Unit 3 – Branding

Last Week: Market Research

➡️ Share with the group

- Surveys
- Competition
- App and business

Learning Objectives

- Identify the voice, values, and vision of your brand

- Integrate your brand into your business

- Conditional loops and processing in App Inventor

Branding

What's in a brand?

"A person has a soul. A product has a brand." - [Jennifer Kinon](), Designer and Cofounder of OCD

- ➡ Your **brand** is what people think about you
- ➡ Factual (e.g. it comes in a purple and orange box)
- ➡ Emotional (e.g. it's romantic).
  http://www.forbes.com/sites/jerrymclaughlin/2011/12/21/what-is-a-brand-anyway/#7bcd32202aa4

Brands you Know

➡ Think about brands that you know

- • What is their logo?

- • What do the sell?

- • How do they make you feel?

The Importance of Branding

- Makes the product easy to recognize through visual cues (logo, color theme)
- Gives a voice and personality to your product
- Builds relationship and memories with customers

Designing Your Brand

- Customer Benefits: What problem are you trying to solve for customers?

- Target Customers: Who are they?
  - **Demographics** characteristics of a given population.
    - For example: age, gender, location, race, ethnicity, language, education, religion, income, etc.
  - **Psychographics** personality, values, opinions, attitudes, interests, and lifestyles.
    - For example: health conscious, busy, highly organized, family oriented, environmentally conscious, social, homebody, nerdy, etc.

Activity

- Who are we and who are we not

- Write down adjectives about your business

- Sort them into who we are, who we are not, not applicable

- 5 minutes
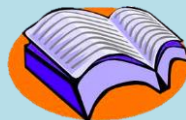
In your *workbook*

Naming Your Business

- What makes a good name and what makes a bad name?

- Catchy, memorable – doesn't have to be a real word

  - Apple, Google, Microsoft, Facebook

Hello
my name is

Positioning

Positioning Statement

- A **positioning statement** is a concise description of your customer as well as a compelling picture of how you want your customer to perceive your brand.

Elements of Positioning

→ Why your target market should buy your product:

- Your Product and Why It's Special
- Your Target Market and Why You Love Them
- Why You are Better than Competitors
- The Promise Your Brand Makes and Why People Should Believe You

Sample Positioning Statements

FOR [your audience]

[your product name] IS A [category name]

WHICH PROVIDES

[main benefit]

UNLIKE [primary competitor]

WHICH PROVIDES

[competitor's main benefit].

Volvo: For upscale American families, Volvo is the family automobile that offers maximum safety.

Home Depot: The hardware department store for do-it-yourselfers.

Zipcar: To urban-dwelling, educated techno-savvy customers, when you use Zipcar car-sharing service instead of owning a car, you save money while reducing your carbon footprint.

Reflection

- **Marketing -** try to convince people to want and to buy what you have to sell

- **Positioning statement** - is a short description of your customer, product and how you want to be seen by the customer

- **Customers -** the people who you want to buy your product – who they are, what they value
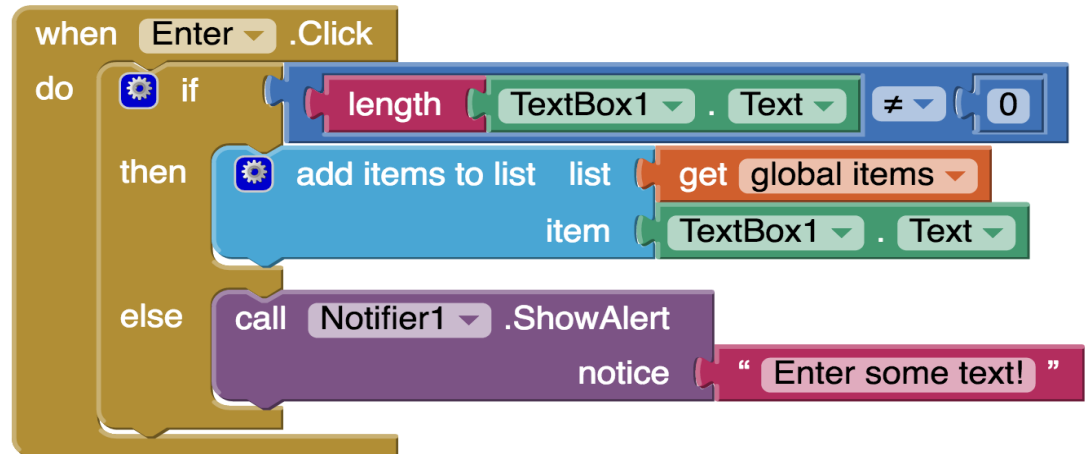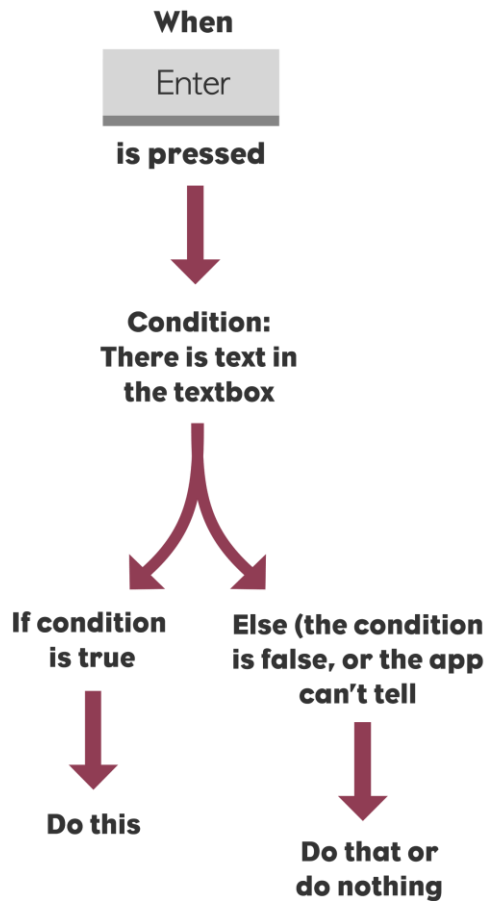
App Inventor

- Learn about conditional statements and how to write them
- Learn how to use logic operators in your code
- Learn how to use for and while loops
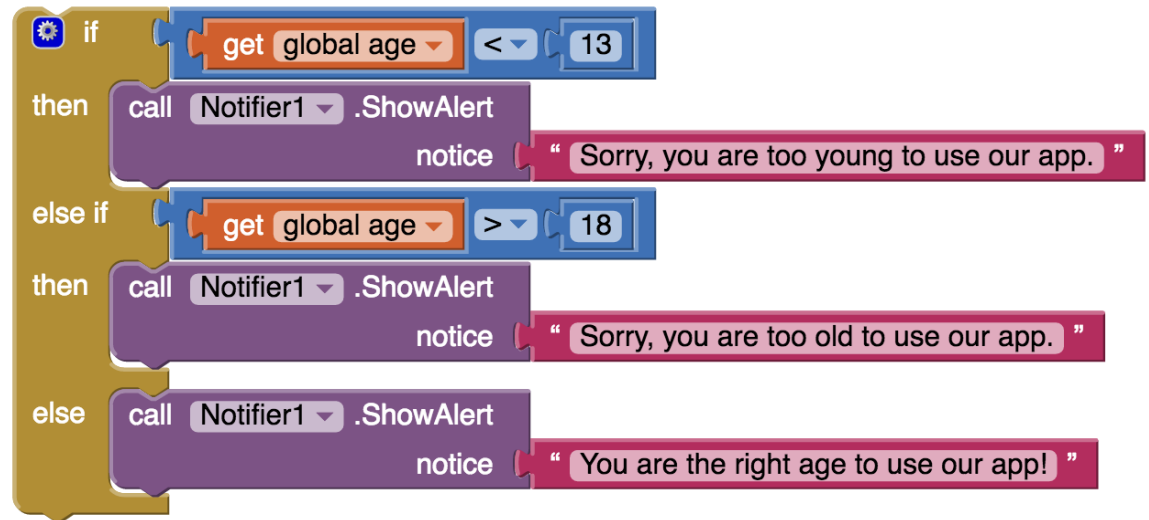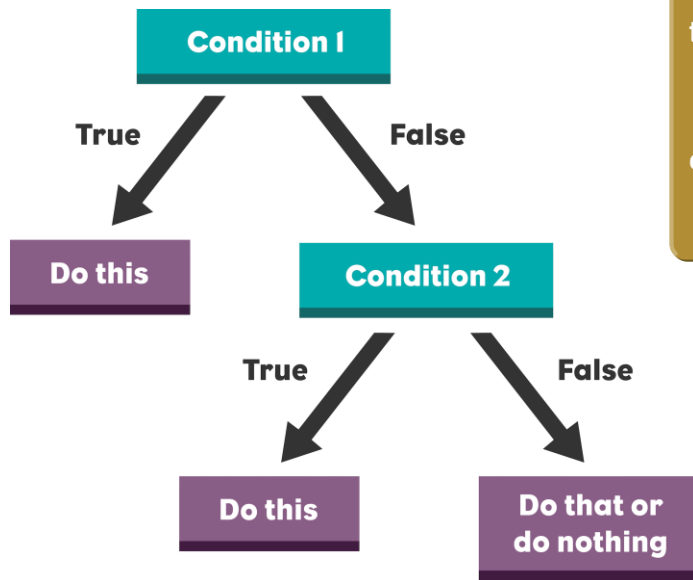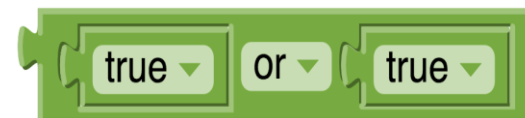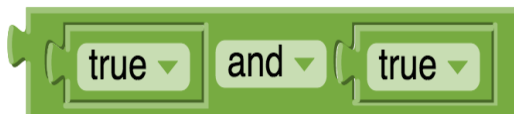- Create an app that searches a database

Conditional logic
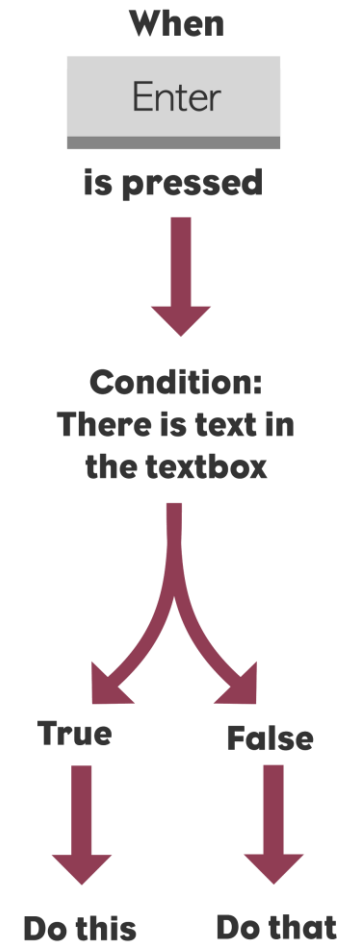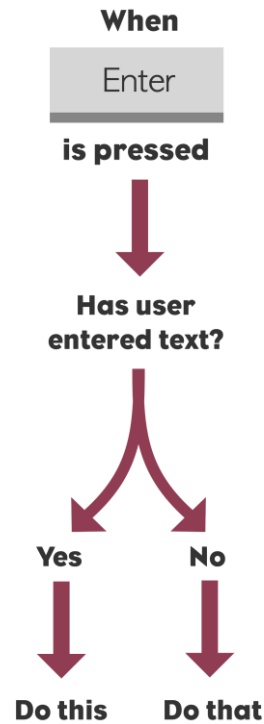
What it looks like in code

Example: Checking for Age

Checking Multiple Conditions

Condition 1 AND **Condition 2**

Both are true
One or more is false

Do this
Do that or do nothing

`true ▾` `and ▾` `true ▾`
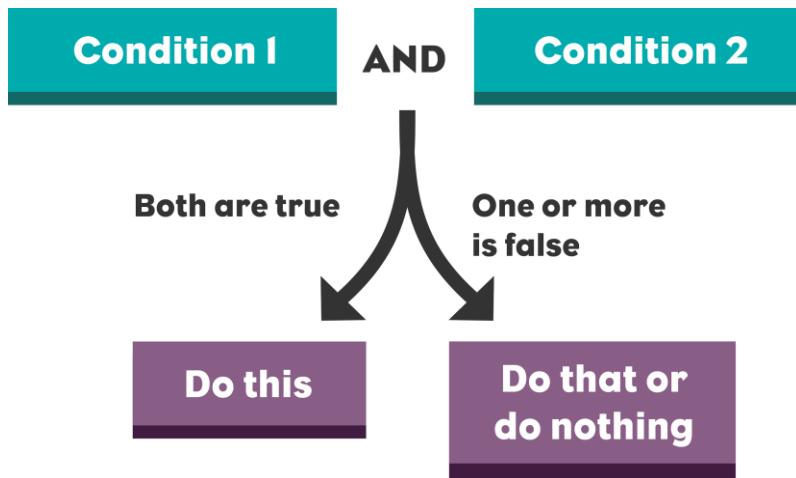
- Logging into to social media:
  If (the username is correct) **AND** (the password is correct) ---> then allow the user to log in
- Losing a game:
  - (If time runs out) **OR** (the player loses all their lives) ---> then the player loses
- Showing search results
  - (If the title matches) **OR** (the description matches) ---> show it in the search results

`true ▾` `or ▾` `true ▾`

Loops

- **While loops** will continue to do something until a condition you set is no longer true, and **for loops** will do something a certain number of times.
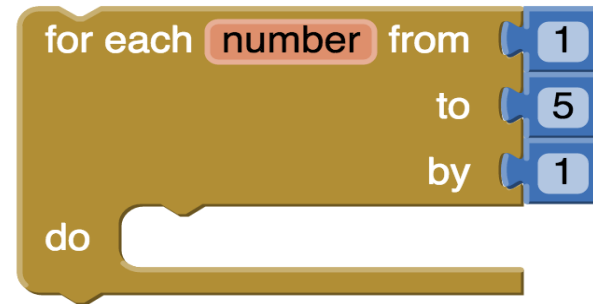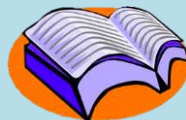
Create a database app

- Create an app that allows the user to search a database of information and view their results.

- The database should contain names and descriptions of famous people, places, movies, music, or anything else you want.

- Make sure you have at least three entries in your database.

Next Steps

- Use your market research to think about how to market your app

- Come up with a name for your company and product

- Create your positioning statement

In your **workbook**