



BEYOND THE LOGO: IMPACTFUL APPAREL BRANDING

Lizz Reidy and Jenna Sackett

March 29-31, 2025

HARNESSING THE POWER OF APPAREL TO STRENGTHEN BRAND IDENTITY

1. VISIBILITY & AWARENESS: TOP-OF-MIND

2. EMOTIONAL CONNECTION: FOSTER A SENSE OF BELONGING

3. TREND ALIGNMENT: FRESH & RELEVANT

UNDERSTANDING BRAND RELEVANCE

The **BRAND**
is what others
say it is.

BRANDING
is what they
do to get
noticed.

BRAND RELEVANCE?

VS.

BRAND PREFERENCE?

BRAND PREFERENCE?

Brands that are using traditional marketing strategies to earn short term preferences, like a email drip campaign, a new feature on a product or a discount offer, or it's available in 20 colors, or a pricing bundle = BOGO. It's on sale!! Supplies are limited...

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. Your brand is deeply meaningful.*

BRAND IDENTITY: MORE THAN JUST A LOGO



Printed

THREADS



We believe that quality custom merchandise is a powerful and essential tool that can help any brand or idea grow.
We're here to help your ideas come to life, check out our services and let's start making!

[SEE SERVICES](#)



GOOD IDEAS SHOULD BE WORN OUT

[SEE OUR WORK](#)

Brett Bowden

Printed Threads, MADE LAB, Allmade



THE POWER OF APPAREL BRANDING

IMPACTFUL PRINT TRENDS

Textured Patches

3D Emblems

PVC / Silicone Emblems

Tonal Branding

Sustainable Products

Quality

BRANDS EXCELLING IN APPAREL



make merch with
a message.

Convey your passion with merchandise that stands for something. Your followers will thank you.

our work

PROJECTS WE ARE PROUD OF

We drive impact through unforgettable products, and create lasting impressions via design, form, and function. From



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](#)

Lessons from Brand Aid:

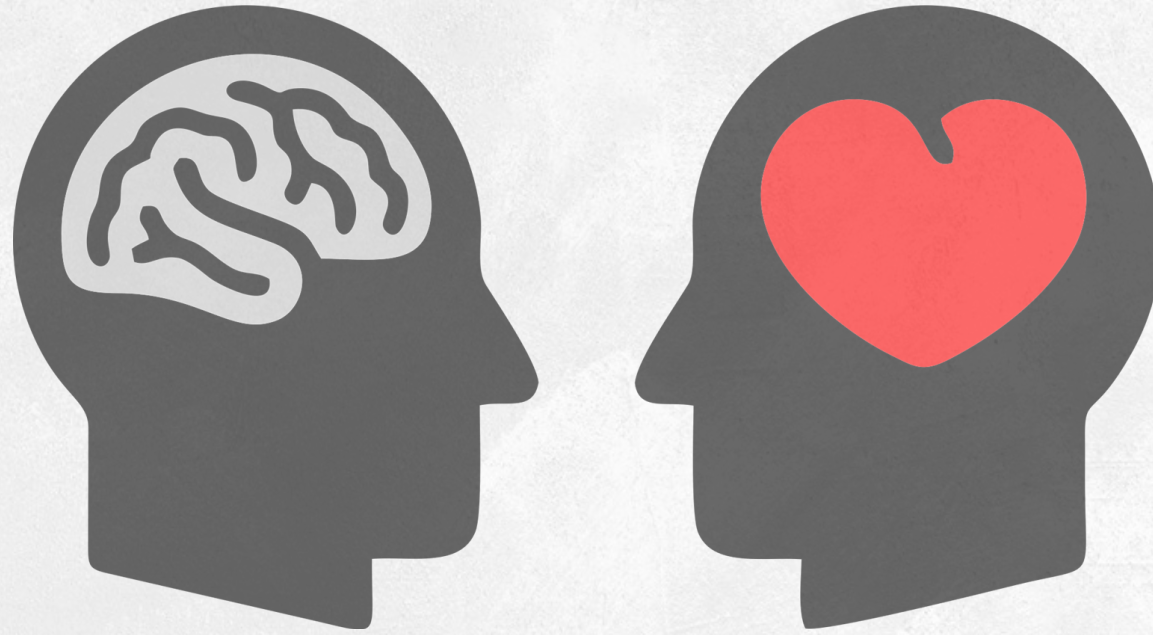
Apparel is Emotional: It's more than just fabric; it's about what it represents.

Stay Current: Trends matter, but **authenticity matters more.**

Focus on Storytelling: Every design should tell a story that resonates.

Design for Connection: Great branding makes people feel like they're part of something.

The best brands



DO BOTH!

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?**



“Who you are is the

greatest differentiator

you’ve ever had!”

Sally Hogshead

**WHAT ARE YOU
KNOWN FOR ?**

Take 1 minute right now to make a list

WERE THESE ON YOUR LIST?

We're CREATIVE

We have LOTS OF IDEAS

We have TONS OF PRODUCTS

GREAT CUSTOMER SERVICE

DELETE!

Everyone has the same list

DEFINE

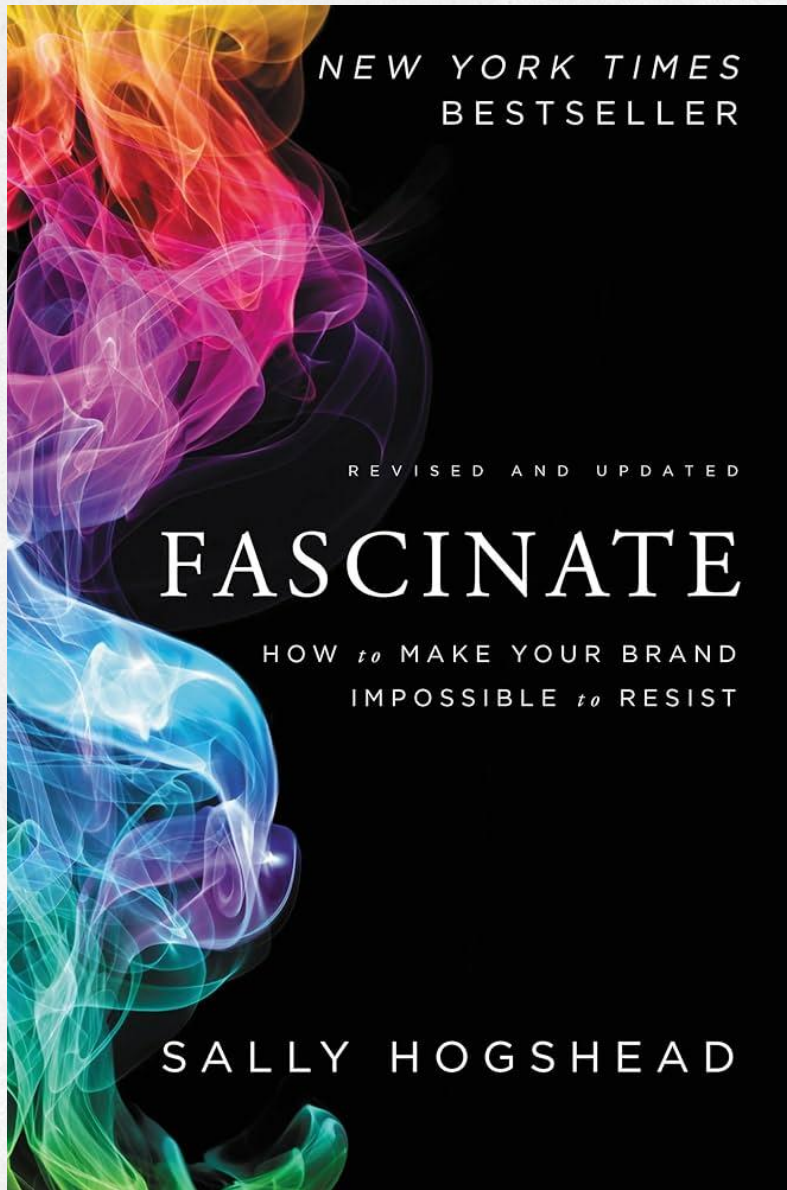
DIFFERENTIATION

Differentiation is the activity and outcome of a company's efforts to highlight differences from competitors. Its goal is to communicate to consumers the reasons why they should choose your product. To differentiate, you must find **a distinctive idea, characteristic or value that sets you apart** from competitors.

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

FOCUS on ONE!

It's better to focus on **one prominent, noticeable difference** than to try to emphasize multiple minor details. Clear, memorable positioning is more effective than a vague set of advantages.



**“ DIFFERENT IS
BETTER
THAN BETTER ”**

To become more fascinating
you don't have to change who
you are, you have to become
more of who you are.



**Share your feedback
on the session with us!**



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THANK YOU!