

# RED MARKETING

The Three Ingredients of Leading Brands



a guide by

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**A PDF COMPANION TO THE AUDIOBOOK**

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The views and opinions expressed in this book are those of the authors, Greg Creed and Ken Muench, and do not necessarily reflect the views or opinions of Yum! Brands, KFC, Pizza Hut, Taco Bell, or The Habit Burger Grill or any of their employees.

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# 1

## Why We Needed R.E.D.

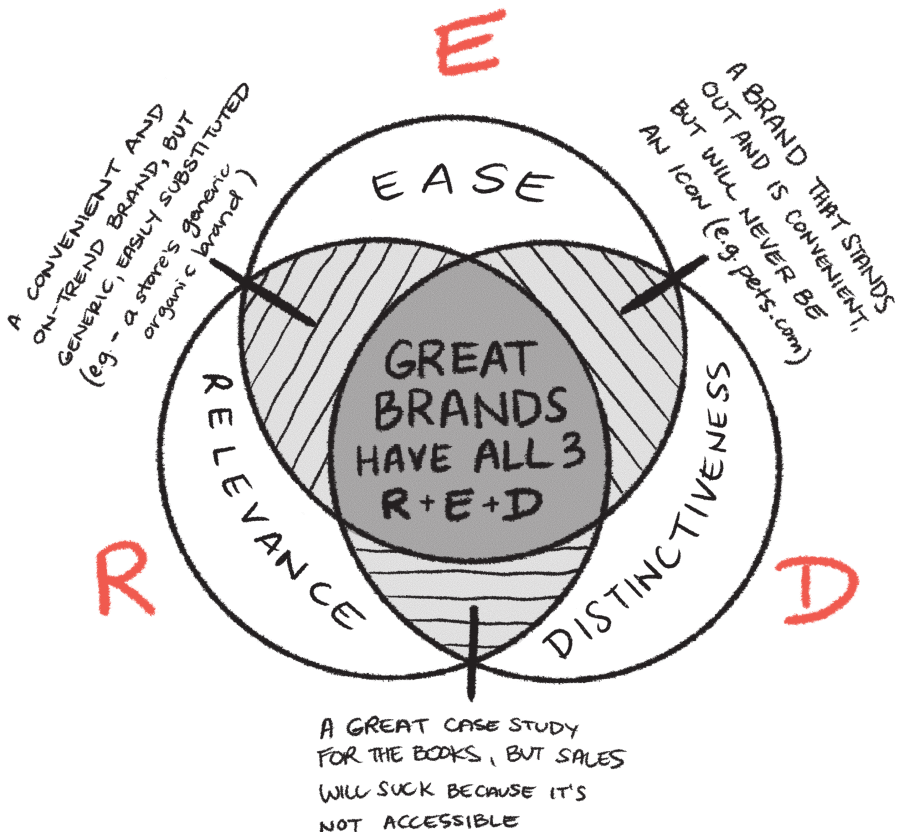


FIGURE 1.1

# 3

## R.E.D. Overview

### THE ELEMENTS OF RED

#### **R**ELEVANCE

- CULTURAL RELEVANCE
- FUNCTIONAL RELEVANCE
- SOCIAL RELEVANCE

#### **E**ASE

- EASY TO NOTICE
- EASY TO ACCESS
- EASY TO AFFORD

#### **D**ISTINCTIVENESS

- UNIQUE, OWNABLE  
& CONSISTENT

FIGURE 3.1



## CULTURAL RELEVANCE

Is about the underlying meaning of the brand itself. Is it a culturally relevant meaning that people can use to build their identity and belong to a herd they want to belong to?



Affects the way you define the entire brand, and is expressed at every touchpoint in some way.

## SOCIAL RELEVANCE

Is about stunts & activations to make the brand buzzy and talked about. The more people talk about it, the more people will buy it.



Is about marketing tactics only.

VS

FIGURE 3.2

# THE MAIN IDEAS OF EACH RED POINT

## RELEVANCE

### Cultural Relevance

People value brands that let them feel like they belong to a culturally relevant herd. Imbue your brand with an emerging cultural code in a distinctive way.

### Functional Relevance

Growing your brand means growing your category use occasions. Measure CUOs carefully in your category and understand which are lower-hanging fruit and right for your brand.

### Social Relevance

If people talk about your brand, they'll be more likely to buy your brand. Do things in culture that are party-talk worthy and leverage your distinctive brand assets.

## EASE

### Easy to Notice

Advertising works by creating memory structures about your brand with lots of people, so don't target niches. Buy low-cost media that targets everyone in your category and make your creative memorable by ensuring it causes an emotional reaction.

### Easy to Access

Brands that are easy to access and buy ultimately win. Look for both physical and psychological friction in the buying process and remove or reduce it.

## DISTINCTIVENESS

### Unique, Ownable & Consistent

Brands that create and defend unique & ownable distinctive brand assets are far more mentally available. Brands that are consistent in creative beat brands that prioritize change. As a marketer, this may be your #1 job; find your DBAs and be consistent, consistent & consistent.

FIGURE 3.3

# 5

## Cultural Relevance

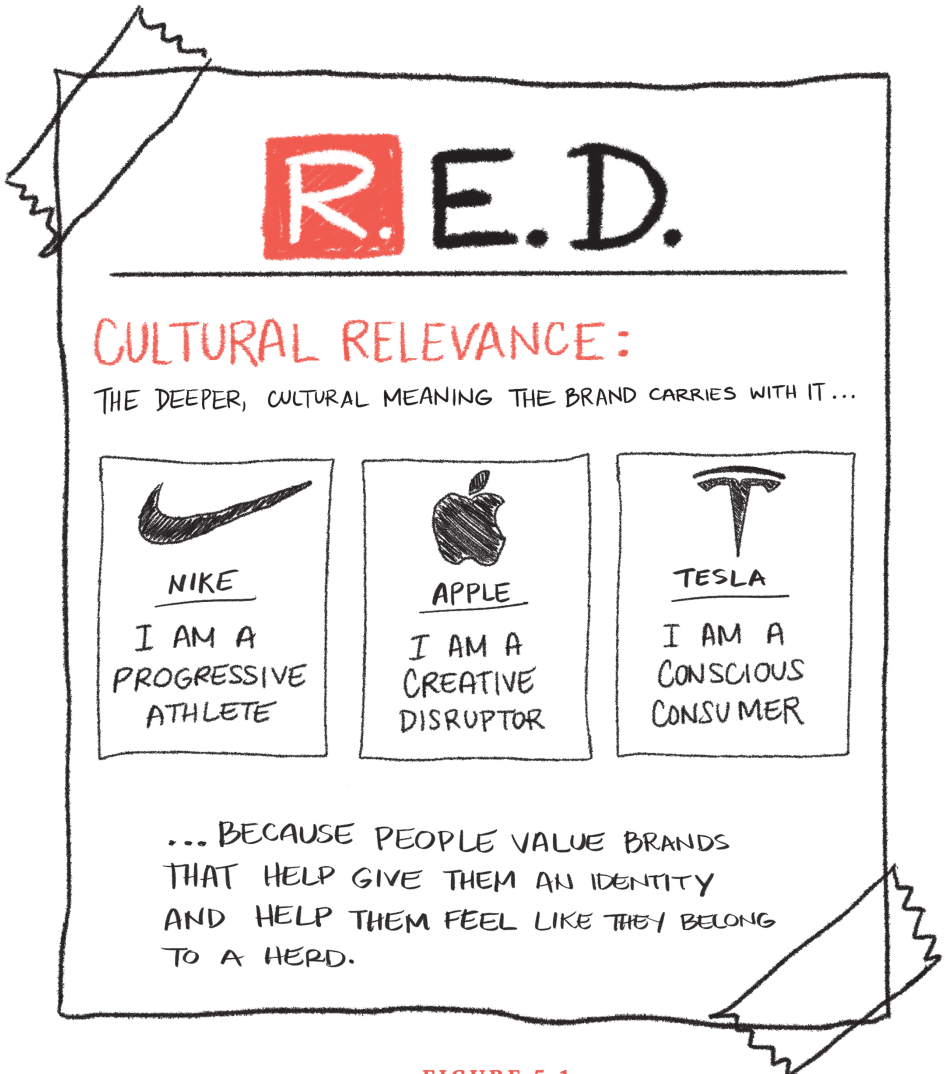


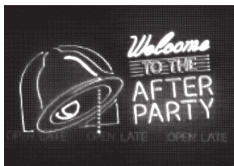
FIGURE 5.1

# Functional Relevance

**R.E.D.**

## FUNCTIONAL RELEVANCE:

THE ABILITY OF A BRAND TO BE IMMEDIATELY THOUGHT OF FOR KEY FUNCTIONAL NEEDS AND BENEFITS (AKA CATEGORY USE OCCASIONS)...



### TACO BELL

LATE NIGHT MEALS + PORTABLE LUNCH  
+ SOMETHING EXCITING AND INNOVATIVE

... BECAUSE THE MORE CUOS A BRAND IS KNOWN FOR, THE MORE OFTEN IT WILL BE USED, AND THE MORE IT WILL GROW.

FIGURE 6.1

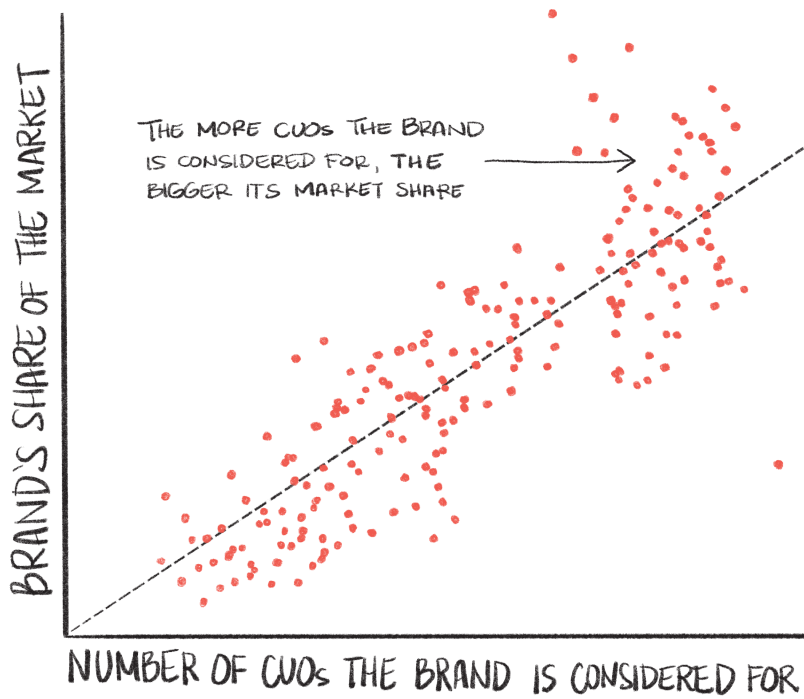


FIGURE 6.2

A CUsO GROWTH STUDY FOR OLD SPICE MIGHT'VE LOOKED LIKE THIS:

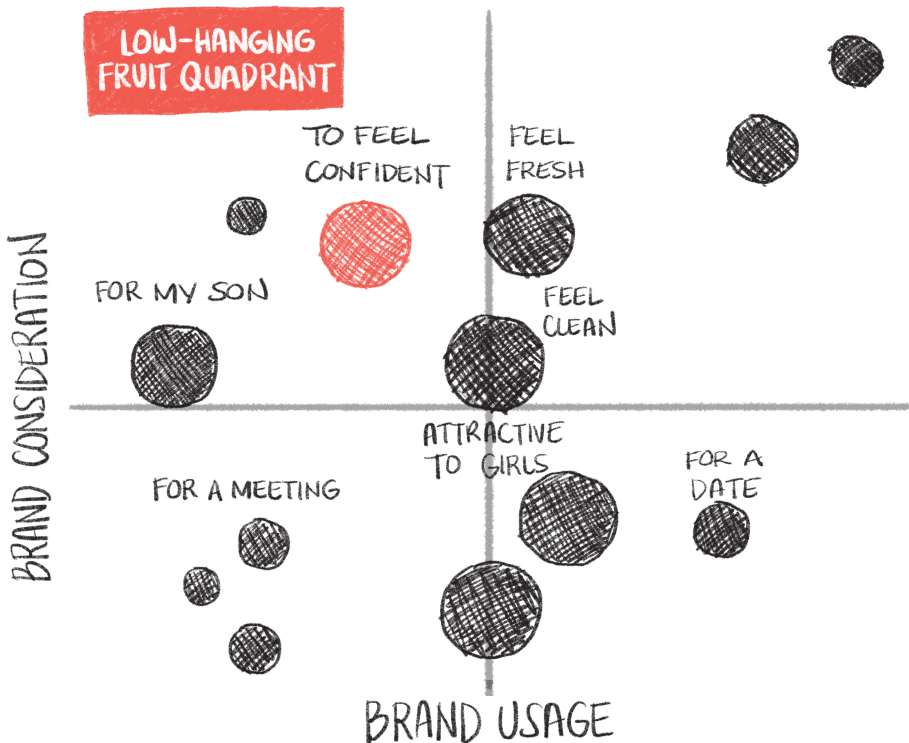


FIGURE 6.3

# Social Relevance

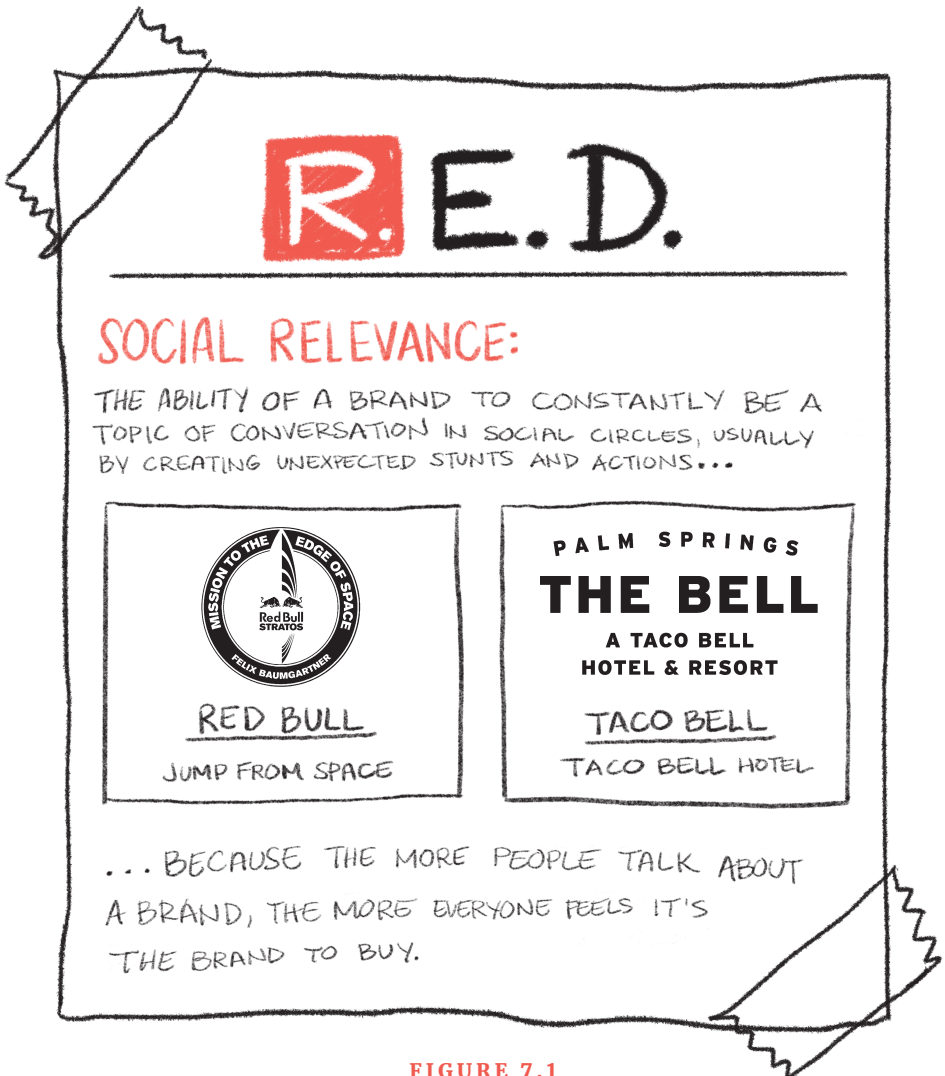


FIGURE 7.1

# RELEVANCE OVERVIEW

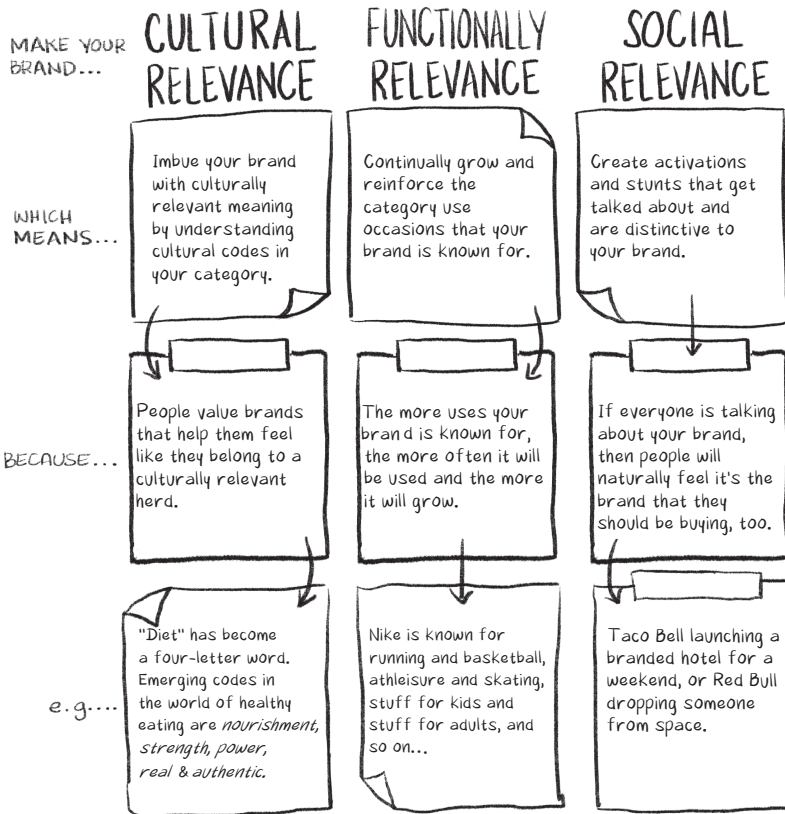


FIGURE 7.2

## Easy to Access

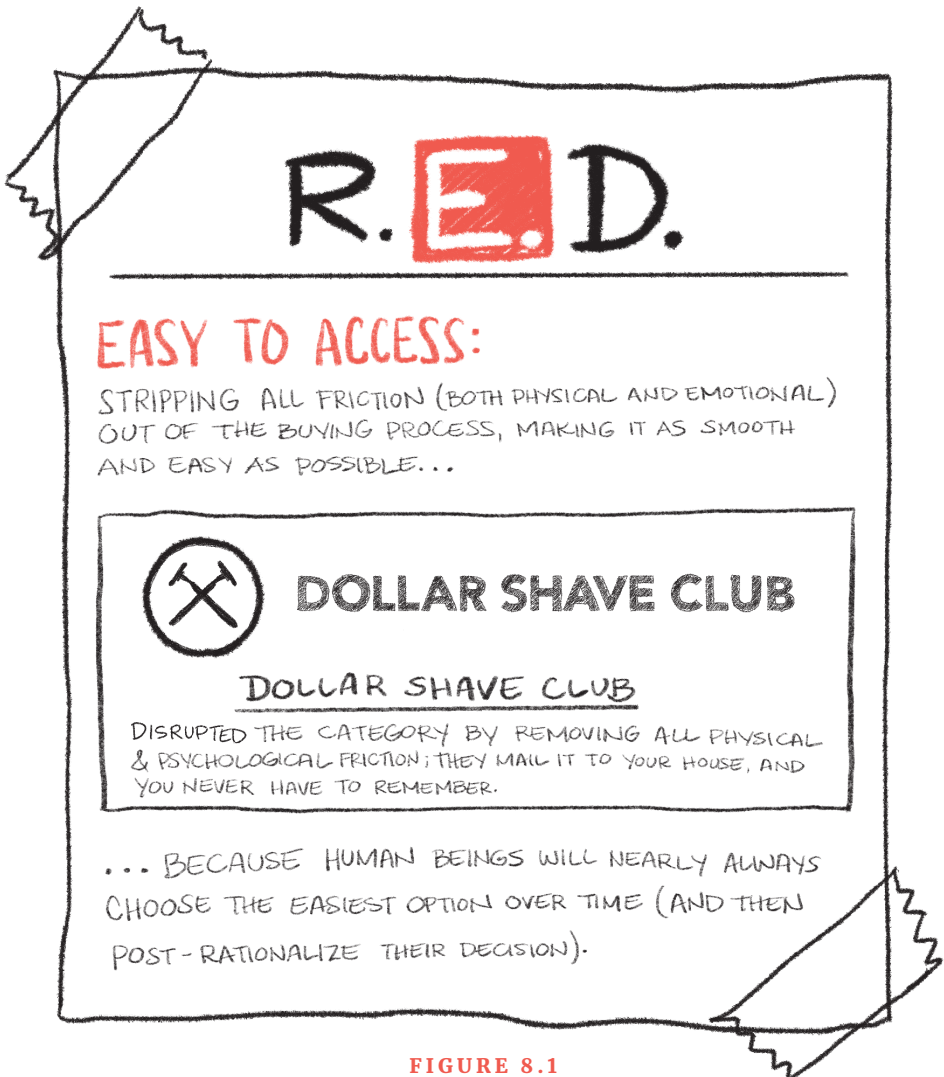


FIGURE 8.1



# EASE SAFARI DIAGRAM

Your Brand Name:

Competitor Brand Name:

|                              | GOOD          | CAUTION<br>Could be better | NEEDS WORK     | GOOD          | CAUTION<br>Could be better | NEEDS WORK     | Notes |
|------------------------------|---------------|----------------------------|----------------|---------------|----------------------------|----------------|-------|
| 1                            |               |                            |                |               |                            |                |       |
| 2                            |               |                            |                |               |                            |                |       |
| 3                            |               |                            |                |               |                            |                |       |
| 4                            |               |                            |                |               |                            |                |       |
| 5                            |               |                            |                |               |                            |                |       |
| 6                            |               |                            |                |               |                            |                |       |
| 7                            |               |                            |                |               |                            |                |       |
| 8                            |               |                            |                |               |                            |                |       |
| Tally per color:             |               |                            |                |               |                            |                |       |
|                              |               |                            |                |               |                            |                |       |
|                              | multiply by 1 | multiply by 0              | multiply by -1 | multiply by 1 | multiply by 0              | multiply by -1 |       |
| SUBTOTALS:                   |               |                            |                |               |                            |                |       |
| ADD UP THE 3 TOTALS          |               |                            |                |               |                            |                |       |
| ADD UP THE 3 TOTALS          |               |                            |                |               |                            |                |       |
| Your Brand's Ease Score      |               |                            |                |               |                            |                |       |
| Your Competitor's Ease Score |               |                            |                |               |                            |                |       |

FIGURE 8.2

Fill out the Ease Safari rubric (Figure 8.2) to document your experience by placing a check (✓) to indicate which of the following best represents your experience:

Green Zone: none or almost no friction. The brand is doing well.

Yellow Zone: some friction. The brand could be doing a better job.

Red Zone: severe friction at one or more points that causes serious doubt or exasperation in the ordering process. The brand definitely needs more work on this.

## Easy to Notice

R. **E.** D.

### EASY TO NOTICE:

1. USING MASS MEDIA TO REACH ALL CATEGORY USERS WITH A...
2. BREAKTHROUGH CREATIVE THAT CAUSES AN EMOTIONAL REACTION...



TikTok

ONE OF THE BIGGEST DIGITAL PLATFORMS  
IN THE WORLD IS ADVERTISING ON TV.

...BECAUSE

1. ADVERTISING WORKS BY BUILDING MEMORY STRUCTURES IN LOTS OF PEOPLE OVER TIME, WHICH ARE ACTIVATED WHEN THE NEED ARISES.
2. MESSAGES THAT CAUSE AN EMOTIONAL REACTION ARE BETTER REMEMBERED.

FIGURE 9.1

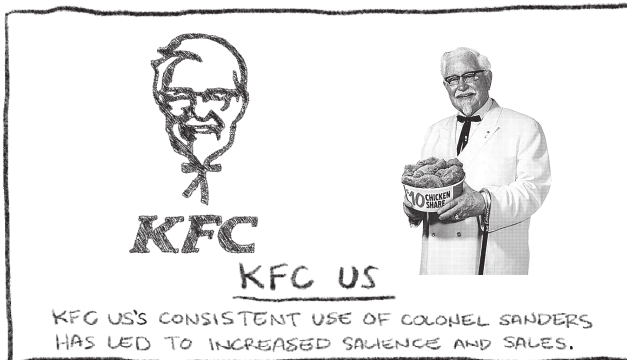
# 11

## Distinctiveness

R.E.D.

### DISTINCTIVENESS:

BRANDS THAT USE UNIQUE OWNABLE AND CONSISTENT ASSETS AT EVERY TOUCHPOINT BECOME DISTINCTIVE AND STAND OUT CLEARLY IN CONSUMERS' MINDS.



... BECAUSE PEOPLE TEND TO BUY THE BRANDS THAT THEY MOST EASILY RECALL. SIMPLE AS THAT.

FIGURE 11.1

# — 12 —

## How to Be Distinctive

### COMPILATION OF AIRLINE ADVERTISING



### COMPILATION OF VIRGIN ATLANTIC ADVERTISING



## COMPILATION OF BEER ADVERTISING



## COMPILATION OF DOS EQUIS ADVERTISING



## COMPILATION OF ARBY'S PRINT ADVERTISING



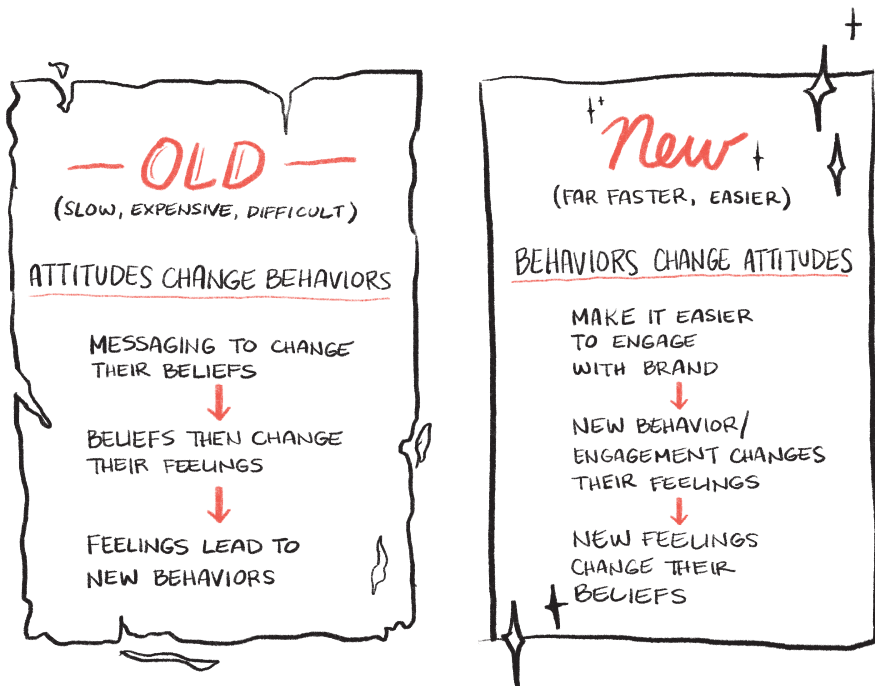


FIGURE 12.1

## MEASURE YOUR DISTINCTIVE ASSETS

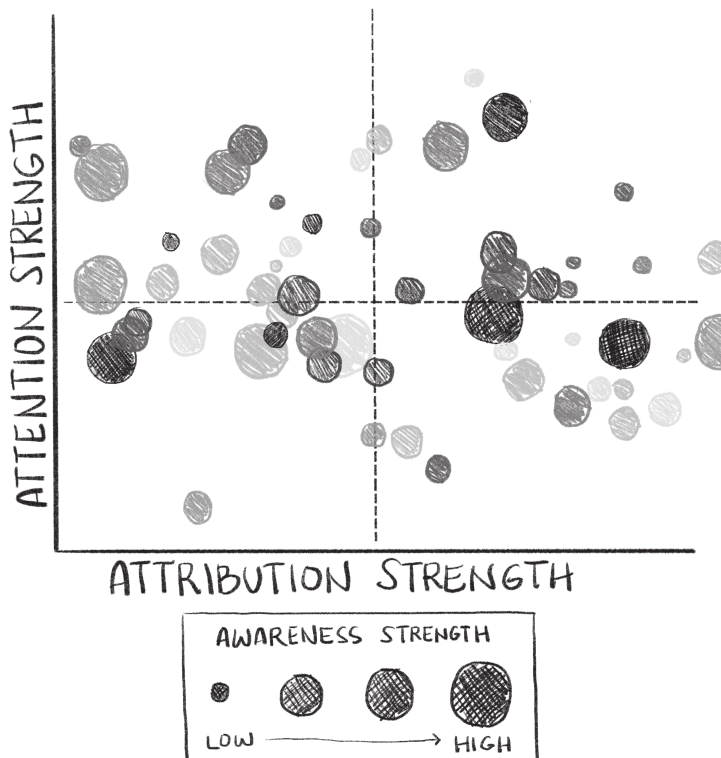


FIGURE 12.2

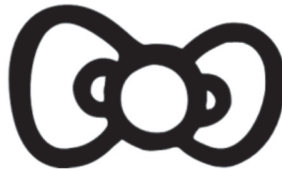
# — 14 —

## Distinctiveness Exercises

HELLO KITTY BRANDING IMAGES



**HELLO KITTY®**





| ASSET   | ATTRIBUTION<br>(0 - 10) | ATTENTION<br>(0 - 10) | AWARENESS<br>(0 - 10) |
|---|-------------------------|-----------------------|-----------------------|
| HELLO KITTY                                       | 10                      | 10                    | 10                    |
| RED BOW   | 8                       | 6                     | 9                     |
| JOEY MOUSE  | 3                       | 6                     | 2                     |
| OVERALLS  | 4                       | 4                     | 5                     |
| HELLO KITTY FONT                                  | 2                       | 3                     | 3                     |
| WHITE CAT SHAPE<br>WITH WHISKERS<br>& YELLOW NOSE | 10                      | 8                     | 10                    |
| RED   | 2                       | 2                     | 2                     |
| PINK, RED &<br>WHITE COMBO                        | 6                       | 3                     | 5                     |

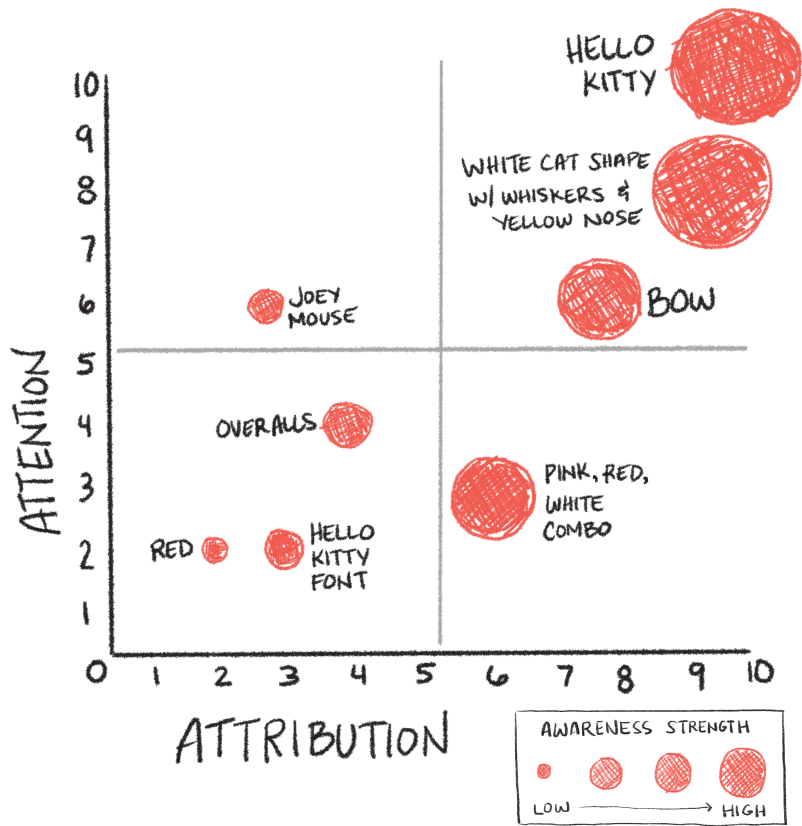


FIGURE 14.1



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## Making This Work

### THE PURPOSE OF EACH RED COMPONENT

| RED COMPONENT                | WHAT IT IS  | WHAT IT AFFECTS   |
|------------------------------|---|---|
| <b>R.</b> CULTURAL RELEVANCE | The deeper, culturally relevant meaning of a brand. Gives people identity and a sense of belonging to a herd.     | The brand's overall DNA, reflected to some degree at every touchpoint.                    |
| FUNCTIONAL RELEVANCE         | The brand's ability to be known for fulfilling people's functional needs in the category; category use occasions. | The product or service itself, as well as the comms that connect those GUOs to the brand. |
| SOCIAL RELEVANCE             | The ability of a brand to be buzzworthy and talked about.   | Stunts, buzzworthy activations in culture.  |

|                          |  |  |
|--------------------------|--|--|
| <b>E.</b> EASY TO NOTICE | Creating salience with all category users through mass media and memorable creative. | The media plan and the advertising creative.                       |
| EASY TO ACCESS           | Becoming as readily accessible and friction-free as possible in the buying journey.  | The distribution, retail strategy, e-commerce, and buying process. |

|                           |  |  |
|---------------------------|--|--|
| <b>D.</b> DISTINCTIVENESS | The brand's consistent use of unique and ownable brand assets to create an unmistakable brand that stands out. | The look, feel, and construct of all advertising, product, packaging, and so on. |
|---------------------------|--|--|

# Further Reading

AS WE'VE MENTIONED, at Collider Lab we like to read. A lot. Now, we recognize most busy marketers, ad agency execs and creatives, or brand builders don't have time to sit down and read on a regular basis. So . . . our suggestion would be assigning books to anyone within your organization who expresses an interest in reading a hot book, digesting its contents, and sharing what they discover at a regular book club within your organization. Ideas and inspiration are everywhere. New ways to understand how your customers think may pop up in unexpected places. Make sure you are tuning into big thinkers outside your category, whether it's TED Talk podcasts; smaller, niche pods on pop culture; social trends or current events; or academic articles digging into new discoveries in psychology, anthropology, sociology, and behavioral economics. We love to uncover new ideas—but we get that most people don't have the luxury to spend hours noodling out on their favorite podcast app. So, farm it out, then come together and share your insights and observations. And, if you hear or read or see something that you think is brilliant? Please share it with the rest of us!

## Reading List from the Introduction

After finishing this book, you may want to read *How Brands Grow: What Marketers Don't Know*, by Byron Sharp, to understand the marketing revolution he's started. But then read a little Douglas Holt to understand the

other side of the argument entirely. His book *How Brands Become Icons: The Principles of Cultural Branding* is a good place to start. Check out Paul Feldwick's *The Anatomy of Humbug: How to Think Differently About Advertising*, as it does a great job of going through all the old theories of marketing in much more detail than we do here. For a particularly rousing read, check out Phil Barden's essay in the excellent anthology *Eat Your Greens*. For an illuminating read on how cultural capital is a foundational marker of social class, check out Elizabeth Currid-Halkett's excellent book, *The Sum of Small Things: A Theory of the Aspirational Class*. We are indebted to professor Currid-Halkett for the endless hours she's spent on the phone with us over the years. Stephen Johnson's excellent book, *Where Good Ideas Come From: The Natural History of Innovation*, is an essential Collider Lab read (and where we got the name "Collider" from; he explains that the most eclectic, densely packed, and highly interactive places on earth are the ones that create the most new life).

### **Reading List from the Relevance Overview Chapter**

For further insight into how humans make choices, read the classic *Thinking Fast and Slow*, by Daniel Kahneman. *Predictably Irrational* by Dan Ariely is a great deep dive into behavioral economics. Robert Cialdini's *Influence: The Psychology of Persuasion* is one of Ken's favorites because it's a pretty inspiring predecessor to behavioral economics. For an in-depth, excellent read on the herd dynamic, check out Mark Earls's *Herd: How to Change Mass Behavior by Harnessing our True Nature*. It's been a mainstay at Collider Lab for many years. If you're curious about differentiation between herds around the world, check out Geert Hofstede's 6 Dimensions Model online.

### **Reading List from the Cultural Relevance Chapter**

The best book we've stumbled across that explains in detail the dynamics involved in cultural relevance is Holt's *How Brands Become Icons*. Clotaire

Rapaille's *Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do* is a captivating read, detailing how different categories mean different things around the world (although we don't agree with all his conclusions). Brené Brown's *Braving the Wilderness: The Quest for True Belonging and the Courage to Stand Alone* is an insightful exploration of what it means to "belong."

### Reading List from the Functional Relevance Chapter

For further insight into the idea of how innovation in design and marketing has to remain within the limits of what your customer will find acceptable, read up on the MAYA Principle as originally conceived by Raymond Loewy.<sup>1</sup> It stands for *Most Advanced, Yet Acceptable*, and although it was originally intended for design, it works very nicely for expanding your CUOs as it pushes you to try new things, but not stray too far. David Taylor's *Brand Stretch: Why 1 in 2 Extensions Fail, and How to Beat the Odds* is a solid look at why so many forays into new CUOs fail. There's also lots to be learned from Anthony Ulwick's *Jobs to Be Done: Theory to Practice*.

### Reading List from the Social Relevance Chapter

We enjoyed *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives* by two acclaimed social scientists, Nicholas Christakis from Yale and James Fowler from UC San Diego. Check out *The Wisdom of the Crowds* by James Surowiecki for more about the concept of social proof. Have a look at some of the most socially relevant media, stars, and influencers around. At the time of this writing, we'd suggest James Charles's show, *Instant Influencer*, on YouTube. Also, David Dobrik and Shane Dawson on the same platform, especially the latter interviewing controversial influencers like Jake Paul and Jeffree Star. Bon Appetit YouTube is a brilliant example of how you can move your brand to a new platform and dominate in it. Look at other niche influencers like bullet-journalist Amanda Lee (AmandaRachLee), dance instigator Charli D'Amelio

on TikTok, beauty guru Jackie Aina, body positive beauty guru Tess Holliday on Instagram, motivational speaker Prince Ea, and Emma Chamberlain on YouTube, among many, many others. The idea isn't to emulate, copy, or follow them. Instead, look at these people as examples of how to understand exactly how social relevance is evolving in front of your own eyes. Times change fast, so ask your kids, new hires, or baristas for their tips of who to stream today.

### Reading List from the Easy to Access Chapter

Rory Sutherland's 2019 book, *Alchemy: The Dark Art and Curious Science of Creating Magic in Brand, Business, and Life*, is a wonderful journey through the illogical-seeming mind of humans and our surprising approach to making decisions. Adam Ferrier's *The Advertising Effect: How to Change Behavior* is a Collider Lab favorite. Check out *Inside the Nudge Unit: How Small Changes Can Make a Big Difference* by David Halperin. It's a fascinating look at how the British government changed people's behavior with small nudges. Barry Schwartz's *The Paradox of Choice: Why More Is Less* is a classic full of surprising insights into how less really can be more (even allowing for the controversy over the jam study). Paco Underhill's *Why We Buy: The Science of Shopping* is full of insights into how to increase sales by adjusting how you position products and other store furniture. It's a really fun read, too, trust us!

### Reading List from the Easy to Notice Chapter

This is a tricky subject, hotly debated, and with lots of money on the table for media companies and the martech/adtech crowd. So be very picky about your reading here. Search for neutrality above all else. The two fundamental reads come from the IPA in London: *The Long and the Short of It: Balancing Short and Long-Term Marketing Strategies* and *Media in Focus: Marketing Effectiveness in the Digital Era*. Both are easy, short-form PDFs

and are written by Les Binet and Peter Field. Keep a close eye out for whatever these two authors publish next.

### Reading List from the Distinctive Chapters

Shockingly, there hasn't been a lot written about distinctiveness. Because the marketing world has been so enamored with emotional connection, brand love, and brand purpose, this incredibly important topic (far more important than all those three philosophies put together) has been largely ignored. The few exceptions to that are Jenni Romaniuk's *Building Distinctive Brand Assets*, which should be your first and most important selection. Afterward, check out *Iconic Advantage: Don't Chase the New, Innovate the Old* by Soon Yu (even if the book talks about emotional connection and meaning).

Once again, we encourage you to do your own investigations and research—there's a ton of fascinating information out there.