



ASI
SHOW
FORT WORTH



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

You need to figure out how to future proof your business and highlight points of contrast

1. Better understand **Brand Relevance**
2. What problems are you uniquely qualified to solve?
3. Get focused on YOUR **Points of Differentiation**
4. Define and **Name Your System**, recipe, pattern
5. See some industry specific examples and learn to look for more



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BRAND PREFERENCE?

*Brands that are engaged in the marketplace using **traditional marketing strategies to earn short term preferences** like a new feature on a product that is innovative or a discount, pricing bundles.*

BRAND RELEVANCE?

*A brand's ability to **CREATE A NEW CATEGORY** (or subcategory) within the market that **creates a LONG TERM advantage**. It emotionally connects with people on a more personal level that becomes deeply relevant to them.*



BRAND RELEVANCE

The goal is to be so **innovative and creative** that your competition is instantly at a **huge disadvantage** or **becomes irrelevant.**

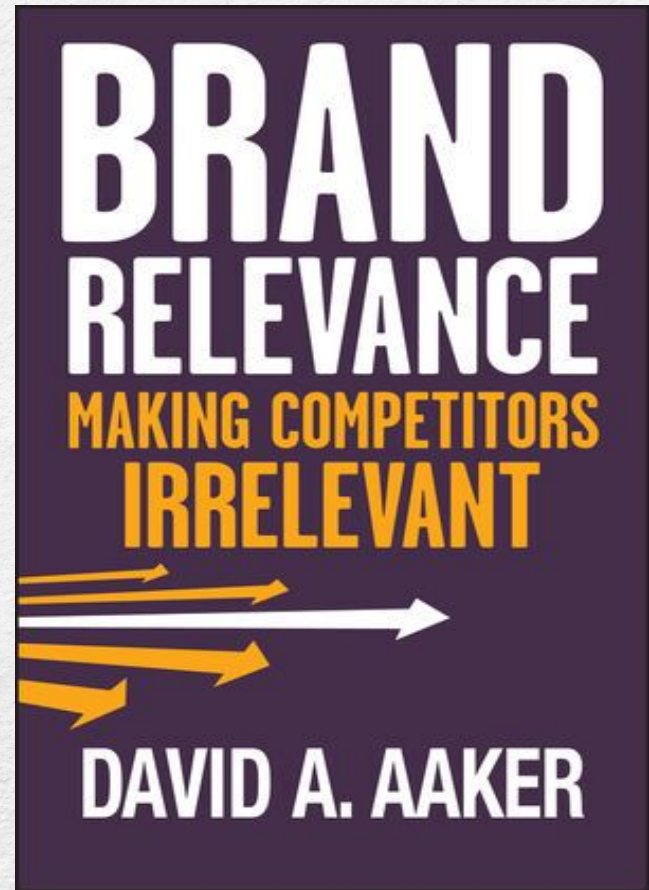
David Aaker

Hundreds of articles published and
authored 14 books:

1996: *Building Strong Brands*

2010: *Brand Relevance*

2011: *Winning the Brand Relevance
War*



DOES YOUR BRAND

EMOTIONALLY connect with people?

Become deeply **MEANINGFUL** to them?



The **2022 Top 10 Brands** based on the Brand Relevance Index from Prophet



Instant Pot



TED



FOUR PILLARS

Customer Obsessed

Focused on solving their problems

Consistently Innovative

Pioneering new solutions

Distinctively Inspiring

Uniquely qualified to reach emotions

Ruthlessly Pragmatic

Keeping it real, no spin... data & truth





**HOW
WILL
YOU
STAND
OUT?**



HOW DO YOU EXCEL?

What does your company do best?

What are you most known for?

What do your customers say they like about you?

Make a list of at least **FOUR**
problems your company is
UNIQUELY QUALIFIED TO
SOLVE.

**It's Time to
Unquo the
Status Quo!**

1

PRODUCT

- Knowledge base and category dominance
- First looks, trends, colors
- Mastery of decorating techniques

2

SERVICE

- Ordering process, ease and speed
- Bundling, packaging, kitting and delivery
- Training: before - during - after

3

CHANNEL

- Size of businesses served (Fortune 100)
- Hyper local, Main street, Chamber of Commerce
- Experiential, Events, Live Activations

4

RELATIONSHIPS

- Trusted, proven track record, years in business
- Planning committee, they ask you, consultation
- Seat at the table, volunteer, serve on boards, donate

5

REPUTATION

- Leadership, earned trust
- Accreditation, evidence of status, achievement
- The community vouches for you, testimonials

1

PRODUCT

- Knowledge base and category dominance
- First looks, trends, colors
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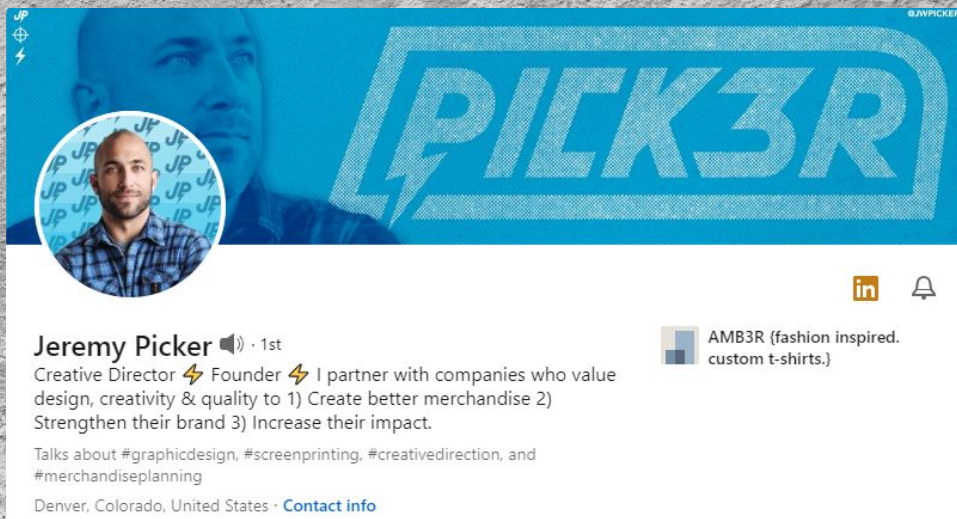
Apparel &
Fashion

Embroidery
Screen Printing
& Patches

Trends
& Colors

Eco-friendly
Sustainable

Events
Breweries
Colorado



Jeremy Picker · 1st
Creative Director ⚡ Founder ⚡ I partner with companies who value design, creativity & quality to 1) Create better merchandise 2) Strengthen their brand 3) Increase their impact.

Talks about #graphicdesign, #screenprinting, #createdirection, and #merchandiseplanning

Denver, Colorado, United States · [Contact info](#)

AMB3R (fashion inspired. custom t-shirts.)



WE SOLVE CREATIVE PROBLEMS WITH FASHIONABLE ANSWERS



2

SERVICE

- Ordering process, ease and speed
- Bundling, packaging, kitting and delivery
- Training: before - during - after

Brand Experiences

Creative Packaging & Kitting

Employee Engagement

Cloud based E-com Stores Dashboards

Custom Workflows Logistics

Brand Experiences, Automated.

Brian Gill · 1st
President

Talks about #branding, #brandedmerch, #brandexperiences, #employeeengagement, and #promotionalproducts

Orlando, Florida, United States · [Contact info](#)

Thumbprint
University of Central Florida





3

CHANNEL

- Size of businesses served (Fortune 100)
- Hyper local, Main street, Chamber of Commerce
- Experiential, Events, Live Activations

Started Local

Grew with
Customers

Experiences
Over SWAG

Events
Live Activations
Phygital

Brandfill
B Corp




Danny Rosin  · 1st

Co-Founder, Marketing Addict on a B Corp Journey, Community Builder, Music Fanatic, Pathological Optimist, Dad. Once, a friend called me a "Cosmic Glue Stick."

Talks about #music, #marketing, #leadership, #nonprofits, and #promotionalproducts

Raleigh, North Carolina, United States · [Contact info](#)

 Brand Fuel, Inc.

 University of North Carolina at Chapel Hill





I Need Help With a Project

Make Your Project PHYGITAL

Tie branded merchandise to a digital destination to drive meaningful, measurable engagement.

PHYSICAL + DIGITAL

Your customized gift
or branded
merchandise

Landing page or
digital destination
of your choice



“Phygital” is the marriage of physical and digital marketing.

When you give branded merch to your customers and employees, engagement doesn't need to end.

Brand Fuel offers you a **turn-key** Phygital Campaign solution.

From meaningful giveaways to impactful digital execution. This equates to a higher return on engagement (ROE) as well as ROI.

4

RELATIONSHIPS

- Trusted, proven track record, years in business
- Planning committee, they ask you, consultation
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Brand
Anthropology

Creative
Track Record

Experiential
Marketing
& Events

Consults
Custom
Merchandise

Previous
Relationships



A LinkedIn profile card for Renya Nelson. The header image shows her in a meeting with a whiteboard and a 'BRAND+AID' sign. The profile picture is a circular headshot of her. The text below the picture reads: 'Renya Nelson (She/Her) · 1st Branded Merchandise & Marketing United States · [Contact info](#) 500+ connections'. To the right of the text are two logos: 'B+A Brand+Aid' and 'Westminster University'.





hi, we're brand+aid.

We're brand anthropologists. From concept to execution, we dive deep into who you are in order to endear people to your brand.

[Contact Us](#)



ASI
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5

REPUTATION

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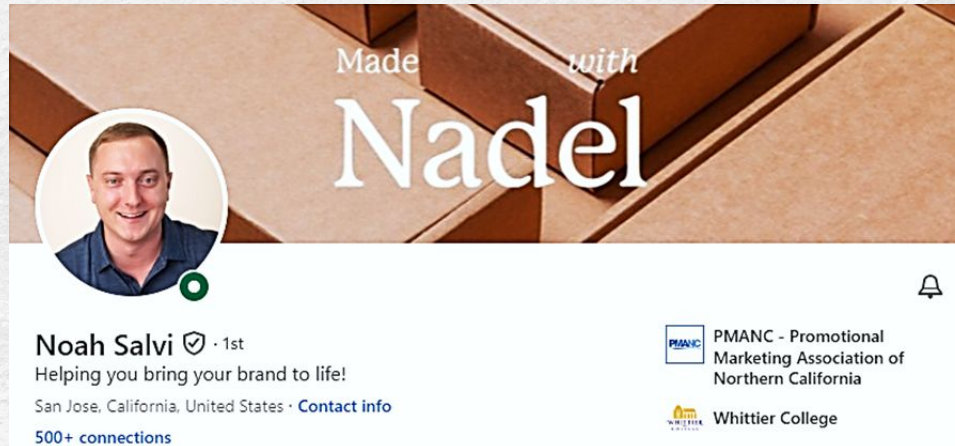
Relationships
Matter

The Magic
of an
Idea


Integrity
Principles


Earned
Trust


History
Since 1953




Made with Nadel

 **Noah Salvi** ✓ · 1st
Helping you bring your brand to life!
San Jose, California, United States · [Contact info](#)
500+ connections

 PMANC - Promotional Marketing Association of Northern California

 Whittier College







We believe in the magic of an idea.

With Nadel, products and experiences are transformed into memorable brand moments. For some that means providing something immediately useful, like the perfect notepad or eco-friendly water bottle. For others it's more intangible—we're creating something of sentimental value to take their breath away. Whatever you're looking for, we can make it happen.

[CREATE THAT MOMENT](#)

SUSTAINABILITY

Do you know
how your branded
merchandise
is made?



SUSTAINABILITY

We're an industry leader in sustainability and created "The 6 R's" that we work with our clients and partners to follow.



Refuse

Avoid purchases that have negative impacts on the future of our planet.

STEP THREE

Can you define that process or recipe and name it allowing you to create a new Category or Subcategory?



99% Miss Step Three!

**What you stand for.
How you're different.
Your vibe & culture.**

STEP ONE

Who hires you now? Think of your top 5 or top 10 customers. Why are they buying from you?

STEP TWO

What marketing problems are you really good at solving for those top customers, using branded merch?

**You do not merely want to be
considered the best of the best.
You want to be considered the
only ones who do what you do.**

Jerry Garcia, The Grateful Dead



Brand Relevance

Differentiation

Name the System





FLEX *point*
A Social Selling System

Marketing is based on **TRUST**. Not tricks!

Please follow me and FLEXpoint on LinkedIn.
email me at: jay@goflexpoint.com