



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 4 min 20 sec

Happy May, my lovely Bookworm!

You know I'm a pretty chill gal.

So, when politics comes up at a family gathering and things get heated very fast, I just sit back, sip my sliced-fruits-infused water, and observe. Because ain't nobody gonna win that battle and I'd rather save my energy for other things, like tearing into the dessert and ending on a sweet note with dark milk chocolate for three (me, myself and I).

It's hard to get me worked up about anything.

Except, that is when it comes to brands and their behaviour — particularly when I see businesses ignoring the fundamentals.

When I drive past a billboard or see a bus advertising with way too many words on it, it takes all my willpower not to roll down my car window and throw my Spearmint bubble gum at it.

And when I saw that awful Peloton ad (which stirred up a huge social media shitstorm) on telly for the first time — let's just say it's a good thing no one wasn't in the room to see my face and hear me mumble.

If you promote your business, remember that reputation is always more important than sales.

There is one brand pet peeve of mine that rules them all, though:

When I see companies that don't bother to stand for something

beyond the things they make or the services they offer.

I'm talking about the ones that can go on and on and on about their product or service features all day, but don't relate to people on any sort of emotional level.

Why does this make me so damn mad?

Because when your company doesn't tap into the power of human emotion, you're missing out on the REAL POWER OF BRANDING.

For example, *Nike* sells shoes. But they're not going around banging on about how they make all kinds of shoes, the best shoes, in any colour you want.

Nope...their tagline is, "Just Do It." They sell shoes but they REALLY sell:

- determination and
- resilience and
- fight.

That's what they stand for and you'll find that emotional hook driving much of their brand communications.

That's not to say that *Nike* couldn't or shouldn't ever talk about the tangible qualities of their shoes, but it shouldn't be the endpoint.

Why is it important for your brand to plant a flag in emotional territory?

I'll give you 3 rock-solid reasons:

#1. Standing for something is how you differentiate from the 997 other businesses doing the same thing.

If you're a cake bakery owner and there are 4 other cake bakeries in town, chances are you've all got signs that say "Delicious cakes sold here." In the eyes of a potential customer, you're all the same.

But when you change your sign to say, "Life's too short to skip dessert", "A little bliss in every bite" or "Sugar is not a crime," now you're boldly standing out.

Planting a flag in an emotional, not product-based, territory pulls you away from the crowd and into a unique space in the mind of potential customers.

By sharing what you believe in, people associate your brand not just with cakes (or whatever you sell), but with a distinct point of view.

#2. Standing for something makes your brand matter to people in a far bigger way.

When you connect with people around something they believe in, that translates into likability, which translates into trying your product or service.

Do you remember *Dove's* Campaign for Real Beauty (Wahre Schönheit), when the company was known for white bars of soap suddenly stood up for the attractiveness of real women?

The reason Unilever's* brand *Dove* skyrocketed in sales is because that message connected with consumers far more than any claim about moisturizing cream ever could. People's hearts, not their heads, told them to go give that soap a try.

#3. Standing for something gives your brand a creative platform to play in for years to come.

Nike's "Just Do It", Dove's "The Campaign for Real Beauty" and Apple's "Think Different" — all these emotional brand territories have turned into decades' worth of effective advertising that anyone on the street would recognize...

Knowing your brand's point of view gives you some constraints, in the very best way. Every piece of communication you create now has a "North Star" to help you remain consistent and memorable in your messaging.

Do you know what your brand is REALLY selling from an emotional perspective?

If not, it's just a matter of doing a little soul searching.

So...what does your brand stand for? I'd love to hear. Reply right now to contact@the-wittmann-agency.com and fill me in.

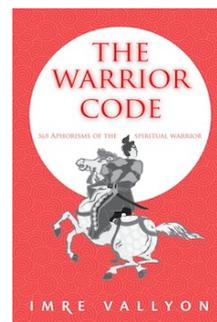
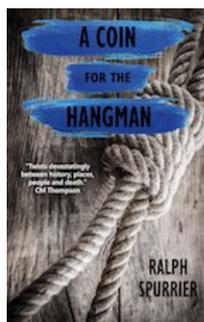
With so much love ,
xoxo Claudia

* As an undergraduate I worked at *Unilever* and performed as "RAMA-girl" at fairs, community appearances, and select company events.

P.S. If you're having trouble figuring out what your brand stands for (normal!) or would prefer someone else figure all this out for you, I help businesses of all sizes uncover and articulate this stuff for a living. If you could use my help, let me know. I'm currently booking for June 2021 for my [Going Global From Day One Business Partnership](#), where I teach you everything you need to know.

P.P.S. I'd never actually throw anything out my car window. Littering is an even bigger pet peeve of mine than bad advertising and billboards. Oh, wait, didn't I say nothing fires me up? I take that back. I can't stand littering. And negative people. And dry heat. And the fact that neighbours exchanged dustbins at night to get our clean ones. WHY?! Ok...I'll stop there.

P.P.P.S. Don't forget to grab your [Spring & Summer Magazine For Book Lovers 2021](#) and get your language translation rights before anyone else does by sending an E-Mail to contact@the-wittmann-agency.com.



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