

## How to: meet the criteria for Brand memorability



### The Key to Developing Memorable Brands

- Develop unique imagery for your brand/package
- Create a personality that is identifiable with your target audience
- Evoke the right emotion from consumers
- Build a flexible brand architecture system, expandable over time
- Craft a trust-worthy brand

## Memorability = Increased Sales

How many times have you done a wine tasting, loved it & bought the wine and could not remember what the brand or label looked like the next time you were at the wine store? Most Americans buy wine based on previous experience, therefore the memorability of the label becomes extremely important for repeat sales.

### Case Study: Botani

Consumers claimed they could spot Botani easily from across the store, when it was moved within the store they were still able to find it quickly.

For the original Botani label we searched for an impactful image that represented the Mediteranean coastal port of Malaga. The palm tree happened to be present in a lot of photos of the town. This provided the spark!

Of course, there are many contributing factors that can help to build brand memorability - beyond a strong image. We've made a checklist at the end of this PDF to help you.

*wine tip: Botani is a delicious dry Moscatel from the Malaga region of Spain. It is excellent with or without food*



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### Escapism Motivates Brand Loyalty and Creates Top of Mind Brand Recall

Many great ideas have started out in the kitchen, which is exactly where we began our relationship with the founders of Cape Cod Potato Chips. They had this special, extra crunchy potato chip recipe, made with 3 simple ingredients: local New England grown potatoes, canola oil and sea salt. They were making these chips in small batches out of their sandwich shop kitchen and serving them as a side dish. The summer crowd grew to love these chips and wanted to buy some to take home. This is how Cape Cod Potato Chips got its start.

When you are the small guy and your biggest competitor is a giant brand like Lays, you need to create a reason for consumers to notice your brand and buy your products. Creating a “me-too” package with an impactful logo & bright colors was not going to be enough to justify purchase let alone a higher price point. We chose the lighthouse imagery to capitalize on consumer emotions. We then built a package architecture that enabled product line extensions: such as Reduced Fat, flavored potato chips, & other snack items. At focus groups, consumers easily recall the lighthouse, some respondents have even identified Cape Cod Potato Chips as “the healthy” potato chip. Now that’s marketing at work... healthy potato chips?



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### GoBig Clients Include:

Almondina	Vitasoy	Old Mother Hubbard
Baskin Robbins	Vermont Farmstead	Bodegas Volver S.L.
Cape Cod Potato Chips	WellPet	Winesellers Inc.
Dunkin' Brands	Grupo Jorge Ordoñez	Global Organics
Florida's Natural	Keurig	Polaner Selections
Boston Gourmet Chefs	Nasoya	The Country Vintner
Fine Estates From Spain	MS Walker	Atlantic Importing Co.
High Liner Foods	Montillo Italian Foods	Cibo NATurals
Au'some inc.	Monterey Gourmet Foods	Affinova
E-Ink	Pulmuone	Kysela Pere et Fils
Bakkavor	Farmwise	Emerald Valley Organic
Hollistic Select	Channel Fish	

### GoBig Capabilities Include:

Packaging	Social Media creative	Promotional Giveaways
Naming	Art Direction	Print Advertising
Corporate Identity	Electronic Presentations	Online catalog templates
Brochures & Print	Tradeshaw booths/ Exhibit	Sampling creative
P.O.P.	Bottle Photography	e-mail Blasts
Vehicle Graphics	Signage	
Website		
Strategy & Brand Positioning		