribute

RTB	Attribute
RTB	Attribute
RTB	Attribute
RTB	Attribute
RTB	Attribute
RTB	Attribute
RTB	Attribute

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RTB's | RTB to Attribute *example*

RTB Map ROI across geographies and currencies	Attribute Patent pending ROAS map
RTB Simplicity in international marketing and ROI	Attribute + 50 currencies, Converting currencies if the business is split across platforms and currencies
RTB Taking on problems no one else will	Attribute Coding new solutions like the ROAS Map for ROAS that's spending internationally

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RTB's | Connecting the dots

What need are you fulfilling?

What service are you providing or the product you are creating?

How is your service similar to what is already out there or what your competitor is offering?

Need + Attribute + Benefit = RTB

Need		Feature		Benefit		RTB
Easy way to get your data at a glance	+	Ready made dashboards showing primary KPI's	+	Spend time on strategy, not reporting. Lowering your per hour cost	=	Our dashboards cuts your reporting time by 90%.
	+		+		=	
	+		+		=	

Need		Feature		Outcome		RTB
	+		+		=	

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RTB's | RTB + Proof

RTB *example* Our dashboards cuts your reporting time by 90%.	RTB
Proof *example* The average time a week spent by a media analyst on reporting is 4 hours a week. according to LinkedIn B2B institute. Our reports take 20 minutes	Proof
RTB	RTB
Proof	Proof

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RTB's | Branded campaign structure *instructions*

This exercise will help you create the structure for branded marketing campaigns, landing pages, and pitch deck sections that directly speak to the consumers' needs.

Create a single-minded brand message with supporting value propositions, Reason To Believe (RTB), and product attributes to support the brand message.

Audience	Need / Solution / Help	Attributes
Your target audience for the message, use only one. This can be a vertical, consumer demographic, or business type. For example, car shoppers looking for 40k+, southern California men, people interested in outdoor sports, small businesses doing their first digital campaign.	Put yourself in the person's shoes. What is the need or help they need that you are trying to fill? What is their situation, and how can you help it? Do not use product attributes but the value they get out of using you.	What are the attributes of your product or service that help create the value which meets the need?

High Level Statement

A simple sentence, high level, and using **no product language** stating the **value you create by solving their need**. Only one.

Because We (Value Prop)

The product outcome allows you to create the value in the "high-level statement" limit to two per statement. You can reuse it for multiple statements.

Proof we can get it done (RTB)

Facts that back up your outcome or make people trust you to solve the problem. Can be "the only ones who xxx," "endorsed by XX," or "40x higher rate of return."

We can do this by / because

Product attribute that allows the above to happen focuses on unique items or how you do it better.

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RTB's | Branded campaign structure *example*

hint: keep it simple, create at least six

Audience	Need / Solution / Help	Attributes
All	Resource Strapped	Turn Key
	Fast Changes	Real time insights
	Complixiety	Help you set it up

High Level Statement

Your data and analysis crystal ball

Because We (Value Prop)

Provide real time insights

Provide a 360 view at your fingers

Proof we can get it done (RTB)

400 data points w/ live data

Insights spurred 30% growth

We can do this by / because

Data sources are dispersed - we bring them together

Although their is over 400 data points, we surface only the ones that you need

Simple reporting allows everyone, from C-Level to analysts to read the same report

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RTB's | Branded campaign structure

hint: keep it simple, create at least six



High Level Statement

Because We (Value Prop)

Proof we can get it done (RTB)

We can do this by / because

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RTB's | Website ladder

Consumer Profile

Single-Minded Message – simple, focused theme for the page.

RTB – Why people should believe you can do what you claim.

Reinforcements – Explain why your RTB's matters to the consumer - what they get out of it

<table>
<tr><td colspan="4">Single MInded Message</td></tr>
<tr><td colspan="2">RTB</td><td colspan="2">RTB</td></tr>
<tr><td>Reinforcement</td><td>Reinforcement</td><td>Reinforcement</td><td>Reinforcement</td></tr>
</table>

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Manifesto | Aligned

Make it bold, strong and you

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2 | Hero Statement

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Manifesto | Hero statement

Write your hero statement for website. Make it:

Bold · **Emotional** · **Clear** ·

Tell it someone who does not fully know or understand your business:

Did they get it? Yes ☐ No ☐

Rewrite your hero statement:

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