



MIGHTILY

MARCOM CONFERENCE

07 November 2019

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AGENDA

Introduction

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What's Marketing? // What's Branding?

What's a Gerund?

What's Your Brand?

How Marketing and Branding Cooperate

Finding a Partner

Some Work

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INTRODUCTION

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INTRODUCTION



Lesa Seibert // Brain



Pip Pullen // Heart

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SIX YEARS OF KICKING STATUS IN THE QUO

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WHAT'S MARKETING? // WHAT'S BRANDING?

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WHAT'S MARKETING?

Volume
Breadth
Accuracy
Relentlessness
Opportunity
Sales

Available, necessary, useful, functional, affordable.

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WHAT'S BRANDING?

Voice
Character
Personality
Style
Feeling
Value

Meaningful, appealing, enjoyable, desirable, beloved.

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(WHAT A BRAND ISN'T)

A logo

A slogan

A colour palette

A style guide

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WHAT'S A GERUND?

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WHAT'S A GERUND?

A gerund is any of various nonfinite verb forms in various languages; most often, but not exclusively, one that functions as a noun. In English it is a type of verbal noun, one that retains properties of a verb, such as being modifiable by an adverb and being able to take a direct object.

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WHAT'S A GERUND?

A gerund is a word that ends in “-ing.”

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WHAT'S A GERUND?

Make stuff — **do** marketing.

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WHAT'S YOUR AIRPORT'S BRAND?

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WHAT'S YOUR AIRPORT'S BRAND?

Where can you offer **meaning**?
How and why are you **different**?
How and why are you **special**?

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HOW MARKETING AND BRANDING COOPERATE

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HOW MARKETING AND BRANDING COOPERATE

MARKETING.....**BRANDING**

Noise // Volume // Numbers
Rational // Opportunistic
Brain

Truth // Beauty // Meaning
Emotional // Meaningful
Heart

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HOW MARKETING AND BRANDING COOPERATE

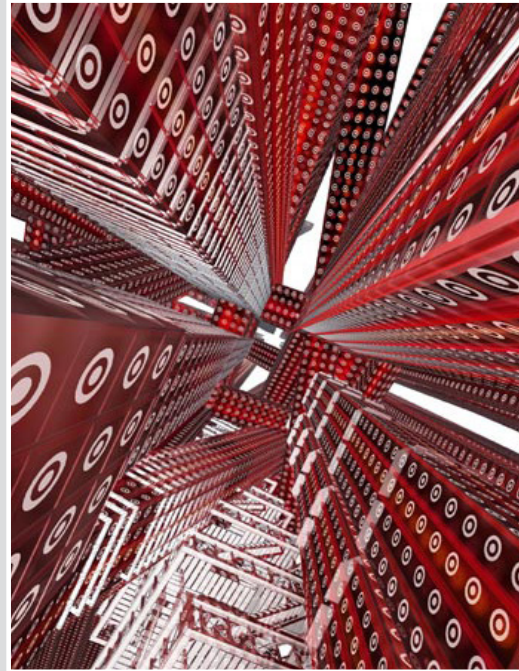


HOW MARKETING AND BRANDING COOPERATE

Heart **then** brain.

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HOW MARKETING AND BRANDING COOPERATE



HOW MARKETING AND BRANDING COOPERATE

EVENT 2 8 p.m. **Thursday, November 27** While supplies last

Start at 8 p.m., except where prohibited by law. Check your local store hours. Prices also valid all day Friday, while supplies last.



\$397 iPad® Air 16GB with Wi-Fi **\$100** **FREE** with purchase

\$195 iPod® Touch 16GB with Wi-Fi **\$30** **FREE** with purchase

Colors may vary by store. While supplies last.

\$25 iTunes Gift Cards Multipack



SAVE \$10 **\$89.95** each pair

Was \$99.95 Beats™ by Dr. Dre™ Urbecats Ear Buds

SAVE \$70 **\$99.95** each pair

Was \$169.95 Beats™ by Dr. Dre™ Drenched Solo™ Headphones

SAVE \$100 **\$99.95** each

Was \$199.95 Beats™ by Dr. Dre™ Beat™ 1+™ Mobile Speaker + Bluetooth® connection

FIND MORE BEATS™ COLORS.
Find more Beats™ colors only at **Walmart.com**. All day Thursday, while supplies last.

While supplies last.

All items in this ad are available in limited quantities. Sorry, no rain checks.

BLACK FRIDAY PREVIEW

100s OF SPECTACULAR DOORBUSTERS



SAVE \$60 **\$119** BEATS BY DRE SOLO HD HEADPHONES in colors shown. REG. 179.99

50" TV SPECIAL PURCHASE **\$229** ELEMENT 50" 1080p LED HDTV TV screen measured diagonally, offers with alternate picture. Limit 1 per guest.

OUR LOWEST PRICE EVER **\$149.99** **SAVE \$50** NINTENDO 3DS XL GAME SYSTEM REG. 199.99

\$10 SALE EACH MOVIE SHOWN Turbo DVD, REG. 19.99 & Monsters University Blu-ray with

\$99 **SAVE \$130** ONLY AT TARGET Nikon L320 features 28x zoom and 10MP. REG. 229.99

All items on this page are quantities limited, no rain checks.

Quantities limited. No rain checks.



FINDING A PARTNER

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FINDING A PARTNER

Start with your brand — find a **writer**.

Then find a **designer**.

Find a **marketing partner**.

Use **social media**.

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FINDING A PARTNER

Imagination

Courage

Passion

Resolve

Dedication

Clarity

Integrity

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FINDING A PARTNER

Make it smart.
Make it beautiful.
Love your brand.

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SOME WORK

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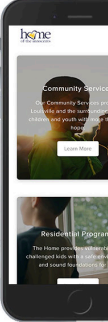
Volunteer Careers Foster & Adopt Aquatic Therapy Center

home of the innocents

The Home Services Help the Home News & Blog Events Contact [Donate](#)

The heart of our city since 1880.




home of the innocents

Volunteer Careers Foster & Adopt Aquatic Therapy Center

home of the innocents

The Home Services Help the Home News & Blog Events Contact [Donate](#)



home of the innocents

Since 1880, we've been enriching the lives of children and families with hope, health, and happiness. We've done this because we believe that in a great city, we believe that this is a city with character, imagination, talent, and we believe in the heart of humanity. We are Home of the innocents.

Volunteer Careers Foster & Adopt Aquatic Therapy Center

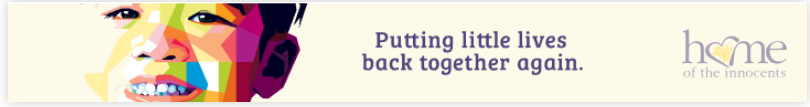
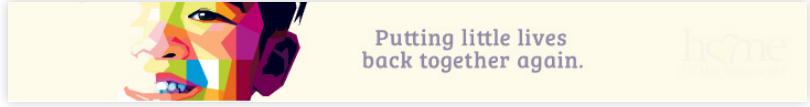
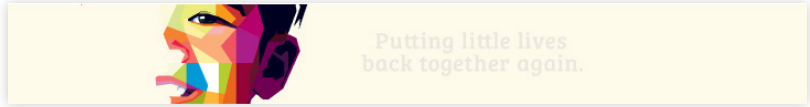
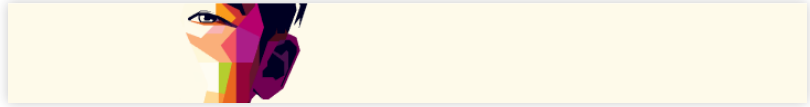
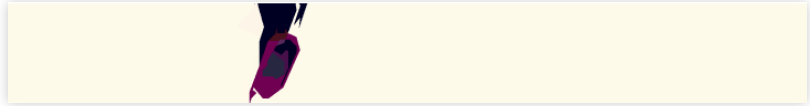
home of the innocents

The Home Services Help the Home News & Blog Events Contact [Donate](#)

home of the innocents

Sometimes the smile on a child's face can brighten a whole community.





**Here's to a city
that knows little
things count.**

home
of the innocents
the heart of our city



Protecting kids from
the people they love.

home
of the innocents



When he looks
back on childhood,
he'll actually have one.

home
of the innocents

the heart of our city



**She had a past.
We gave her a future.**

home
of the innocents

the heart of our city



**Where kids come
first, second,
third, fourth...**

home
of the innocents

the heart of our city

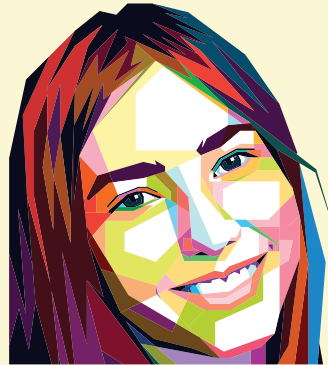
He used to be in a
bad place. Used to be.

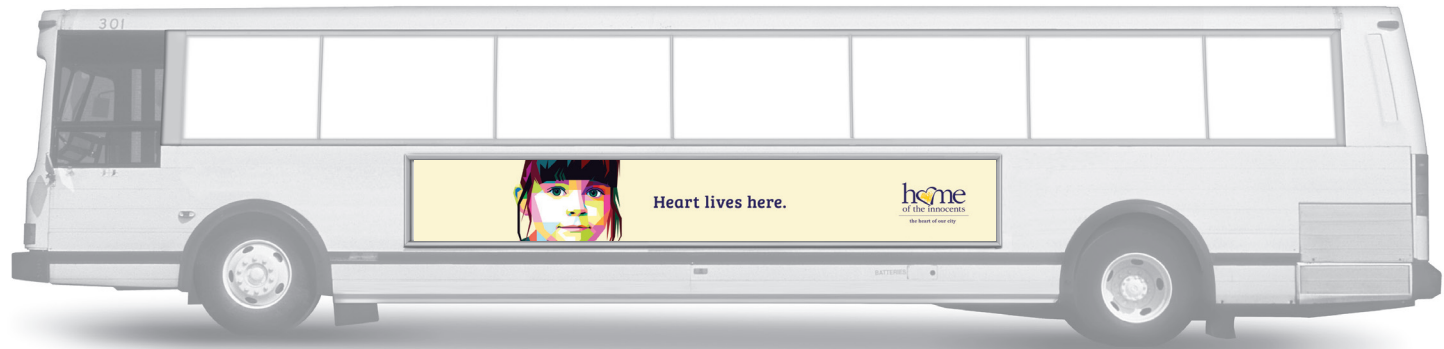
home
of the innocents
the heart of our city



Same girl.
Different person.

home
of the innocents
the heart of our city





301



Heart lives here.

home
of the innocents

The heart of our city

BATTERIES



301

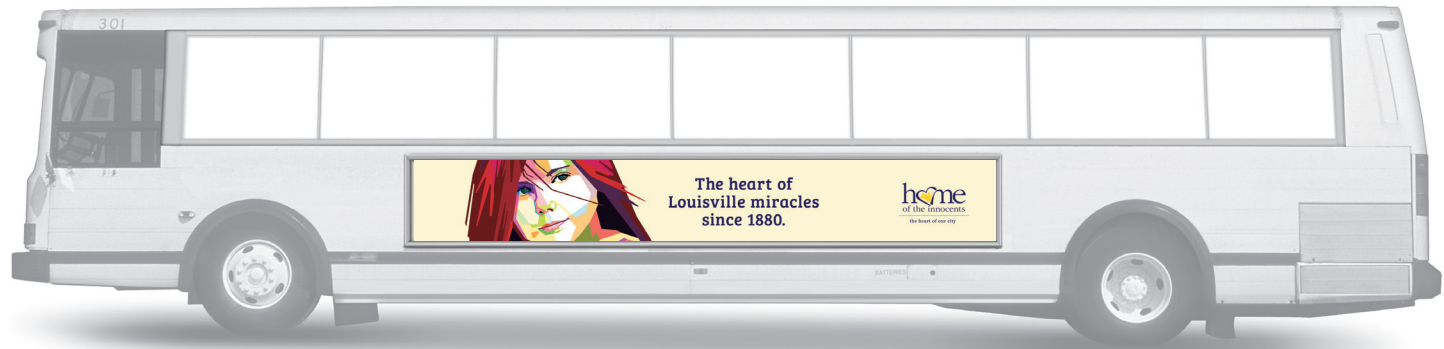


Not just a home, but a shelter
from the storm.

home
of the innocents

The heart of our city

BATTERIES



301



The heart of
Louisville miracles
since 1880.

home
of the innocents
The heart of our city

BATTERIES



GO ON. ASK US ANYTHING.

LESA@MIGHTILY.COM // PIP@MIGHTILY.COM

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