

A short story on brand...

...written with a little help from a glass of wine.

August 2008



A short story on brand

Vin est arrive!

This short story starts around four thousand years ago.

A Persian woman wakes up very early one morning suffering from a mild headache and feeling a little depressed. Grappling around in the semi-darkness for something to drink, she mistakenly picks up a dish containing the juice of rotting grapes, and takes a few hefty gulps.

A few minutes later, her headache has gone, her depression has lifted, and she's feeling pretty optimistic.

She recognizes her transformation is the result of her drinking the mouldy grape juice.





A short story on brand

Welcome corporate identity!

Impressed with the liquid's powers, she starts to make bottles full of the stuff, and invites her family and friends around for tasting sessions.

They love it, so she begins to sell them bottles to take home.

Her friends tell their friends and so on, and soon there is a constant queue of people knocking at her door eager to buy her product. She quickly becomes very wealthy.

Envious of her wealth, people persistently ask her for the secret to making wine, but she keeps this to herself.



A short story on brand

Welcome corporate identity!

One night, she is enjoying a glass of her wine while talking with a neighbor - who she mistakenly believes is a close friend.

Her neighbor insists that she drink more than her usual amount. And, as you do, after a few glasses, she drops her guard and tells him her secret.

She doesn't see her neighbor for some weeks, but when out shopping in the local market one day, she's shocked to see him busily selling wine to an enthusiastic crowd.



A short story on brand

Welcome corporate identity!

She notices that he has his name on the bottles he's selling and complains angrily to him - asking him why he is selling her wine, and why he has his name on the bottles - after all, she owns wine.

He casually shrugs off her complaints, telling her that the wine he is selling is his wine, and it has his name on the bottle to distinguish it from her wine.

Welcome corporate identity!





FIREFLY
RIDGE

2002



SMOKING

A short story on brand

Viva advertising!

Her neighbor enjoys boasting of his success, and in a short time he tells many other people the secret of how to make wine.

Soon hundreds are making and selling the stuff, and to distinguish themselves from each other, the competing wine makers start to create elaborate labels for their bottles.

Some start to post up big drawings of their product - of people drinking it and having a good time.

Some put their wine in unusually shaped bottles.



A short story on brand

Viva advertising!

Some start to offer two bottles for the price of one, a free wine glass with every purchase, or to give away handy little table mats to put wine bottles on.

And some make claims that drinking their wine will result in happiness, fertility, eternal life, genius, strength, health, wealth and more.

Viva advertising!



NE BUVEZ PAS D'EAU.

BUVEZ

DU

CHAMPAGNE



A short story on brand

Brand is born.

Some millennia later, a very clever French wine maker is sitting in the evening summer sun, admiring his flourishing vineyard yet deeply worried about the state of his finances.

He sells lots of wine, yet he knows that most people seem just to drink the cheapest bottle they can most easily lay their hands on.

He ponders on the notion that convenience often wins out over quality.



A short story on brand

Brand is born.

Nevertheless, he is fuelled by a deep conviction for his work.

He believes passionately that wine making is an endeavor that fuses both artistic and scientific qualities, that wine is the essence of France, and that unlike other drinks, wine appeals to a deep-seated human need to be considered a discerning and sophisticated person.

As the sun's light turns all to gold, he has a flash of brilliance.



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Brand is born.

He is determined to imbue his wine with a rich sense of sophistication.

He is going to communicate this idea singularly to a wealthy set of wine drinkers, and share his knowledge with them that the elements that make up the soil of his vineyard, together with its geographic position and age of the vines, all contribute to his wine's richly complex and potently unique taste.

He is going to create the wine connoisseur. And he intuitively knows that by doing this, he will sell more of his wine for more of their money.

Brand is born.





A short story on brand

Hello brand experience.

Decades later, a laid back Californian wine maker is surprised at the number of people who write to him asking if they could visit his vineyard and get involved in making wine themselves.

At first, he thinks that doing this would be more trouble than it's worth. But, being an innovative and sociable chap, he tries the idea out on a small scale.

He's astonished at the results.



A short story on brand

Hello brand experience.

He discovers that people so enjoy the experience that they are prepared to pay well for it. Also, he notices that his visitors become avid consumers and advocates for his wine, his business and his brand.

He gets really into it, carefully planning out the experience he wishes his visitors to have, taking care of all the devilish details, and not missing an opportunity to do small yet surprising things to help make his visitors feel special.

In fact, he gets so into it, he builds a five million buck business.

Hello brand experience.



A short story on brand

Employer brand comes to life.

Despite his rigor, after a few years the Californian wine maker realizes that people who come to visit his vineyard really know their wine, and that they are looking for something much richer than he is offering.

He realizes his clients want a tailored experience that blends deep insights and practical knowledge with up-market social activities, that play directly to their passion for wine.

He appreciates that they want personal service and to have the opportunity to talk to experienced and knowledgeable people who are engaged enthusiasts for their work. He thinks and works hard to meet this need.



A short story on brand

Employer brand comes to life.

He offers programs to his people to help them ensure their knowledge is right up to scratch, and he helps them to feel confident and skilled in listening and respond to clients' questions.

He works with his people to discover and deliver ways to better tailor the experience they provide to individual clients, and he does a few fun things to take his peoples' minds away from their humdrum, and to offer them new perspectives.

His people love it. His clients love his people even more. They are growing a fifteen million buck business on the back of the idea.

The employer brand comes to life.





A short story on brand

The last sipper.

The wine glass is more than metaphorically empty, and a big question remains outstanding - what does the “brand history that hasn’t happened yet store” have in stock for us next?

All ideas always appreciated.

Please email robfox@engagingideas.co.uk

Thank you.



