

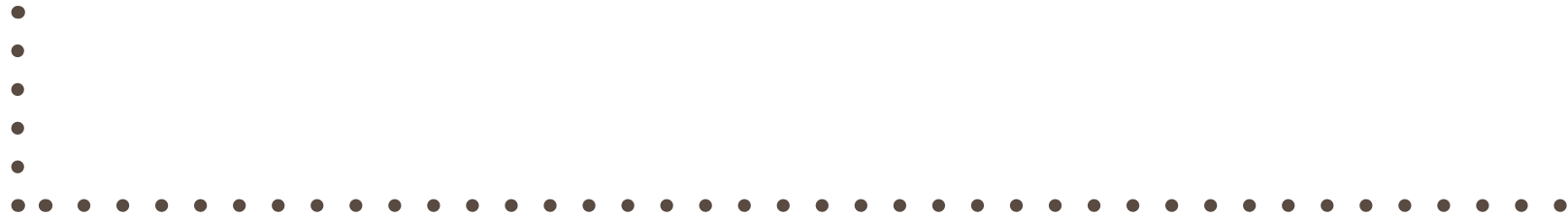
KKPR

MARKETING & PUBLIC RELATIONS



WE SEE THINGS DIFFERENTLY.

CREATING A DIGITAL BRAND AND WHAT THE HELL THAT MEANS





“I BELIEVE THE ONLY WAY TO GROW IS TO PUSH THE LIMITS.”

SERIAL ENTREPRENEUR.

CHIEF DIFFERENCE MAKER.

PENN STATE BOARD MEMBER.

AN AWARD-WINNING
MARKETER AND LOVER OF
ALL THINGS THE SIR, MY GUY,
BUSINESS, AND SMART PEOPLE.



MEET THE TEAM

WHAT WE'LL TALK ABOUT



THE BASICS ABOUT BRANDING

- The who, what, when, where, why of a brand.



HOW THEY TRANSLATE TO THE DIGITAL WORLD

- What translating to a digital world means
- Letting your brand shape all the things you do, especially digitally
- Using the right platforms for your brand



BRANDING— WHAT IS IT?

..... A look, a feeling, a statement.

BROOKS



Run Happy

Dove



Real Beauty

HOW BRANDING TRANSLATES TO THE DIGITAL WORLD



Basically, it's how digital channels and assets are used to communicate a brand's positioning (or purpose) as part of multichannel brand communication or engagement.

What does that mean?





It means how you project your company online.

SOCIAL MEDIA PLATFORMS



your website // app // videos // reviews // online marketing // JUST ABOUT EVERYTHING ONLINE!

LETTING YOUR BRAND SHAPE ALL THE THINGS YOU DO



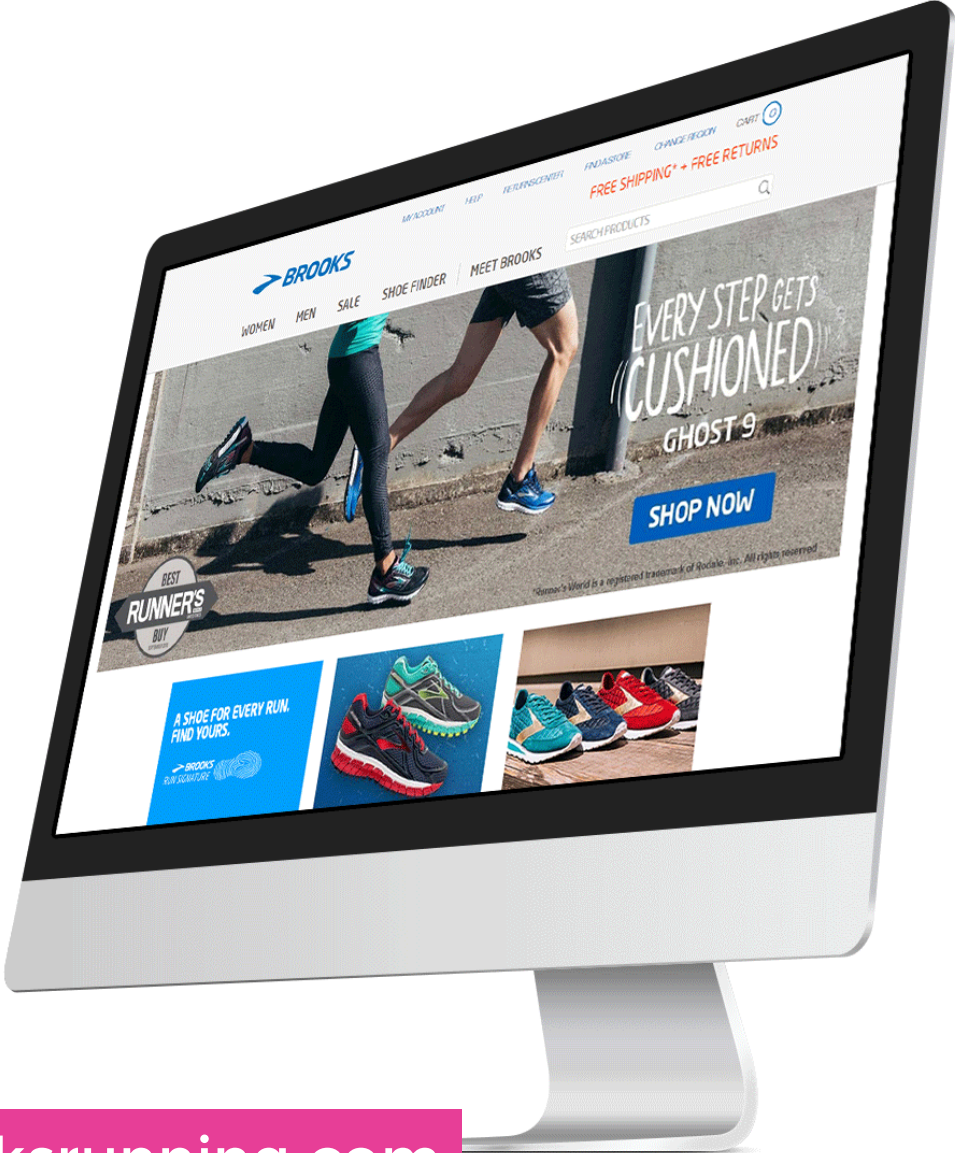
•••• Samples of letting your brand shape all the things you do // carrying your brand through:

BROOKS



We're a team united by one purpose: To inspire everyone to run and be active.

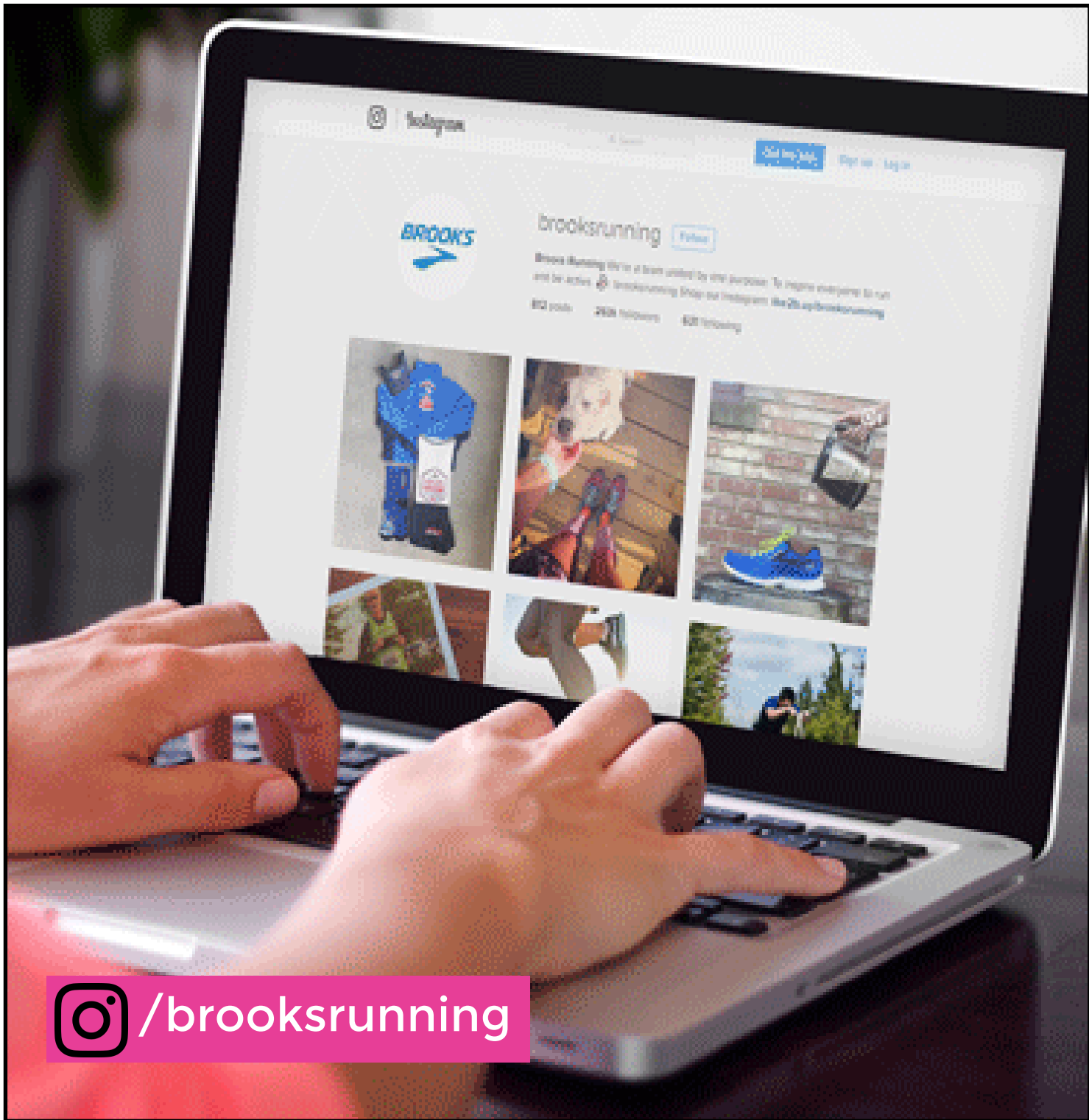
Tagline: Run Happy



brooksrunning.com



 /Brooks Running



 /brooksrunning



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Follow

3,260 likes

2d

brooksrunning Coming full circle. 📷:
@federica93

brooksrunning @ninambautista Those
were a limited edition Launch!

djsolich Love my brooks

b_drizzie Wowww we do @allisonhess

ninambautista Well they are pretty
awesome! 🌈🌈

allareza My favorite are black ones!

ash.mel25 I love the ghost but I bought
the black launch 3s for work (healthcare
not allowed to sit all day where I work)
and I have issues with holes in the mesh
around the toe area. I'm not sure why
this is happening. Does anyone else
have this issue?? Keeps happening and I
think I bought them maybe late spring

amandakoryn @ash.mel25 I had a pair
do that but I wore the crap out of them.

Log in to like or comment.





brooksrunning

Follow

93k views

1w

brooksrunning Like a cup of joe. For your feet. ☕ #Launch3 PSA: No shoes were harmed in the making of the Boomerang (we promise).

view all 53 comments

eberhard_dk Hvad siger du @nicklasroessner ? Launch og kaffe ❤️

nicklasroessner Hell Yeah @eberhard_dk 😊☕☕

samage84 @thelofogammage

ladymurphree @truelife_im_a_mermaid

pwmalmeida @mari_gavioli

tahani2003 Yes, fav 2 coffee & running

u4fit 😊😊😊😊

ronniejudge @annieeee6

ronniejudge @juliacmyers

apolloenergygum 😊 you should try Aoollo instead 😊

Log in to like or comment.

⋮




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2,017 likes



1w





brooksrunning All the way up.  The Energize category gives your run the lift and bounce you like. #RunSignature

deacklen So cool 

kgillette05 I see you! @rngo14

denise_mitchell_ What the heck?

alessandro_trovati  

bigd_cali Follow our page!    

socialshark Nice air!



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Follow

5,446 likes

4w

brooksrunning 50% attitude, 50% sweat, 100% fun. 📷: @landoftherisingrun #Glycerin14

lauryntumey @trackaddict_23

meaghan_cooney @haleyfelsberg

dylanmihalke @christielcaruana this is something u would do

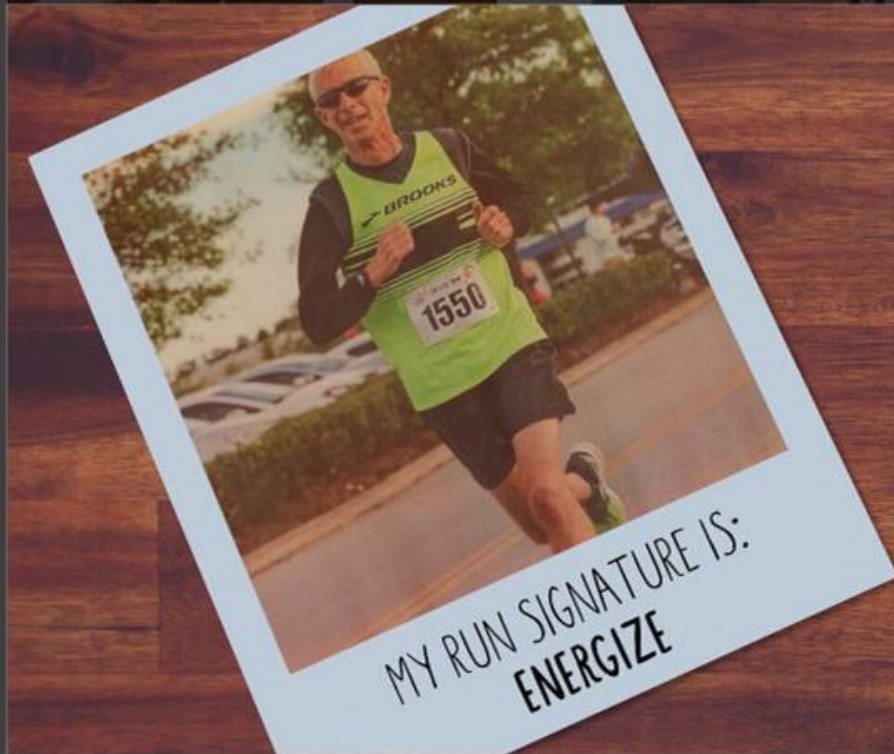
christielcaruana hahahahaha yes I would @dylanmihalke

__veronicarose__ @cant_beata_leeta @anna.karner

Log in to like or comment.



Campaign: My Run Signature



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Following

983 likes

5d

brooksrunning If you like your run to be bouncy, springy, and responsive, then our Energize line is all you. Dave can't go without his #Launch. He loves the awesome fit and nimbleness he feels when he slips them on. So if your daily run needs a little lift, try out an Energize shoe. And remember, #RunSignature is all about finding shoes that fit both your natural running path and the experience you prefer. Link in bio to learn more.

kjknowlton Love my Launch 3's! On my 2nd pair. Now where can I get the singlet



Add a comment...





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2,007 likes

2w

brooksrunning If you have a need for speed, this is the right shoe category for you. The Brooks Speed experience is all about fast shoes built for maximum speed. They're perfect for knocking down PRs and really taking off. Our friend Tony lives for the Speed category. He says they're light and make it easy to pick up speed for his fastest runs. Our #RunSignature initiative is a reminder that there is no "right" way to run - only your way. And we want to fit your style, not make you fit ours. Link in bio to learn more

Log in to like or comment.

...



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1,563 likes

3w

brooksrunning The Connect experience is defined by being flexible and natural, so you can feel each and every step. That full connection with the ground is exactly what Mick needed. "I now run with chi feeling the road, flowing through the miles, not carrying a load." Lightweight and ready for takeoff, that's what the Connect experience is all about. Our #RunSignature initiative encourages you to find the unique way you run. Not every day is going to be the same, so why not customize your footwear choice to meet your diverse

Log in to like or comment.





Dove is committed to helping all women realize their personal beauty potential by creating products that deliver real care.

#RealBeauty

Campaign: My Beauty My Say



Real Beauty Sketches

Campaign: My Beauty My Say

Dove Real Beauty Campaign



[#MyBeautyMySay](#)

USING THE RIGHT PLATFORMS FOR YOUR BRAND



First, ask yourself how you like to communicate best.

- Words, Pictures, or Speaking

Identify your ideal content creation platform and then, assess the best digital channels to market your content through.



Then, Choose Your Platform(s) – but ask yourself these questions first:

- Is my audience there?
- What kind of content does this channel require (e.g. writing, video, photography, etc.) – do I enjoy creating this?
- What channels are people in my industry engaging with and succeeding with?
- Do I have enough time to dedicate to the channel's upkeep?

THANK YOU



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