

Story Cube

What's your favourite brand and why?

Brand Name?	What do you love about them? What stands out? And most importantly, why?
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Example Brand: Airbnb

- Airbnb have reinvented travel and all from a design perspective.
- The three founders worked very hard in the first few years, getting their hands dirty and coming up with novel ways to keep the company afloat e.g. selling Obama brands cereals.
- This showed ingenuity especially when things get tough which every successful company needs at their core. They might be a massive success now, but they started the business to pay their rent.
- The product itself is beautiful, improves constantly, is easy to use and most importantly it does it's core job well—connecting travels with hosts.
- As a traveller and a host it's made experience possible which I could not have dreamed of before they launched over 10 years ago.



Belong Anywhere

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Example Brand: Innocent

- Innocent drinks tested out their initial idea quickly and effectively, keeping it simple.
- With £500 of fruit, the 3 founders sold smoothies at a music festival.
- People were asked to put their empty bottles in a “yes” or “no” bin depending on whether they thought the three should quit their jobs to make smoothies.
- At the end of the festival the “yes” bin was full, with only a few cups in the “no” bin, so the next day they resigned.
- They made a brave decision and it's risky choices that help separate those that succeed and those that don't. Now owned by Coke, the essence of the brand remains, which is a tricky thing to do.



Tasty little drinks

Story Cube

Example Brand: Tesla

- Tesla is among the first car manufacturers to offer high-tech features like autopilot, electrification, and a boot-to-bonnet commitment to technology.
- Their branding has a distinctly eco-friendly message, promising an to replace fuel with renewable energy.
- Tesla specifically targets and caters to the tech-savvy crowd.
- Their core promise is to change the way consumers approach both car shopping and driving.
- The brand is also personified by Elon Musk, who is just as visible as the company itself, for good or for bad. In addition to Tesla he owns space exploration companies and other ventures.



**Accelerating the
world's transition to
sustainable energy.**

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Example Brand: Uniqlo

- As one of the prominent global fast fashion brands, Uniqlo offers quality, affordability and minimalistic designs.
- The brand has grown to more than 1,300 stores in 15 countries across Asia, Europe and US in just a matter of 20 years. It is the biggest apparel chain in Asia with close to 800 retail stores.
- The corporate strategy that has worked for Uniqlo is to “totally ignore fashion” instead of chasing fast-fashion trends like its other competitors.
- The company distinguishes itself from its price driven competitors by branding its signature innovations with names like HeatTech, LifeWear and AIRism.



Made for all.

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Example Brand: John Lewis

- John Lewis emphasizes that their employees are at the heart of their business, enabling them to offer more personalised experiences for customers.
- In 2013 The Keller Fay Group announced that two percent of the UK public refer to the John Lewis brand in everyday conversation – that's 900,000 people a day talking about John Lewis, demonstrating how the brand is embedded in daily life.
- For 80+ years their mantra 'Never Knowingly Undersold', is upheld and ingrained across the 85,500 staff, 40 John Lewis stores and 302 Waitrose supermarkets that fall under the huge umbrella that is the John Lewis Partnership



**Never knowingly
undersold**

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Example Brand: SquareSpace

- Squarespace offers an incredibly easy and user-friendly way to create a site and keep it updated and maintained.
- Its most notable feature is the gorgeous gallery of templates that are easy to use and customise.
- It also allows for seamless third-Party Apps & Integrations, which can be difficult when building a site elsewhere.
- Squarespace is great for photographers, artists, designers – anyone who loves design and wants their website to look as good as the content they're showing off online.



**Look like an expert
right from
the start.**

BUILD A
WEBSITE

Create a website for a business,
portfolio, blog, wedding, and more.

GET STARTED

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Example Brand: Anthropologie

- The vibrant, 40-store women's-clothing and home-furnishings chain has cultivated a shopping experience unlike almost anything else in retail today.
- By focusing heavily on the elegant aesthetics of both their offering and their shop's interiors and website design, Anthropologie has created a unique, luxurious customer experience that cannot be found elsewhere.
- "One of our core philosophies," explains Anthropologie president Glen Senk, "is that we spend the money that other companies spend on marketing to create a store experience that exceeds people's expectations. We don't spend money on messages — we invest in execution."

ANTHROPOLOGIE



apparel. home. found.

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Example Brand: Chipotle

- Chipotle's motto of "food with integrity" was inspired by what founder Steve Ells learned about American food production. Ells became committed to serving food that was ethically and naturally produced, which Chipotle claims results in meat that is tastier than what other restaurants serve.
- One of the keys to Chipotle's success is its small menu. A smaller menu has three benefits. First, since Chipotle only stocks fresh ingredients, there is always a chance of food spoilage. The small menu reduces the number of ingredients needed on-hand, thus reducing the likelihood of waste. Second, small menus mean quick service.
- Although small, their menu offer variety in that every item is completely customisable. Chipotle's policy is to make anything the consumer wants if the materials are available.
- This policy has led to the creation of the Quesarito, Chipotle Nachos and many more secret menu items.



Food with Integrity