

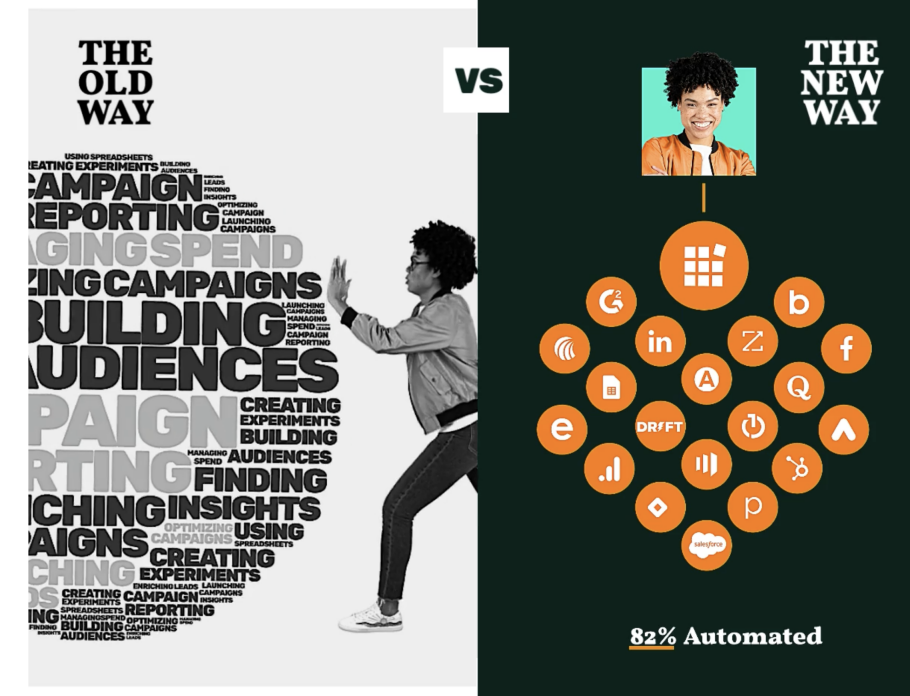
THE BILLION DOLLAR BRAND COOKBOOK

**From the agency behind the DRIFT
and METADATA brands**



Some background




I'm Algert founder and CEO and Algert Branding Agency Throughout my career I've helped companies from startups to corporations elevate their product and brand experience



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DRIFT

-  **Employee #5**
-  **Played a crucial role shaping the Drift Brand personality**
-  **Experienced the hypergrowth stage, with the company growing from 5 to 400+ employees in a just a few years**

Fast forward to today



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Startups

Venture

Vista Equity to acquire majority stake in SaaS startup Drift, taking it to **unicorn status**

Mary Ann Azevedo



The Billion Dollar Brand Cookbook

List of ingredients

- 1 A CEO that understands the importance of **BRANDING****
This is absolutely crucial.
- 2 Positioning & Story**
Who you are and what you do.
- 3 Personality**
The fun part, and where the visuals play a crucial role.
- 4 Repetition & Consistency**
Get your brand image imprinted into the user's mind.

① A CEO

**that understands the
importance of
BRANDING**

**The Brand could be the
difference between:**



without brand



with brand

1 A CEO

**that understands the
importance of
BRANDING**

QUESTION:

**What if my CEO doesn't care about
BRAND?**

ANSWER:

**Work at a different company and a
CEO that does.**

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**THE GOOD
NEWS!!**

MOST CEOs DO CARE ABOUT BRAND!

② Positioning & Story

**Common mistakes we see
marketing leaders make**



**Let their in-house
marketing team
work their magic**



**Pay \$200K to agency
or consultant
“specializing” in
brand positioning to
do “research”** 🧐

The process and outcome often look like this:



When you want to compare yourself to a competitor:

For target customer/audience

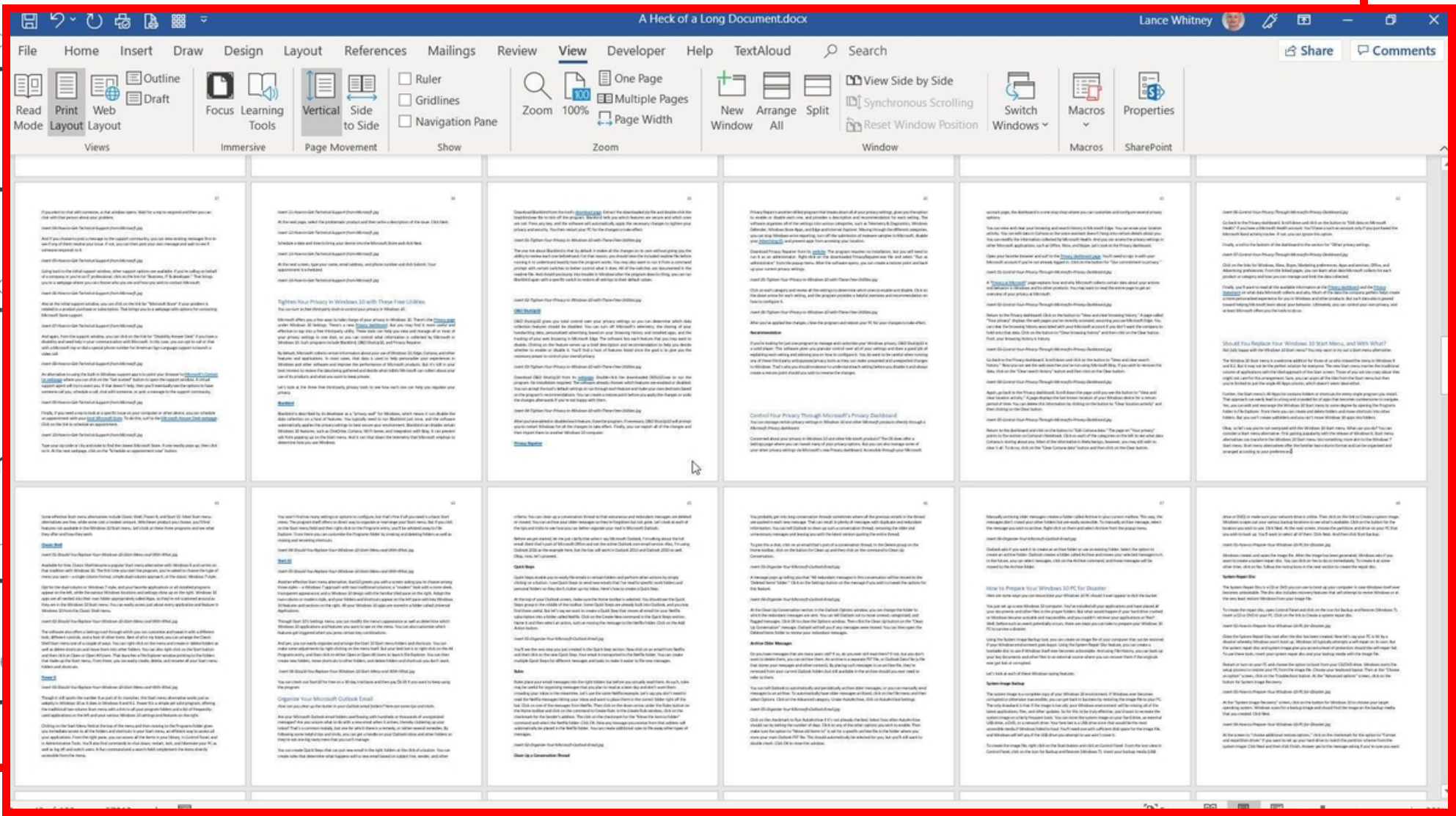
a define product category

Unlike competitor

When you want to focus on

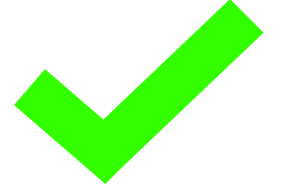
For target customer/audience

problem your product solves



② Positioning & Story

**Successful positioning requires
answering these questions and
being honest with yourself**



Do this

We are _____

**Our product(s)
solve** _____

**Because we
believe** _____

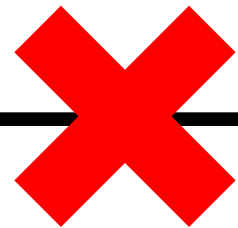
and who know it may even help you realize certain things
you didn't know about your business and product



② Positioning & Story

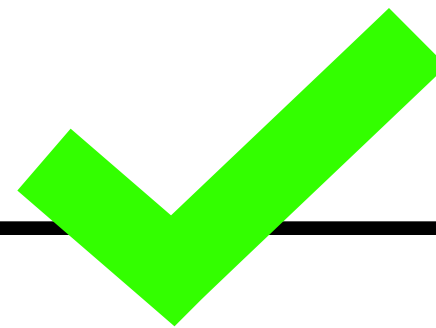
ALWAYS put the customers front and center. Let them be the hero of the story (NOT YOUR PRODUCT)

**“MY BRAND/
PRODUCT
+ you”**



Don't do this

**“YOU
+ my brand/
product”**



Do this



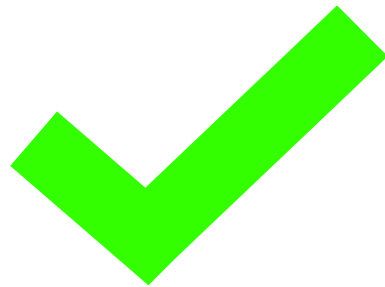
PRO Tip!!

Value for the money

Opt for the simpler strategy, a solid foundation and build from there. It's better to start with a simple but **SCALABLE** strategy...

...than a strategy that comes with with all the bells and whistles, but that is **UNSCALABLE**

Base \$48,000



Premium \$71,500

Wheels



19" Sport Wheels \$1,500

MAYBE LATER



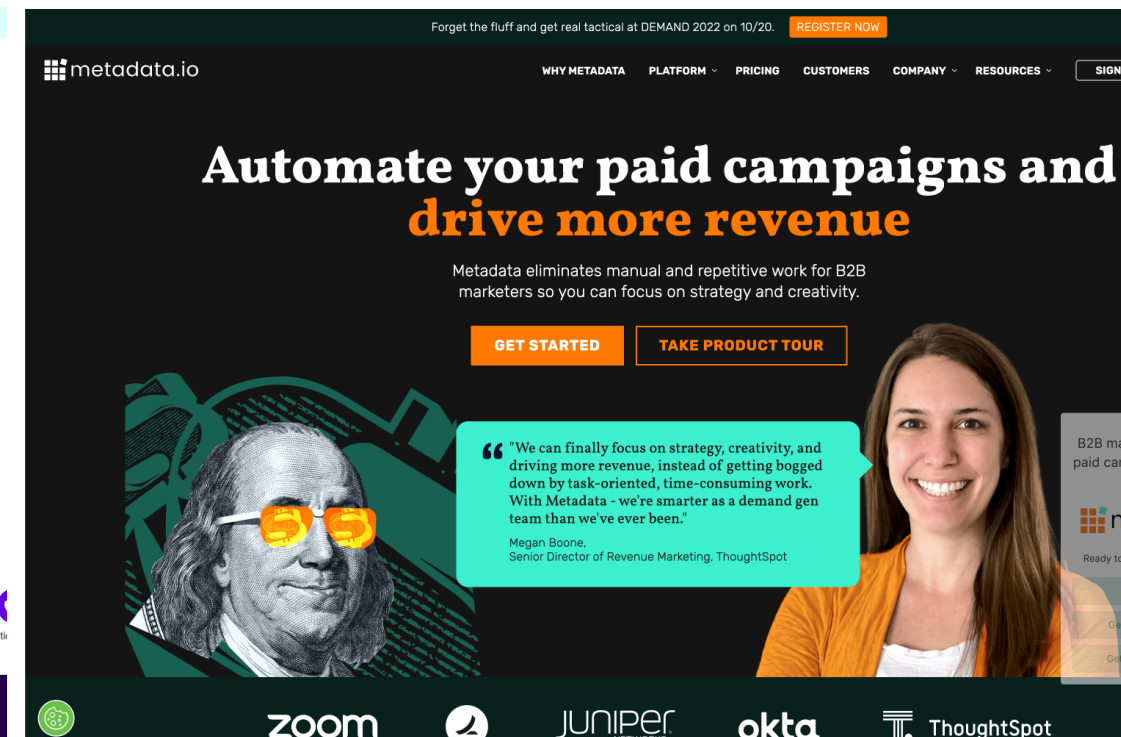
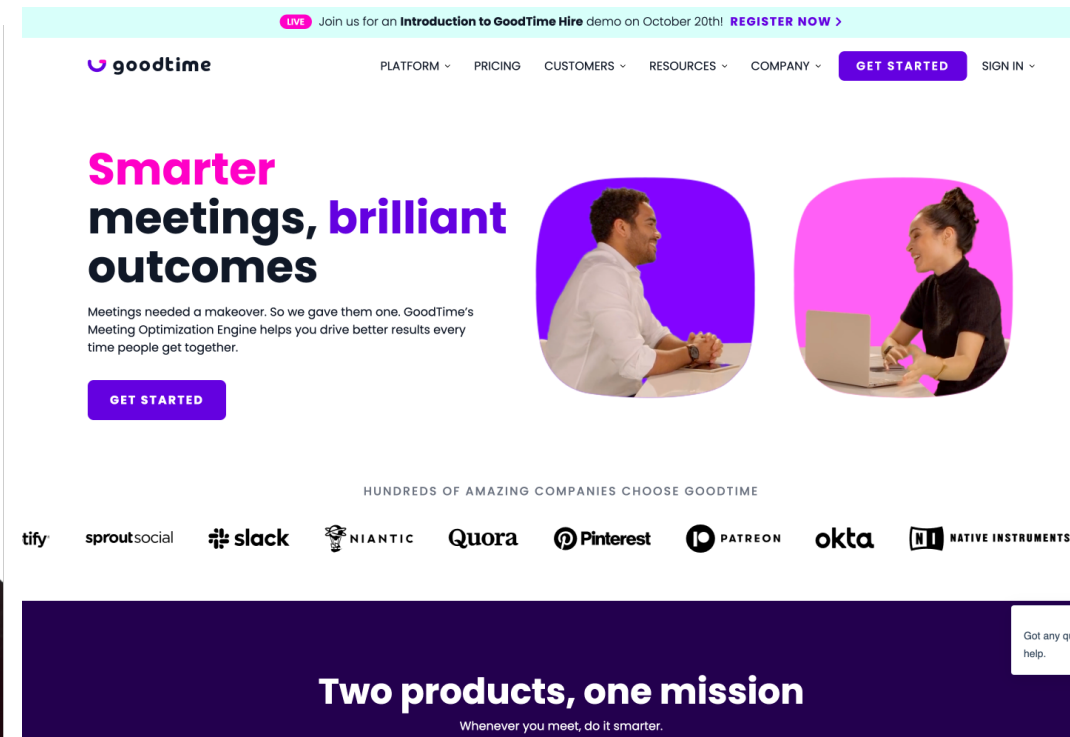
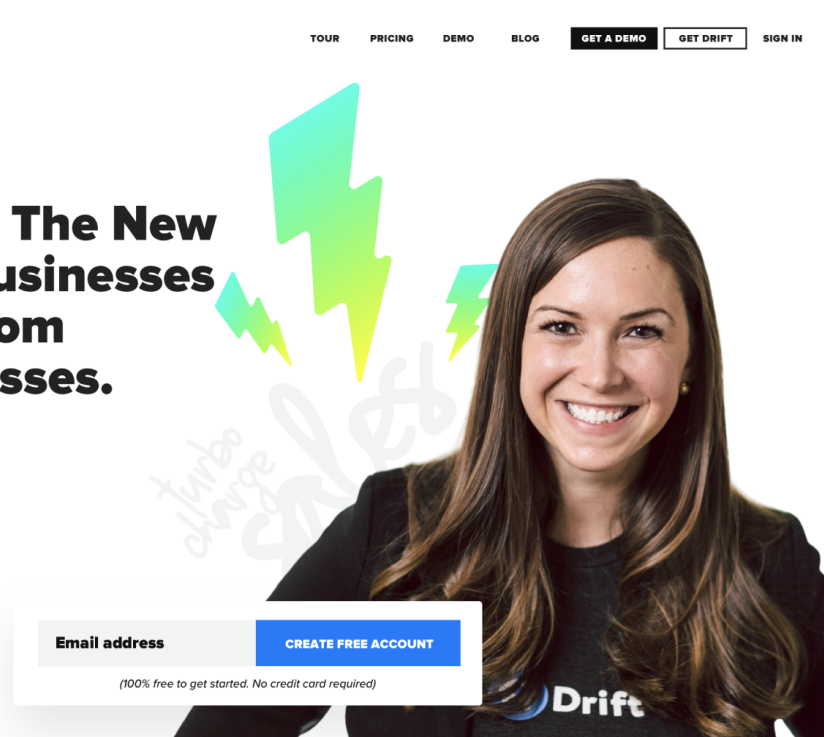
3 Personality

Shaping the brand's personality relies heavily on **CREATIVE** work.

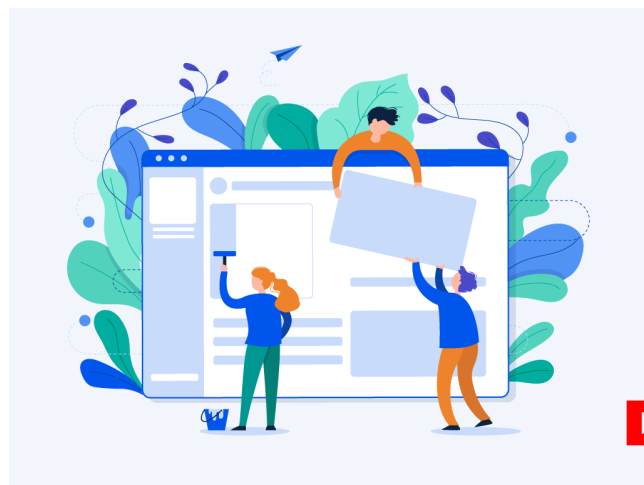
It is important to **NOT** limit your creative team during this phase.

EXPERIMENT!!

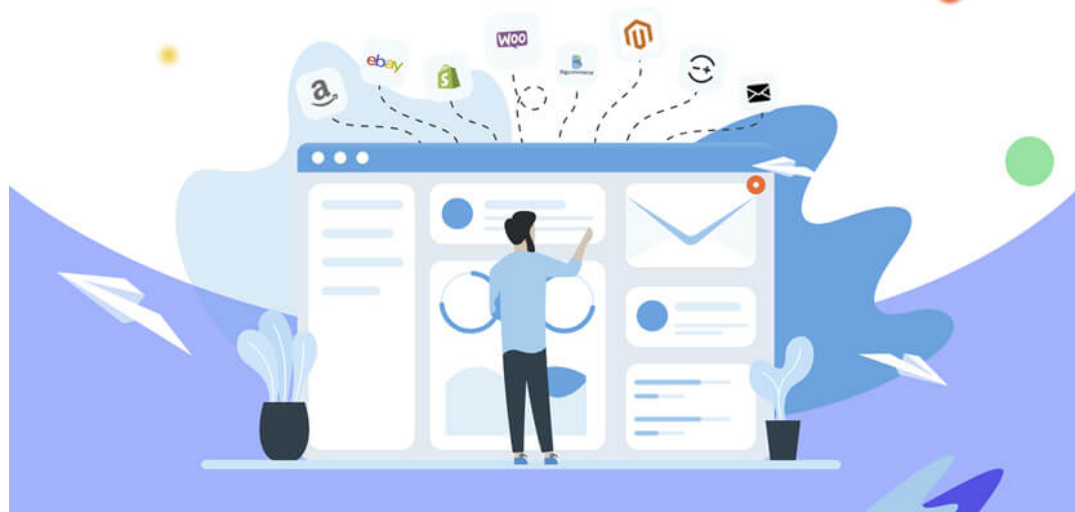
Drift Is The New Way Businesses Buy From Businesses.



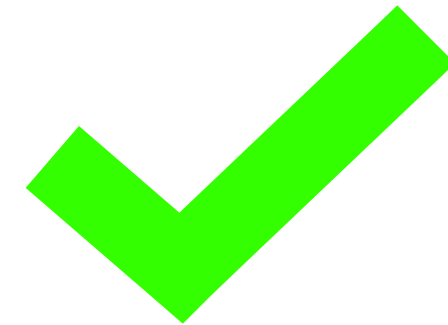
3 Positioning & Story



Don't do this



Pro tip: always use imagery of real humans



Do this

CORE INGREDIENTS

HUMAN

(cont)

This is the most important part. We feature only real people on our media content and refrain from using stock imagery. This for a good reason. By doing so we are able to create original content others can relate and are drawn to. This is the most important ingredient.



4 Repetition & Consistency

Our brain gives preference to the familiar. Repetition is the process that imprints your brand image into the users' minds.



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- 5**

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5 Keep it simple.

**SECRET
INGREDIENT**



Thank you.

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Website: algert.co

