Branding is NOT a Logo

Erica Brown, Thanksgiving Point
Guest Experience as It Relates to Brand

Amy Oliver, Clark Planetarium
Messaging to Determine Your Audience

Jim Breitinger, Natural History Museum of Utah
Extending Brand Values Through Social Media Platforms

Utah Museum Associations Conference
Thursday, October 13, 2016
Guest Experience and Brand

Erica Brown, Thanksgiving Point
What is brand?
A brand is not a logo, a website, or a business card. A brand is an experience.
Rebrand Logo
Rebrand Website
4 Senses of Brand

- **Sensory.** Relating to sensation or physical senses.
- **Affective.** Relating to moods, feelings, and attitudes.
- **Intellectual.** Relating to the mind.
- **Behavioral.** Relating to choices or responses made to the brand.
Sensory

- Colors, shapes, typefaces, and designs
- Texture and weights of printed materials
- Music in ads, in person
- Lighting, smells, materials
- Eg Coke is red. Disneyland smells good.
Metropolitan Museum of Art
Where feeling SMALL makes us feel so complete.

Muir Woods is named after John Muir, one of the great founders of the National Park system. He saw a gift so grand in these 500 plus acres, that now carry his name, he became determined to share their beauty with everyone. That kind of wonder can felt in this land that’s filled with giant redwood trees, tall majestic pines and usually a thin layer of fog. It’s a place that literally puts you in your place, in a good way, helping you forget about the petty things in life and focus on those things that draw us all together. Help us preserve Muir Woods and all our great inspirational assets so that they might shape the next generation as they have us.

The National Park Foundation: Where we all find common ground.
Affective

- Interaction with employees
- Feelings while visiting
- Memories of visits and desire to visit
- Eg Hallmark is sincere, Levi’s are rugged
f = \rightarrow (x, y)\{ \text{"F\#\{x+y+y+x\} w"} \}
• Enjoy special knowledge through interactions with the brand

• “Insider” response to communication
In-N-Out Secret Menu

- X by Y
  - X meat patties and Y slices of cheese
    (for example, a 3 by 3 or a 2 by 4)
- Double Meat
  - Two meat patties without cheese.
- Triple Meat
  - Three meat patties without cheese.
- Animal Style
  - A mustard cooked beef patty served on a bun with pickles, lettuce, tomatoes, extra spread and grilled onions. Any burger (including veggie and grilled cheeses) may be made this way.
- Flying Dutchman
  - Two meat patties, two slices of melted cheese and nothing else.
- Protein Style
  - Instead of a bun, the burger is wrapped in lettuce. Any burger (including veggie and grilled cheeses) may be made this way.
- Veggie Burger (Wish Burger)
  - A burger without the meat and cheese.
- Grilled Cheese
  - Two slices of melted cheese, tomato, lettuce and spread on a bun, with no meat.
- Extra Everything
  - Adds extra spread, tomato, lettuce, and onions (regular or grilled).
- Fries "Light"
  - Almost raw fries that are cooked for less time.
- Fries "Well" (aka "Wellies")
  - Fries that are cooked longer to be extra crisp.
- Cheese Fries
  - Fries with two slices of melted cheese placed on top.
- Animal Style Fries
  - Fries with cheese, spread, and grilled onions.
- Neapolitan Shake
  - All three shake flavors (strawberry, vanilla and chocolate) combined in one shake.
Behavioral

• A desire to share the brand with others

• Choice to visit or purchase the brand

• Eg Starbucks #PSL, repeat visits to parks like Disneyland
Your entire company should be considered your branding department.