Visual Hammer: Nail Your Brand Into the Mind with the Emotional Power of a Visual



Filesize: 9.74 MB

Reviews

Complete guide! Its such a great study. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book. (Dr. Hermann Marvin PhD)

VISUAL HAMMER: NAIL YOUR BRAND INTO THE MIND WITH THE EMOTIONAL POWER OF A VISUAL



Ries Ries, United States, 2015. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand ******. When my dad, Al Ries, wrote Positioning: The Battle for Your Mind in 1981, he overlooked one important idea. The visual. Positioning is a totally verbal concept. You build a brand by owning a word in the mind. Yet the best way into a mind is not with words at all. The best way into a mind is with visuals. But not any visual. You need a visual hammer that hammers a verbal nail. The Marlboro cowboy. Coca-Cola s contour bottle. Corona s lime. The cowboy hammers masculinity. The contour bottle hammers authenticity. The lime hammers genuine Mexican beer. A trademark is not a visual hammer. Almost every brand has a trademark, but fewer than one out of a hundred brands have a visual hammer. A trademark is a rebus which communicates nothing except the name of the brand. A visual hammer, on the other hand, communicates the essence of the brand. Visual Hammer is the first book to document the superiority of the hammer and nail approach to branding. Some examples. The pink ribbon that made Susan G. Komen for the Cure the largest nonprofit foundation to fight breast cancer. The Aflac duck that increased Aflac s name recognition from 12 percent to 94 percent. The green jacket which made the Masters the most-prestigious golf tournament. The polo player which made Ralph Lauren the largest-selling high-end clothing brand. The bottle which made Absolut the largest-selling high-end vodka. The watchband which made Rolex the largest-selling luxury watch. The red soles which made Christian Louboutin the leading luxury-shoe brand. The chalice which made Stella Artois the fifth largest-selling imported beer. Colonel Sanders who made KFC the world s...

Read Visual Hammer: Nail Your Brand Into the Mind with the Emotional Power of a Visual Online
Download PDF Visual Hammer: Nail Your Brand Into the Mind with the Emotional Power of a Visual

Relevant Kindle Books

\rightarrow	
	\rightarrow

Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to... Read Book >>

•	\rightarrow

Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback Book Condition: Brand New. Book Condition: Brand New. Read Book »

\rightarrow	

Plants vs. Zombies game book - to play the stickers 2 (puzzle game swept the world. most played together(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: Unknown Pages: 28 in Publisher: China Children Press List Price: 13.00... Read Book >

\rightarrow

Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and... Read Book >>

\rightarrow

Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to... Read Book >>