



Advertising
Specialty
Institute®

Standing Out From the Crowd: The Art of Differentiation

Jay Busselle - FLEXpoint, Equipment Zone, PromoKitchen

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, formula
5. See some industry specific examples and learn to look for more



Advertising
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EVERY STEP OF THE WAY™

Brand Relevance

Differentiation

Name Your System



The Outcome? What's in it for you?

Empower Your Brand

Fuel Your Content

Drive Sales



BRAND RELEVANCE

VS.

BRAND PREFERENCE



TRANSACTIONAL

VS.

EMOTIONAL



BRAND PREFERENCE?

*Brands that are TRANSACTIONAL 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**. To **EMOTIONALLY** connect with people on a more personal level and become deeply relevant to them.*



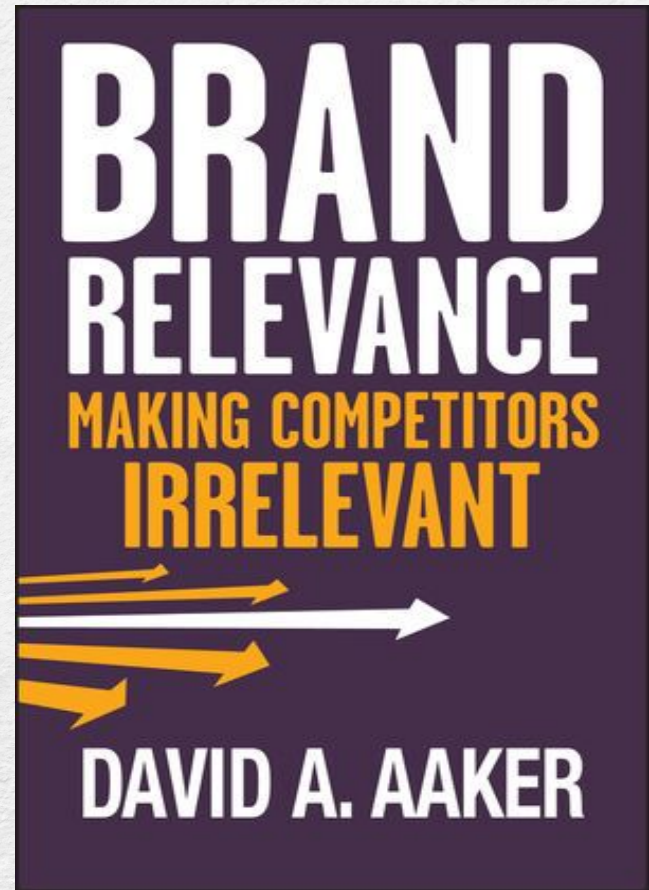
David Aaker

Hundreds of articles published and
authored 14 books:

1996: *Building Strong Brands*

2010: *Brand Relevance*

2011: *Winning the Brand Relevance
War*



David Aaker

Professor Emeritus at the University of California, Berkeley's Haas School of Business, a specialist in marketing with a focus on brand strategy.

He serves as Vice Chairman of the San Francisco-based consulting company

Prophet



BRAND RELEVANCE

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



PROPHET Started the BRI in 2017

BRAND RELEVANCE INDEX

PROPHET

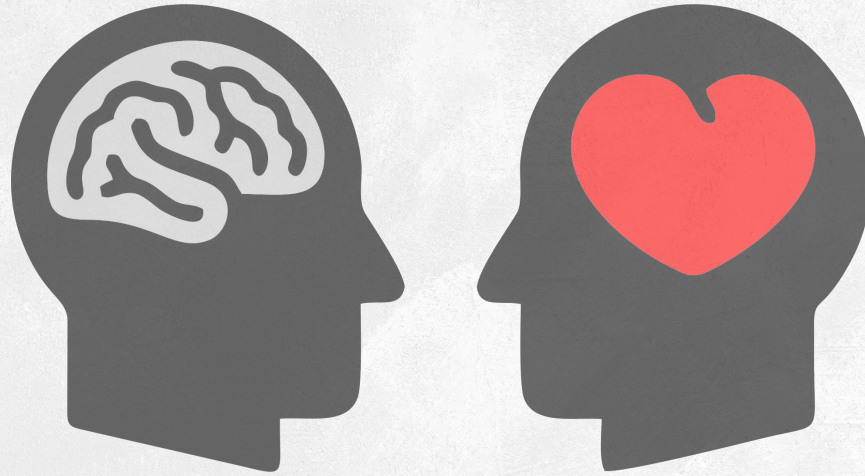
Relentlessly Relevant Brands 2023

Brand Relevance Insights

[DOWNLOAD REPORT](#) ↓



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

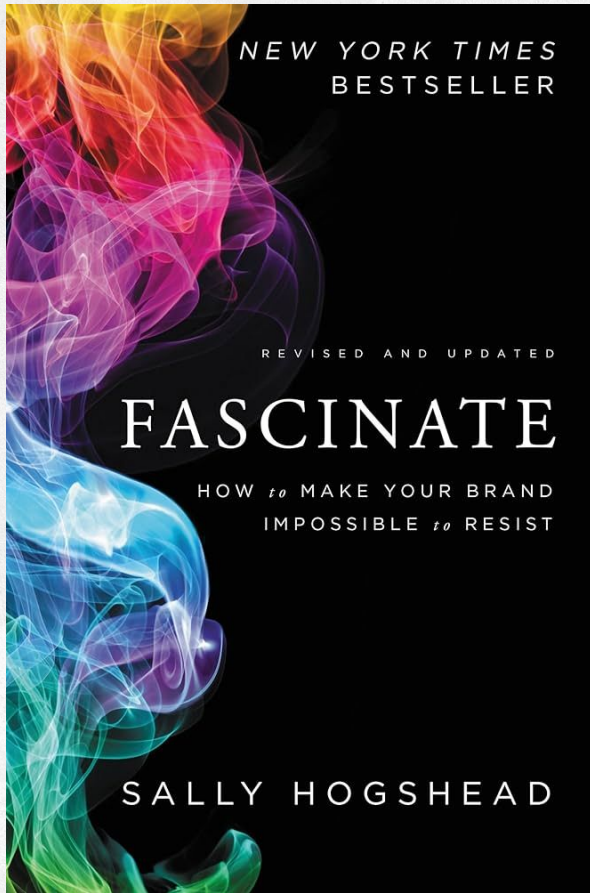
GREAT CUSTOMER SERVICE



DELETE!

Everyone has the same list





“ 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.



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.



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, you take the time to invest in people
- You play a role of trusted advisor and consultant
- Seat at the table, volunteer, serve on boards, donate

5

REPUTATION

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

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.



1

PRODUCT

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

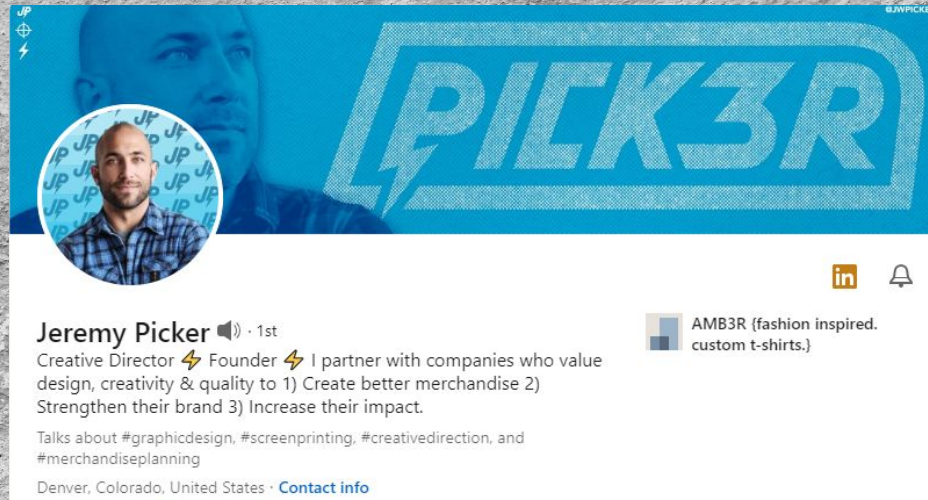
Apparel &
Fashion


Embroidery
Screen Printing
& Patches

Trends
& Colors

Eco-friendly
Sustainable

Events
Breweries
Colorado



Jeremy Picker  · 1st

Creative Director ⚡ Founder ⚡ 1 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.)

PICK3R



2

SERVICE

- Ordering process, ease and speed
- Bundling, packaging, kitting and delivery
- Training on Custom Dashboards

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 from Main Street to Fortune 100
- Fundraising, Give back, Community Building, Service
- 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



4

RELATIONSHIPS

- Trusted, track record, years of visibility, culture
- Planning committee, they ask you, consultation
- Seat at the table, volunteer, serve on boards, donate

Brand
Anthropology

Creative
Track Record

Experiential
Marketing
& Events

Consults
Custom
Merchandise

Previous
Relationships



A screenshot of a Facebook profile for Renya Nelson. The profile picture shows a woman with blonde hair smiling. The cover photo shows her in a meeting with a whiteboard and a red banner that says "BRAND+AID". The profile name is "Renya Nelson (She/Her) · 1st Branded Merchandise & Marketing". It includes a location "United States" and a "Contact info" link. There are "500+ connections" listed. The profile is associated with "Brand+Aid" and "Westminster University".



5

REPUTATION

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

Relationships
Matter

The Magic
of an
Idea

Integrity
Principles

Earned
Trust

History
Since 1953



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



BRAND RELEVANCE/ DIFFERENTIATION FLYWHEEL



1

PRODUCT

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

2

SERVICE

- Ordering process, ease and speed
- Bundling, packaging, kitting and delivery
- Create custom solutions

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

Brand Relevance

Differentiation

Name Your System



**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





The image shows a LinkedIn profile for Jay Busselle. The profile picture is a circular headshot of a man with a mustache, wearing glasses and a baseball cap. The background banner features the text "Let's Taco 'Bout it" in a stylized, colorful font. The profile name is "Jay Busselle" with a speaker icon and a "Verify now" button. The bio includes: "The Art of Standing Out ★ Brand Relevance ★ DTG/DTF Printing ★ PromoKitchen Chef ★ Podcast Host, Speaker, Trainer ★ CTO (Chief Taco Officer) ★ TACOS are containers of greatness 🍌❤️🌮". It also lists the location as "Phoenix, Arizona, United States" with a "Contact info" link, a company logo for "Equipment Zone", and a link to "The Art of Standing Out". At the bottom, it shows "3,998 followers · 500+ connections".

Jay Busselle  [Verify now](#)

Equipment Zone

The Art of Standing Out ★ Brand Relevance ★ DTG/DTF Printing ★
PromoKitchen Chef ★ Podcast Host, Speaker, Trainer ★ CTO (Chief
Taco Officer) ★ TACOS are containers of greatness 🍌❤️🌮

Phoenix, Arizona, United States · [Contact info](#)

[The Art of Standing Out](#) 

3,998 followers · 500+ connections

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

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