

Branding and the Rush to Market

by Paul Tepperman | Sep 11, 2018



Companies devote a lot of time, energy, and resources developing a product. This can put a lot of pressure to launch as quickly as possible. Startups, companies with limited resources, or those having to procure additional funding can feel even more pressure to get to market quickly. But in the rush to market, brand development can get shortchanged. In place of a thorough process where brand strategy, positioning, messaging, and design are given the proper amount of thought and consideration, the process can often be truncated, with the color palette and fonts chosen, and the website developed.

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Know Your Audience



This Facebook ad invites us to check out their app by asking “Are you in a basketball team?”

We’ve been involved with sports for our entire lives; as players, coaches and fans. And though this ad is aimed directly at our demographic, it misses the mark because it does not use sports jargon that we recognize. Never, in the history of time has anyone asked, *Are you “IN” a basketball team?*

Seeing that the app is called “BAND” it seems likely that it was originally intended for people who are “IN” a band. Now that they’re expanding into sports, they thought they could change a single word to appeal to an entirely new audience. Jargon can sometimes get in the way of clear communication, but it does serve the purpose of telling the customer that you understand them and the language that they speak.

3 Logos in 3 Years? Really?



The key tenet of branding is truth. If the company has not changed, then a new logo won’t save them.

Read the story of the rebrand:

<https://www.adweek.com/brand-marketing/get-an-exclusive-look-at-ubers-new-brand-revamp/>

Read some of the reactions:

Fast Company

<https://www.fastcompany.com/90235065/uber-has-a-new-brand-again>

The Daily Mail

<https://www.dailymail.co.uk/sciencetech/article-6164637/Uber-kickstarts-second-redesign-just-three-years-new-font.html>

PR Daily

https://www.prdaily.com/marketing/Articles/2_challenges_Ubers_new_CMO_faces_25042.aspx

Jelly-fishy?

Prevagen is a supplement that supposedly improves memory. Its big selling point is that one of its main ingredients is a chemical found in jellyfish. Jellyfish? Why should we be impressed by that? They don’t even have a brain.

As consumers we often accept many things without question or thinking, and our decisions are based as much on emotion and perception as they are on logic and analytical thinking. Despite that, it’s important that the messaging is both true and relevant.



If you’d like more information or would like to set up a time to discuss your branding or design needs, [contact us today](#).

TR Design

Brand Strategy and Design for High Tech and Med Tech

978.237.5945

info@trdesign.com

www.trdesign.com