



creativeshizzle

BRANDFLUENCE

Why **branding** affects fundraising revenue and how to do something about it.



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Hi, I'm
Taylor Wilson -

CEO + Founder of Barlele & Creative Shizzle,
TEDx Speaker, Brand Builder, and Growth Coach.



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A little bit about me -

- live in Boone
- founder/owner of a creative agency
- 20 years in social impact
- Storybrand certified guide and coach
- love queso and helping people think outside the box
- hate mosquitos (duh)
- am bad at math
- feeling joyful today
- mom of a dachshund - if you know, you know



Nothing ever went viral
because of **“We’ve always
done it this way”** thinking.

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Your Brand

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is n~~x~~t
about you.

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My wife spent \$120 on water bottles #shorts



Matt & Abby



that's literally all that it is

Established in 1913
\$70M in 2019

SOURCE: <https://www.statista.com/statistics/1422707/stanley-sales-worldwide/>



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Established in 1913
\$750M in 2023

SOURCE: <https://www.statista.com/statistics/1422707/stanley-sales-worldwide/>



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Stanley hydrates busy moms with
a cup that FITS in the cup holder.

“I’m part of the community now.”

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REAL TALK

What most brands are combating.

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5 - 7x

That is the number of times **it takes someone to remember your brand.**

SOURCE: <https://www.smallbizgenius.net/by-the-numbers/branding-statistics/#gref>

ATTENTION IS HARD TO GET.



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3 RULES OF BRANDING

in the year 2024...
that will affect revenue....
when followed

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No.1

Alleviate Pain

and communicate how you do so, and
how you solve problems

COMMUNICATE AS CLEAR AS MUD

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When Apple released the first iPod, they did **NOT sell** the mp3 player with the most storage.





They became a music
company that put 1,000
songs **in your pocket.**

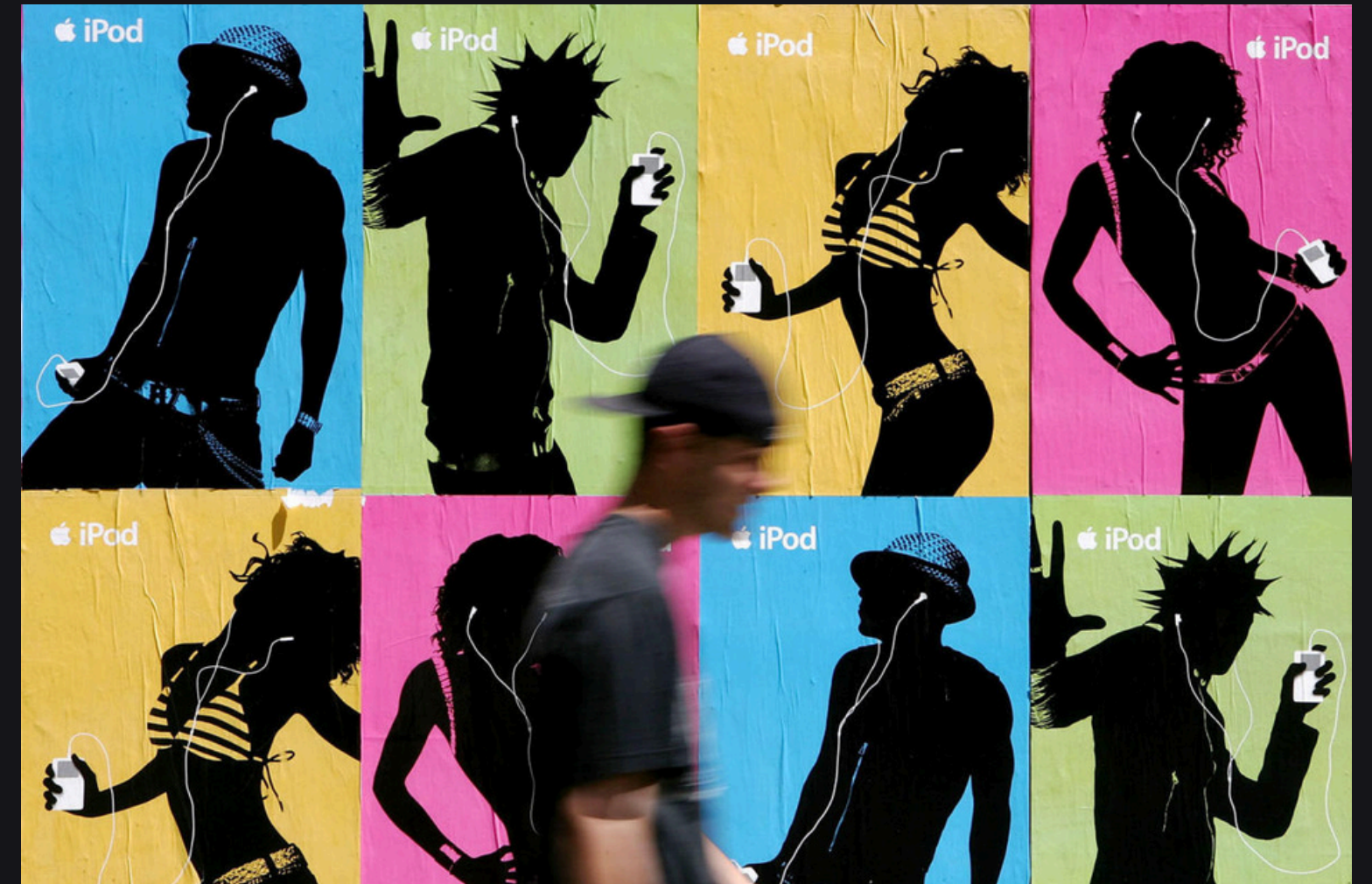


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And they turned our
lives into a dance
party at any moment.



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No.2
**Don't Be
Boring**



Normal just adds to the noise.

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**BE A
SHAVEE**





St. Baldrick's: Hundreds to go bald to fight childhood cancer



Share



Watch on  YouTube

Donors care about their **EXPERIENCE**

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\$23M in contributions in 2023



SOURCE: <https://www.stbaldricks.org/file/SBF-Annual-Report-2023.pdf>

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No.3

Evolve

Reminder! Nothing ever went viral because of “We’ve always done it this way” thinking.



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A brand is a living, breathing thing that evolves as your company and products evolve, and as the world evolves....

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1899-1902



1900-1916



1915



1957



1961



1991



1993



2007



Coca-Cola's 'Hilltop' Ad ("I'd Like to Teach the World to S...")



Share



Watch on  YouTube

1971




Coca-Cola Commercial - Reasons To Believe 2011 Engli...



Share

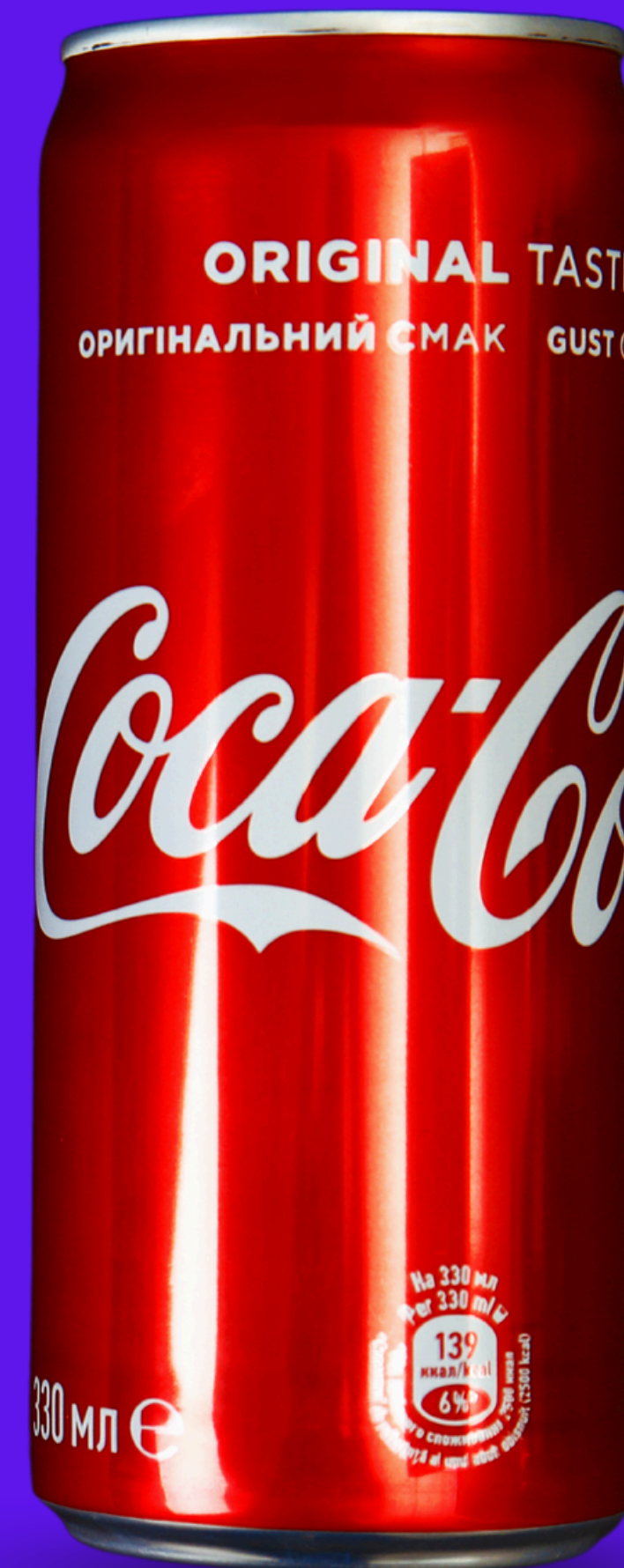


2011

Watch on  YouTube

\$45.629B market cap in the U.S.

SOURCE: <https://www.macrotrends.net/stocks/charts/KO/cocacola/net-worth>



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Coca-Cola brings people
together and builds community

Connect over a coke.

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**A brand is how people experience
you** - as a whole body of work and
interaction upon interaction.

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REAL TALK

Branding is about differentiation

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BRANDING

AUTHENTICITY

Own your truth as an organization.

RELEVANCE

+

CLARITY

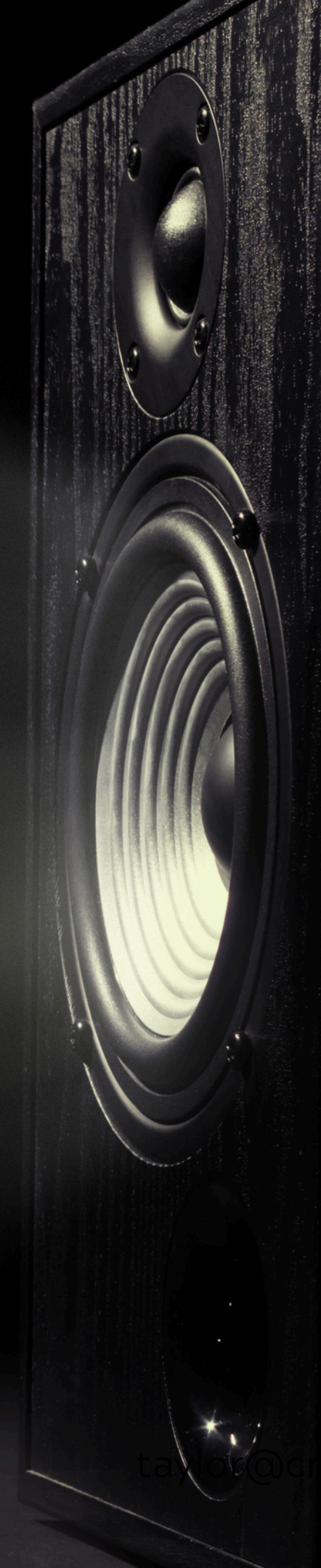
What matters to the person on the other side of your brand.

STORY

Storytelling creates common ground between you and your audience.

REAL TALK

Marketing is amplification of that



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MARKETING

CADENCE

Getting attention on a regular, consistent cadence

CHANNEL

Go where the people go

CALL TO ACTION

Bringing value, and then giving a clear call to get involved, give, etc.

Now, let's build a brand

Brandscript exercise

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creativeshizzle.com - Graphic design subscriptions
gowithtaylor.com - workshops or 1:1 marketing and brand coaching

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