

The Next Innovator's Dilemma.

What we're talking about today?

You're building a great new product but your current brand is not going to cut it.

What do you do?



Brands launching new brands.

Airlines

WestJet



Hotels

Hilton



Financial Services

Clydesdale Bank



Air France



Marriott

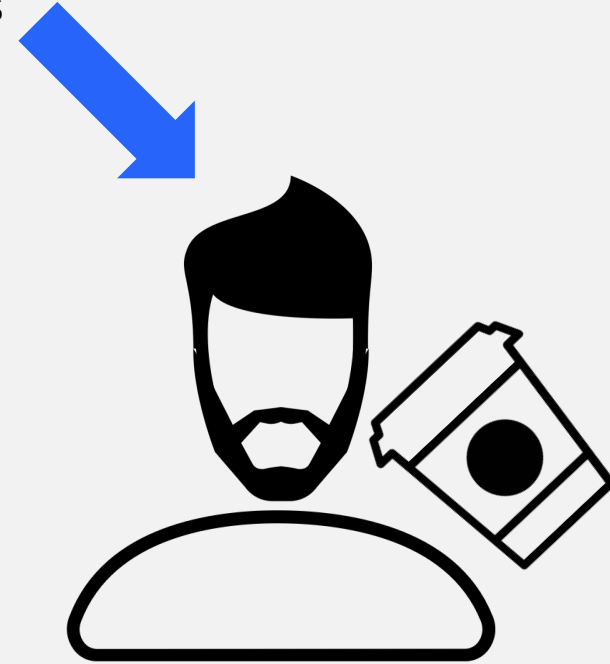


CIBC



"Probably Millennials"

What all these examples
have in common is brands
trying to **reach new
audiences...**



Featured in
Samuel West's

—
'Museum of
Failure'

Colgate®

**Beef
Lasagna**

**Beef
Lasagna**



Ultimately, you have 2 choices:



Augment Existing



Start Afresh

**As an innovator, it's
important to consider the
implications of branding
sooner rather than later.**

**So, what's the easiest
way to do this?**



Learn from memes!

The "My music doesn't really have a genre, but if I had to define it, I'd say it's 'Organic'" Starter Pack



Sell an overpriced hamburger starter pack



"no substitutions or alterations"

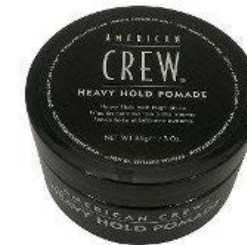
google

forearm workouts |



"locally sourced"

"grass-fed"

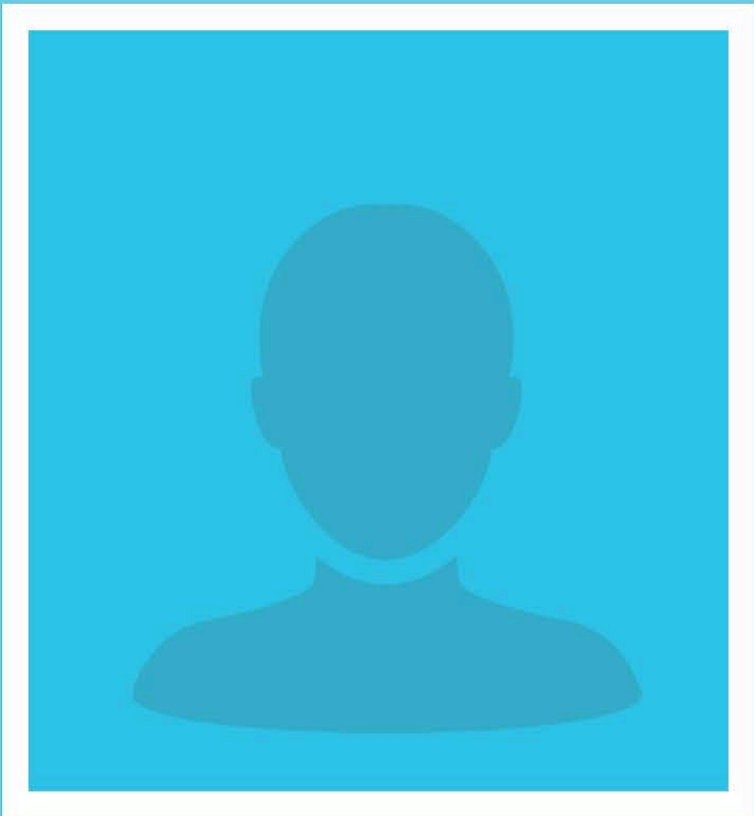




PURPOSE

PERSONALITY

STYLE



FRIENDS ←————→ ENEMIES

PASSIONS ←————→ PEEVES

VIRTUES ←————→ VICES

GENDER:
AGE:
MUSIC:
FOOD:
CAR:



Example 1 - [REDACTED]



Name: Alison
Age: 37

WINNERS

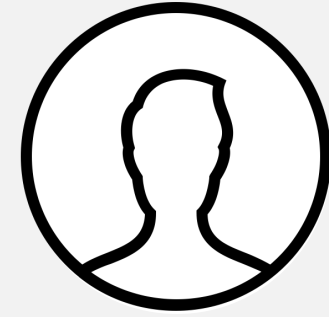


"We're a 9, but we dress like a 6."

"Most banks are very masculine, we have a much more feminine culture."

"She's pretty practical. She drives a Toyota Tacoma."

Example 2 –



Name: Norm
Age: 52

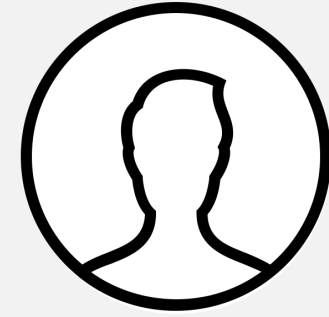


“Oh, he totally wears old school New Balance sneakers from Payless Shoes.”

“He drives something beat up, he doesn’t care about the impression. Gets him from a to b.”

“Looks older than he is.”

Example 3 -



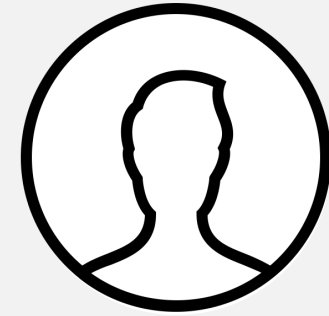
Name: Dave
Age: 36

“He’s flashy, likes his expensive suits because it makes him feel important.”

”He doesn’t relax much. He’s always on looking for the next sale.”

“Earns a lot so he’s too scared to set up on his own.”

Example 3 – Deloitte.



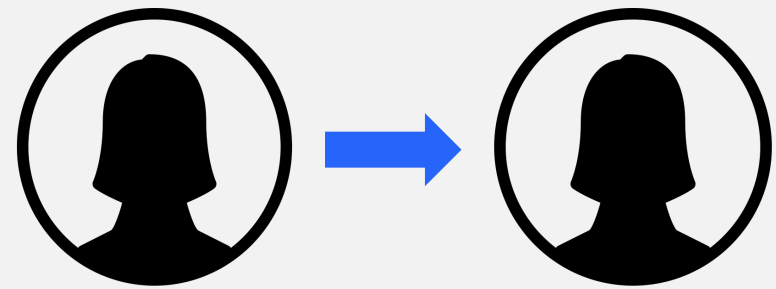
Name: Dave
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“He’s flashy, likes his expensive suits because it makes him feel important.”

”He doesn’t relax much. He’s always on looking for the next sale.”

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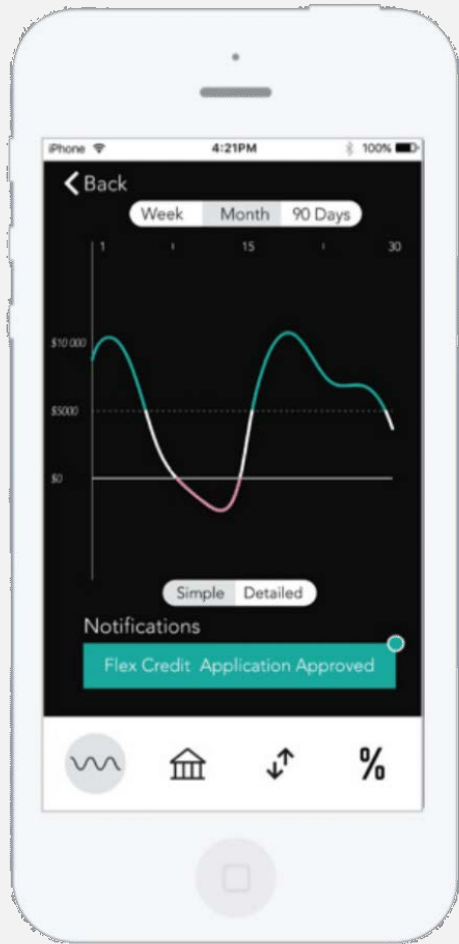
Once you've done a current state composite, do a **future state** version that aligns with your products intent.



If it's clear you need a new brand, don't leave it to a brand team.
Develop the brand alongside your proposition.

- Ideate & Co-create
- Prioritize
- Prototype & Iterate

Create a few options.



Squiggle. Bank Account Mastercard Pricing Support [Open Bank Account](#)

The cash flow bank.

A small business bank, built around cash flow & seamless lending.

[Get Squiggle](#)

Today	
TCS - Equipment Rental	\$3,200.00
UBER - Calgary	\$17.23
E-transfer 43828171	\$500.00

[My Squiggle](#)

A Bank Account Mastercard Pricing Support [Open Bank Account](#)

Alberta's small business bank.

A bank built around cash flow & seamless lending.

[Open Bank Account](#)

Today	
TCS - Equipment Rental	\$200.00
UBER - Calgary	\$34.23
E-transfer 43828171	\$500.00
Yesterday	
E-transfer 22428171	\$200.00
Tim Hortons	\$7.37
BP - Gas bar	\$48.37

[Filter](#)

by **ATB Financial**



WE FALL IN LOVE WITH OUR CUSTOMERS AND THEIR PROBLEMS. OFTEN THEY SAY NICE THINGS TO US AND WE LOVE THEM EVEN MORE.

HERE IS A RECENT EXAMPLE:

"Yah fire the guy that thought these up. Increase the prizes for lotteries."

Stop huge prizes and spread out the winnings so that people have a better chance of winning.

Don't take their pictures if they don't want to.

And please fire the guy that thought these up. Oh, I mentioned that before."

LOVE YOUR CUSTOMER

Now go test it ...

...and hopefully you won't end up here



Nokia N-Gage

© 2003 - 2005

Back in the year 2000 many people carried both mobile phones and handheld game consoles. Nokia combined these two devices into one unit and launched the N-Gage in 2003.

The N-gage was not a failure of ideas - it was a failure of implementation. The device had to be disassembled to change games. To use as a phone, the user had to hold the phone sideways with the thin edge against the head, which led to its mocking nickname «laco phone». Along with design flaws, there was also a severe lack of good games to play.

However, it has been argued that the intensive development of the N-Gage spawned Finland's thriving mobile gaming industry. Did the failed N-gage ultimately lead to today's insanely popular games Angry Birds and Clash of Clans?



INNOVATION



DESIGN



IMPLEMENTATION



USER-EXPERIENCE

MUSEUM OF FAILURE INNOVATION