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Chirag  Speaks

GOOD BRANDS DON'T WHISPER

From Factory to Family Room

Chirag@ChiragSpeaks.com

In Practice

Virginia Slims | You've Come A Long Way Baby



In Practice

Tide | The Red, Roaring Lion



In Practice

Starbucks | What Is The Story?



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YOUR STORY WILL BE
WRITTEN, LET
IT BE BY YOUR PEN

Chirag  Speaks

The Brand Historian

Decoding History's Greatest
Brand Stories & Helping
You Write The Next

WHO IS CHIRAG SPEAKS?

The Brand Historian & Award-Winning
TV Personality, Keynote Speaker, & Digital Creator

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As Seen On



75,000+ Followers
Across Social Media

35M+ Views Across
Platforms

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IS NOT ALREADY PUBLIC INFORMATION.**

DISCLAIMER

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Chirag  Speaks

**GOOD BRANDS
DON'T WHISPER**

**Who
Are You?**

MANUFACTURERS

MARKETERS

DESIGNERS

RETAIL WHISPERERS

**INTERNAL
CHANGEMAKERS**

BOARD WHISPERERS

**Who
Are You?**

MANUFACTURERS

MARKETERS

DESIGNERS

STORYTELLERS

INTERNAL

CHANGEMAKERS

BOARD WHISPERERS

In Practice

A Bed & Two Chairs | The Story



No. 771.

Patented Mar. 2, 1852.

In Practice

A Bed & Two Chairs | The Story



Thonet No. 14



Murphy Bed



Ladderback Shaker

No. 771, Patented Mar. 2, 1852.



In Practice

A Bed & Two Chairs | The Story



Thonet No. 14



Murphy Bed



Ladderback Shaker

No. 771.

Patented Mar. 2, 1852.

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In Practice

Storytellers | Gustav Stickley & The Craftsman





THE WORLD CHANGES FAST



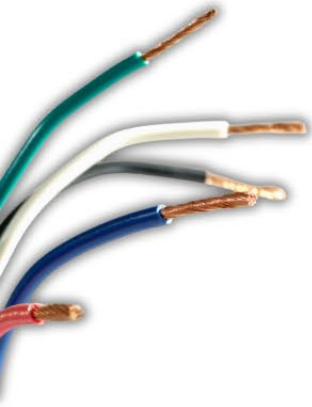
*The re-alignment of global
routes and supply chains*

1

Global Re-Alignment

2

3



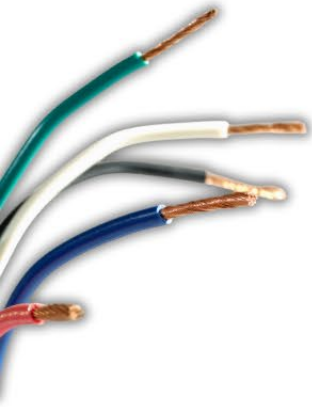


THE WORLD CHANGES FAST



The re-alignment of global routes and supply chains

The emerging K-economy, conscious consumerism, & dupe culture



1

Global Re-Alignment

2

Consumer Behaviors

3





THE WORLD CHANGES FAST



The re-alignment of global routes and supply chains

1

Global Re-Alignment

The emerging K-economy, conscious consumerism, & dupe culture

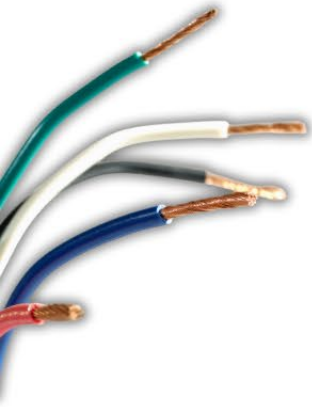
2

Consumer Behaviors

*Everyone's favorite keywords:
AI, Machine Learning, Etc*

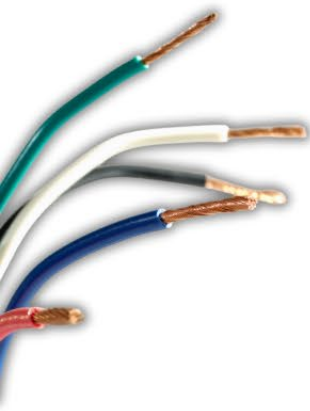
3

Technology





THE ISSUE FOR US **IS NOT** CHANGE



**THE ISSUE IS NOT
CHANGE, IT'S**

NOISE

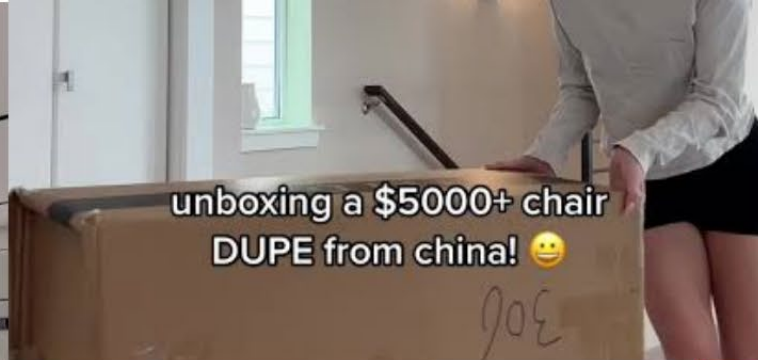
THE ISSUE IS NOT CHANGE, IT'S **NOISE**

120 BITS PER SECOND

60 BPS FOR 1 TALKER

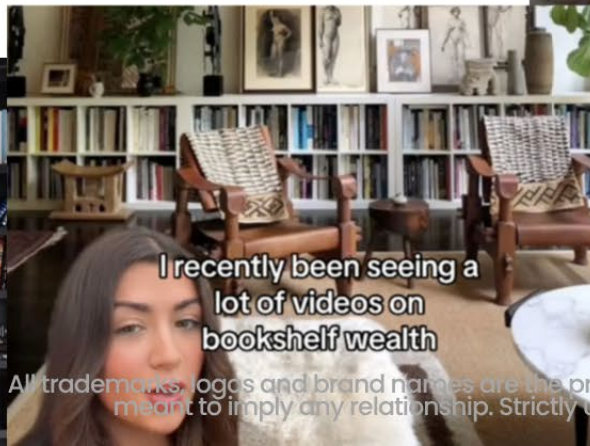
74 GB OF INFORMATION





NOISE

Consumers & Creators





NOISE

Your Own People



Shopify
Masters



Lone
Fox

Ten Years of Studio McGee
with Syd & Shea



NOISE

Competitors



dupe

SEE DUPES



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Two large, glossy orange megaphones are positioned on the left and right sides of the image, pointing towards the center. They frame the central text blocks.

**THE WORLD IS ABOUT
TO GET MUCH**

NOISIER

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**SO WE NEED TO GET
CLEARER.**

ECHOES

A Decade Exploring
The Fundamental Question

**THE BRAND CLARITY
FRAMEWORK**

**WILL I BE
REMEMBERED?**

A Decade Exploring
The Fundamental Question

THE BRAND  CLARITY
FRAMEWORK

**WILL THEY REMEMBER
THE PURPOSE OF
THE CAMPAIGN?**

A Decade Exploring
The Fundamental Question

THE BRAND  CLARITY
FRAMEWORK

**WILL THEY REMEMBER
THE IMPORTANCE
OF THE INSIGHT?**

A Decade Exploring
The Fundamental Question

THE BRAND  CLARITY
FRAMEWORK

**WILL THEY REMEMBER
THE CRAFT, THE
JOINERY?**

A Decade Exploring
The Fundamental Question

THE BRAND  CLARITY
FRAMEWORK

**WILL THEY REMEMBER
THE PURPOSE OF
THIS WOOD OR
FABRIC?**

A Decade Exploring
The Fundamental Question

THE BRAND  CLARITY
FRAMEWORK

**WILL THEY REMEMBER
THE STORY OF THE
SUPPLIER?**

A Decade Exploring
The Fundamental Question

THE BRAND  CLARITY
FRAMEWORK

**WILL THEY REMEMBER
US BETWEEN
PURCHASES?**

A Decade Exploring
The Fundamental Question

THE BRAND  CLARITY
FRAMEWORK

**WILL THEY REMEMBER
US WHEN THE
LABEL CHANGES?**

For Post-Talk
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**“LARK MANOR” IS
NOT A COMPANY**

IT'S A STORY

"LARK MANOR" IS A STORY

For Post-Talk
Resources,
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CLASSIC & TIMELESS

Tables with Enduring Appeal



Caudill Solid Wood Trestle Dining Table with Butterfly Leaf Extension

This table's clean silhouette is built for both style and function. Its solid wood trestle base provides a classic, sturdy foundation, while the butterfly leaf extension lets you effortlessly adjust the seating for dinner parties or holiday feasts, making it a versatile centerpiece for any dining space.

BUY ON AMAZON



Solid Wood Base Dining Table for Everyday Gatherings

Create a warm gathering spot with this inviting solid wood table. Its sturdy base and clean-lined frame provide a perfect, understated foundation for shared meals and cherished moments, grounding your dining setup with a classic silhouette that adapts to everyday use.

BUY ON AMAZON

Amazon???

A Fundamental Need
The Belonging

**IN TIMES OF UNCERTAINTY,
WE LOOK
EXTERNALLY
FOR BELONGING**

A Fundamental Need
The Belonging



IN TIMES OF UNCERTAINTY,
WE LOOK
EXTERNALLY
FOR BELONGING

- 1 Invitation Totem
- 2 Ritual
- 3 Shared Language
- 4 Anticipation



In Practice
Oxydol | Ma Perkins





**THE VALUE OF A
STORY LIES IN
WHETHER IT IS**

REPEATED



**THE AUTHORS OF OUR
NEXT STORIES
MUST BE**

YOU



1. THE QUESTION?

Why should younger, single people come to Vegas?

2. THE MESSAGE

We're Sin City & not just for families

3. THE ECHO

What Happens In Vegas, Stays In Vegas

4. THE STORY

Man gets to Heaven & his weekend is missing

THE BRAND CLARITY FRAMEWORK

"... I want to be clearly known for something..."

"... get people interested & engaged in what I'm doing..."

"... Build long term loyalty & relationships..."

1

Key Brand Echoes

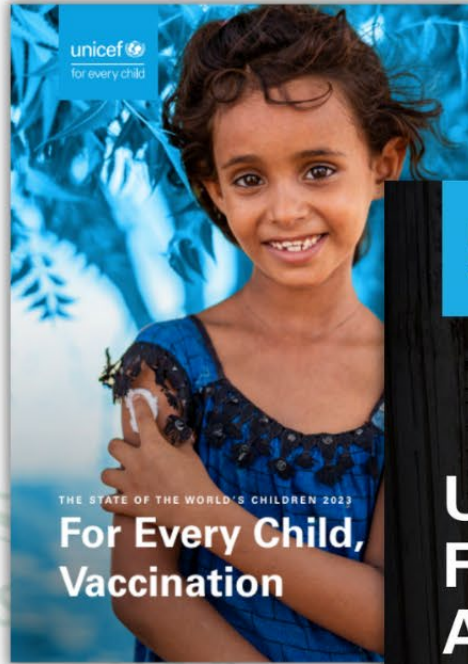
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8 Brand Resonance Story Types

3

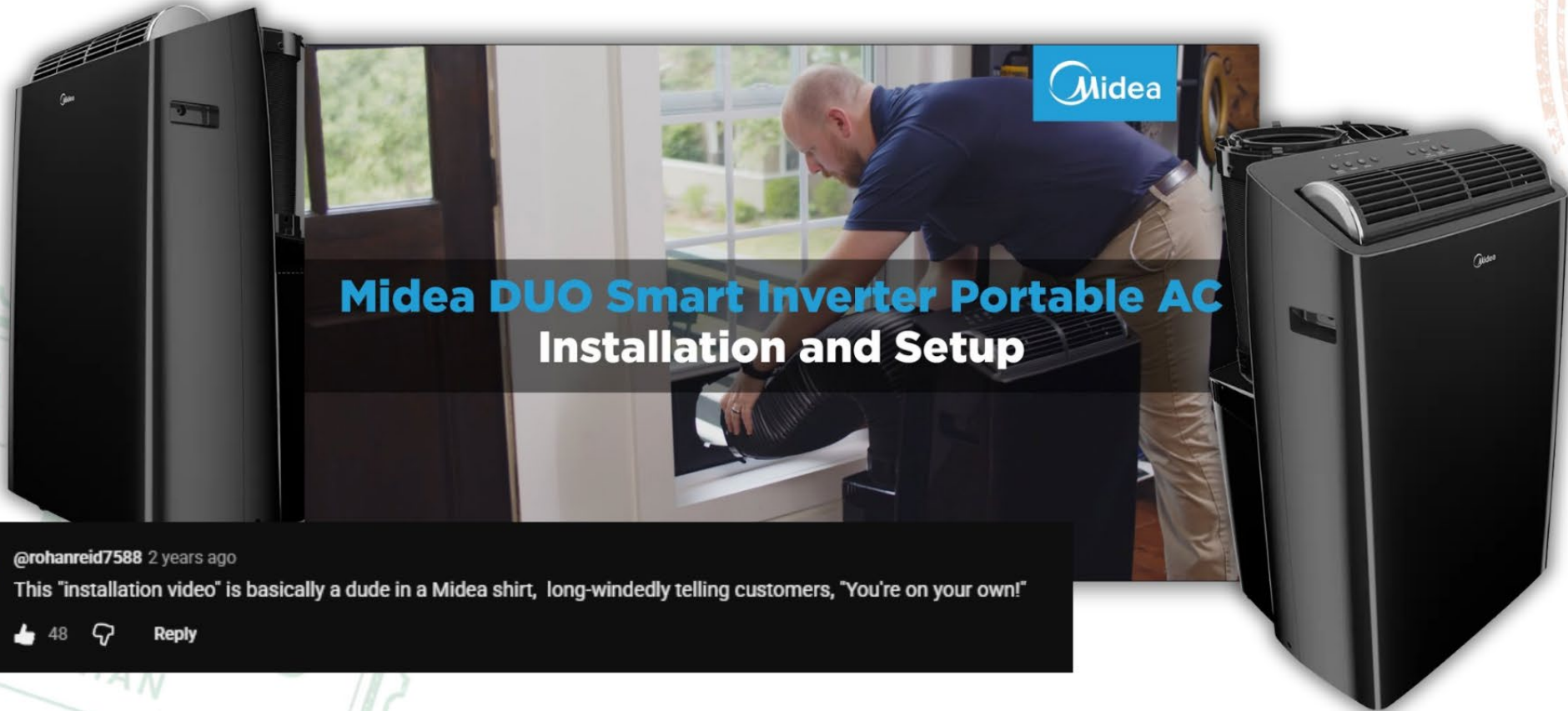
The Brand Curiosity Theory

In Practice
UNICEF | For Every Child



In Practice

Midea | Can I Please SEE You Do It?



Midea DUO Smart Inverter Portable AC Installation and Setup



@rohanreid7588 2 years ago

This "installation video" is basically a dude in a Midea shirt, long-windedly telling customers, "You're on your own!"



48



Reply

In Practice

Lufthansa | Rubber Duckies For The Wealthy



In Practice

TD Bank | This Is Our Chair



**ALL BANKS LOOK
AFTER YOUR MONEY.**

**THE QUESTION IS,
HOW WELL DO THEY
LOOK AFTER YOU?**



At TD Canada Trust we want to make banking comfortable. We want you to feel welcome. Our goal is to deliver the personal service you want and the respect you deserve. Your business is important to us. And while you may have noticed some of the changes we've made, even more are on

the way. We're building a better bank for you - so that you feel at ease every time you step into a branch, go online, pick up the phone or use a bank machine. If you've ever wondered what it's like to have a bank look after you, come to TD Canada Trust. Banking can be this comfortable.

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In Practice

Mastercard | Priceless



In Practice

De Beers | A Diamond Is Forever



The miracle of love

A girl's joy, flowering like a rose, is radiant and full to the lovely solitude of love everlasting. And for her a ring, blinding bright as her dream, will seal this moment always. Her engagement diamond, that spark of eternity, reflects the light of her happiness in perpetual splendor, and insures its tender message of love until the end of time.

Diamonds, only, setting out clarity, as well as exact weight, contribute to a diamond's beauty and value. A trust greater to your best advice. Diamond purchases are usually for enjoyment.

a diamond is forever

De Beers Group of Companies

How can you make two months' salary last forever?



THE DIAMOND ENGAGEMENT RING. HOW OFTEN WILL YOU GIVE HER SOMETHING SHE'LL CHERISH FOR THE REST OF HER LIFE? VISIT OUR WEB SITE AND DESIGN AN ENGAGEMENT RING SHE'LL LOVE. CHOOSE THE PERFECT DIAMOND, SETTING AND SIDE STONES OR BROWSE THROUGH MORE THAN 7500 DESIGNS. YOU'LL ALSO LEARN ABOUT THE 4C'S: CUT, COLOR, CLARITY AND CARAT WEIGHT. TO HELP YOU SURPRISE HER WITH THE PERFECT DIAMOND RING. WWW.ADIAMONDISFOREVER.COM


A DIAMOND IS FOREVER

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THE FOREVERMARK® EXCEPTIONAL DIAMOND COLLECTION



ONE IN A MILLION

FOREVERMARK


A DIAMOND IS FOREVER



In Practice
Nike | De Lo Mio



In Practice

Japanese Bullet Train | Kingfisher



In Practice

Guinness | The Two Minute Pour



In Practice
Sony | Trinitron



In Practice

Emma Chamberlain | The Influencer Connect



In Practice

Harley Davidson | The H.O.G.s



Brand Clarity Framework

- 1 Who You Are
- 2 What You Do
- 3 What They Think
- 4 The Trigger (???)

- 1 What Is It?
- 2 The Highlight
- 3 The Opinion
- 4 The Action

IF YOU WILL BE REDUCED TO A FEW WORDS, SHOULDN'T THEY BE YOURS?

REMEMBER

- 1 Keep It Simple
- 2 Keep It Consistent
- 3 Keep It Audited

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KEEP IT SIMPLE



ECHOES



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Resources,
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Chirag  Speaks

**GOOD BRANDS
DON'T WHISPER**

THE BRAND CLARITY FRAMEWORK



*"... I want to be clearly known
for something..."*

*"... get people interested &
engaged in what I'm doing..."*

*"... Build long term loyalty &
relationships..."*

1

Key Brand Echoes

2

8 Brand Resonance Story Types

3

The Brand Curiosity Theory

8 BRAND RESONANCE STORY TYPES

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Scan Here



Origin

Answers "who are you?"



Audience

Answers "is this for me?"



Future

Answers "where are you headed?"



Values

Answers "can I trust you?"



Societal

Answers "do we stand for the same things?"



Collab

Answers "who vouches for you?"



Offering

Answers "why you and no one else?"



Mythos

Answers "what am I joining?"



8 BRAND RESONANCE STORY TYPES

For Post-Talk
Resources,
Scan Here



Origin

Where the piece began.
Why does this piece exist?



Audience

Who lives with it, and what
are they really buying?



Future

Where is the line going
next, and why?



Values

What does this piece say
about what you refuse to
compromise?



Societal

How does this tie into the
broader world & society?



Collab

Whose hands are in this
besides yours?



Offering

What is the piece? Why this
one over the one beside it?



Mythos

The house lore. Named
pieces, marks, the rules only
your people know?



In Practice

Beauty Blender | From The Sets of Hollywood



Origin



Values



Collab



Offering



Mythos



Societal



Future



Audience



Beautyblender®



In Practice

Levi's | America's Cowboy Myth



Origin



Values



Collab



Offering



Mythos



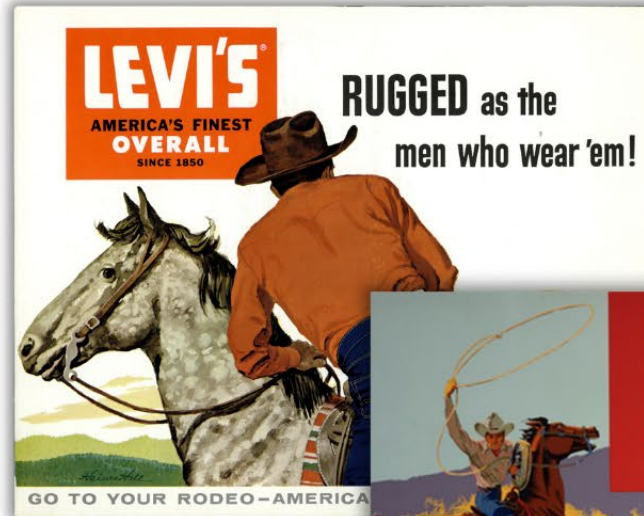
Societal



Future



Audience



In Practice

Thai Food | A Million Small Tables



Origin



Values



Collab



Offering



Mythos



Societal



Future



Audience



In Practice Intel | It's What's Inside...



Origin



Values



Collab



Offering



Mythos



Societal



Future



Audience



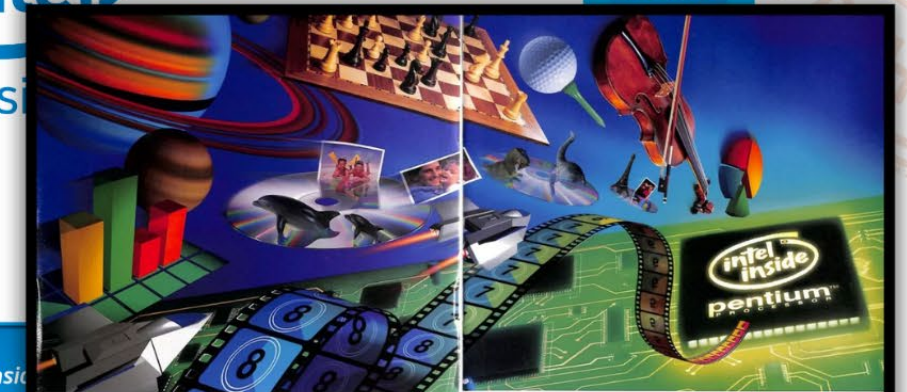
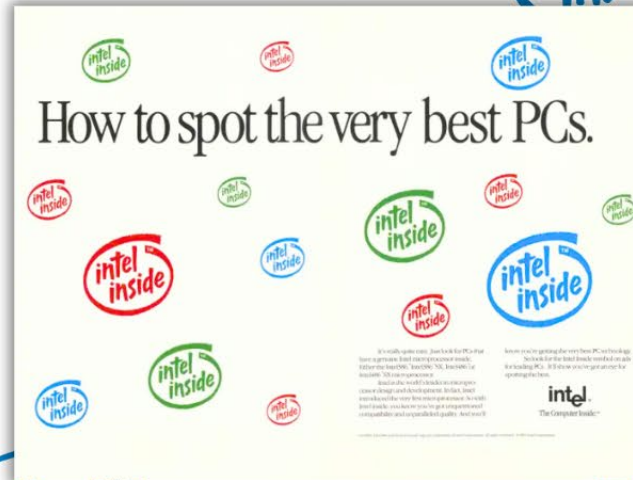
It's the new look.

The Pentium® II processor for a whole new style of computing.



Intel's engineers have done it again. Their latest design, the Pentium® II processor, is unlike anything you've ever seen — from its unique package to the amazing effect it has on your multimedia applications. That's because it's been designed with new architectural features, plus MMX™ media enhancement technology. Now, enhance your favorite photos or making a video phone call on PC is better than ever. The Pentium II processor. You love what it does for your image. www.intel.com/it

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The Computer Inside.™



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PC software is really going places. And it's going to one place in particular. To PCs with the latest Pentium® processor inside. The fact is, all PC software runs better on a Pentium processor-based PC. But the more incredible the software, the more it demands Pentium processor performance.



And there's another reason to make sure the Pentium processor is inside your next PC acquisition. A more powerful PC has longer, since it will still have plenty of horsepower when tomorrow's applications come along. That, plus the fact that these PCs are now so affordable, makes today the right time to buy a Pentium processor-based PC. So look for the Intel Inside® Pentium Processor symbol on your next PC. Because nothing runs today's PC software better. For more information, call 1-800-533-4141, Ext. 208.

on your next PC. Because nothing runs today's PC software better. For more information, call 1-800-533-4141, Ext. 208.

intel.

In Practice

Pots & Pans | What's The Story?



Origin



Values



Collab



Offering



Mythos



Societal



Future



Audience



In Practice

Same Product | Different Category



Origin



Values



Collab



Offering



Mythos



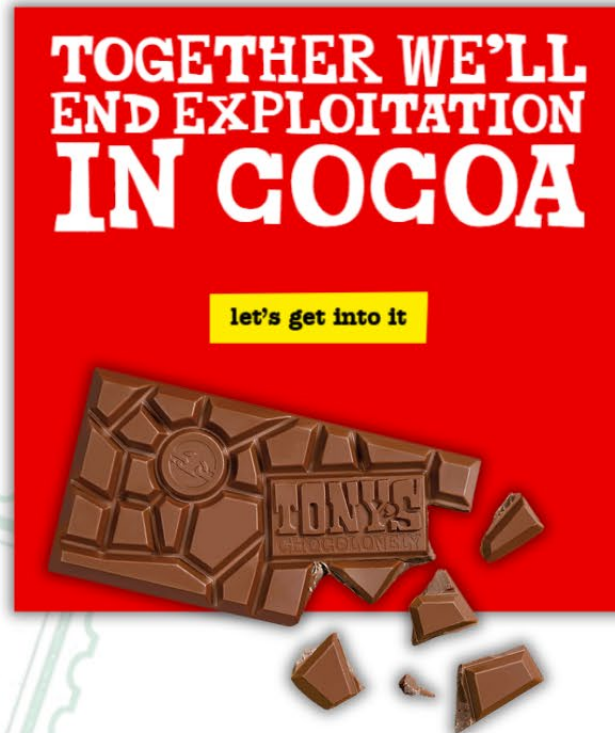
Societal



Future



Audience



In Practice

Febreze | 7 Smelly Cats



Origin



Values



Collab



Offering



Mythos



Societal



Future



Audience



In Practice

IKEA | Stories On Stories On Stories



Origin



Values



Collab



Offering



Mythos



Societal



Future



Audience



BUY WITH YOUR TIME

IKEA superstores tend to be located far from city centers. So along with opening a second store in Dubai, we also gave families a bigger incentive to make trips to IKEA. We offered to convert the time they spent on the road into money, which they could use to buy IKEA products.

HOW DID IT WORK?

Customers just had to show the cashier their Google Maps Timeline, which records all their past trips. The time shown on the road to IKEA was converted into money. The rate of conversion was determined using average income levels in the UAE.

16.800 MONTH = 105 HOUR

01 Go to your Google Maps Timeline.

02 Find the last time you visited us.

03 Show it to us and we will convert your time into money.

01h 55min = A journey of an hour and 55 minutes added up to a hefty sum.

00h 48min = A trip to Ikea worth 48 minutes, equal to a beer coffee.

00h 05min = Save a few minutes trip and spend it on a small fish dog.

In Practice

IKEA | Stories On Stories On Stories



Origin



Values



Collab



Offering



Mythos



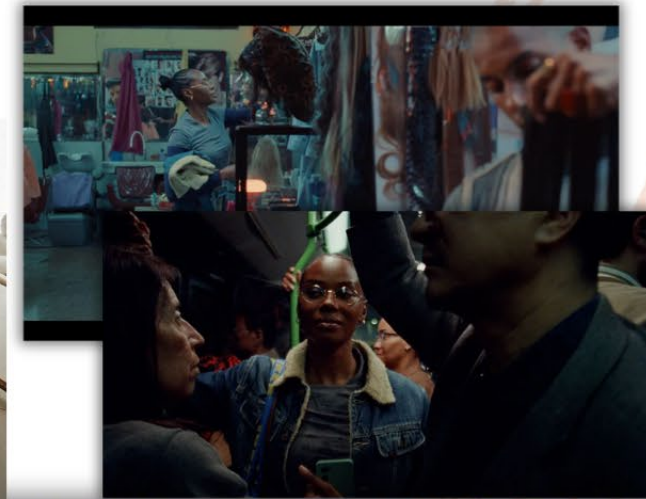
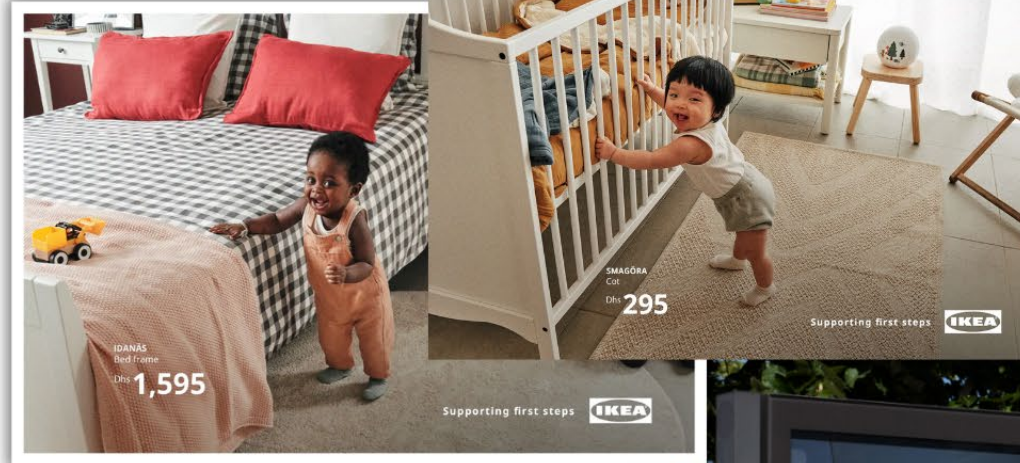
Societal



Future



Audience



**YOU COME FROM A
LINE OF**

STORYTELLERS



8 BRAND **RESONANCE** STORY TYPES



Origin

Answers "who are you?"



Audience

Answers "is this for me?"



Future

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8 BRAND RESONANCE STORY TYPES

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Origin

Where the piece began.
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Audience

Who lives with it, and what
are they really buying?



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Values

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about what you refuse to
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How does this tie into the
broader world & society?



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Whose hands are in this
besides yours?



Offering

What is the piece? Why this
one over the one beside it?



Mythos

The house lore. Named
pieces, marks, the rules only
your people know?





**DIRECTION & ALIGNMENT
COME FROM OUR**

CONFIDENCE DOCS

- 1 500 Words In Your Language**
- 2 Peppered With Your Echoes**
- 3 Packaged For The Moments**



In Practice

Starbucks | What Is The Story?



THE BRAND CLARITY FRAMEWORK

"... I want to be clearly known for something..."

"... get people interested & engaged in what I'm doing..."

"... Build long term loyalty & relationships..."

1

Key Brand Echoes

2

8 Brand Resonance Story Types

3

The Brand Curiosity Theory

Chirag Speaks, The Brand Historian

Brand Clarity

Chirag Speaks

THE BRAND CURIOSITY THEORY



"What are the key steps between me and my goal?"

1

Map the Journey

"What would people want to know at each point?"

2

Identify the Questions at Each Stage

"How can I answer the question but set up the next one?"

3

Develop Stage Setting Answers

"Where are people getting stuck or what am I hearing?"

4

The Brand Curiosity Theory

ChiragSpeaks

**GOOD BRANDS
DON'T WHISPER**



**THE WORLD IS
CHANGING &
GETTING NOISIER.**

**THOSE THAT THRIVE, LEARN TO
SLOW DOWN FOR:**

WHAT IS THE STORY?





**VIEW YOUR DESIGNS, MATERIALS, AND DISTRIBUTION
AS OPPORTUNITIES FOR **STORIES TO BE TOLD****

**EITHER YOURS TO THEM,
OR THEIRS TO OTHERS**

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Chirag  Speaks



**YOUR STORY WILL BE
WRITTEN, LET IT BE
BY **YOUR PEN****



GOOD BRANDS DON'T WHISPER

**The Brand
Historian™**



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Name

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Chirag @ChiragSpeaks.com

Socials



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