

Wally Olins Brand New The Shape Of Brands To Come

Wally Olins' Brand New: The Shape of Brands to Come

In a world increasingly saturated with brands vying for attention, understanding how to build enduring and impactful brand identities is more critical than ever. Wally Olins' seminal work, **Brand New: The Shape of Brands to Come**, provides invaluable insight into this evolving landscape. This book isn't just a retrospective on branding; it's a forward-looking exploration of

how brands must adapt and evolve to remain relevant in a rapidly changing world. We'll delve into Olins' key arguments, exploring the core concepts of brand architecture, brand purpose, and visual identity as crucial elements shaping the future of branding. This exploration will cover aspects of **brand strategy**, **visual identity design**, **brand storytelling**, and **brand purpose**, providing practical applications for anyone seeking to craft a successful and sustainable brand.

Understanding Olins' Vision: Beyond Logos and Slogans

Olins challenges the conventional, often superficial, understanding of branding. He argues that branding is far more than just a logo and a catchy slogan. Instead, *Brand New* presents a holistic view, emphasizing the intricate interplay between a brand's internal culture, its external communications, and its overall

purpose. He highlights the importance of understanding a brand's **core values** and translating them into a cohesive and authentic identity that resonates with its target audience. Olins stresses the need to move beyond merely creating visual identities to crafting a comprehensive brand strategy that encompasses every aspect of the organization's interaction with the world. This means examining organizational structure, employee behavior, and customer experience as fundamental components of a strong brand.

Brand Architecture: Building a Strong Foundation

One of the key themes in *Brand New* is the concept of **brand architecture**. Olins emphasizes the importance of a well-defined brand architecture, outlining how different brands and sub-brands within a larger organization should relate to each other. This is

crucial for large corporations with diverse product portfolios. A strong architecture ensures clarity and avoids confusion, preventing brand dilution and maintaining consistent messaging across all touchpoints. He uses case studies of companies who have successfully managed complex brand architectures, highlighting both successful strategies and common pitfalls to avoid. The book provides practical frameworks for designing and managing brand architecture, offering a systematic approach to building a strong and cohesive brand system.

The Power of Brand Storytelling and Purpose

Olins champions the power of **brand storytelling** in creating lasting connections with consumers. He argues that brands need to move beyond transactional interactions and engage with their audiences on a deeper, more emotional level. This is achieved

through crafting compelling narratives that highlight the brand's history, values, and purpose. This approach isn't about creating fictitious tales; rather, it involves authentically communicating the brand's unique story and its impact on people's lives. The book explores how effective storytelling can differentiate brands, build trust, and foster loyalty among consumers. In essence, Olins suggests that a brand's story becomes a crucial element of its identity, fostering a stronger connection with its audience.

Visual Identity: More Than Just Aesthetics

While acknowledging the importance of visual identity—the logos, colors, typography, and overall design—Olins cautions against prioritizing aesthetics over substance. The visual elements should reflect and reinforce the brand's core values and personality, acting as a consistent visual language across all platforms. He

emphasizes the need for a **consistent visual identity** that seamlessly translates across various media, from print materials to digital platforms. *Brand New* stresses the necessity of a holistic approach, ensuring that visual elements align with the brand's overall strategy and message. It's not just about creating a visually appealing logo but about building a system that consistently communicates the brand's personality and values.

Brand New: A Legacy of Lasting Impact

Wally Olins' *Brand New: The Shape of Brands to Come* isn't just a book; it's a roadmap for navigating the complexities of modern branding. It offers a comprehensive and insightful perspective on building successful and enduring brands in a dynamic and ever-evolving marketplace. By emphasizing the importance of brand purpose, holistic brand strategy, and consistent storytelling, Olins provides practical guidance for organizations seeking to create a strong and impactful brand identity. Its enduring value lies in its

timeless principles, its practical applications, and its forward-thinking approach to a field that constantly changes.

FAQ

Q1: What is the central argument of *Brand New*?

A1: The core argument centers on the need for a holistic and strategic approach to branding, moving beyond superficial elements like logos and slogans. Olins advocates for a deep understanding of a brand's purpose, values, and internal culture, integrating these aspects into a cohesive brand identity that resonates with its target audience.

Q2: How does Olins define brand purpose?

A2: Olins defines brand purpose as more than just a profit motive. It's about identifying the brand's fundamental reason for existence

and its contribution to society or a specific segment of the market. A strong brand purpose provides a guiding principle for all brand activities and helps establish a deeper connection with consumers.

Q3: What is the importance of brand architecture according to Olins?

A3: Brand architecture is crucial for organizations with diverse product portfolios. It provides a framework for managing multiple brands and sub-brands under a parent organization, ensuring clarity, avoiding confusion, and preventing brand dilution. A well-defined architecture allows for consistent messaging and a cohesive brand experience.

Q4: How does *Brand New* differ from other branding books?

A4: *Brand New* distinguishes itself by taking a more holistic and strategic approach to branding. While other books may focus on

specific aspects like visual design or marketing, Olins integrates all elements of branding into a comprehensive strategy. He emphasizes the interplay between internal culture, external communication, and the brand's overall purpose.

Q5: What are some practical applications of Olins' ideas?

A5: Olins' principles can be applied in various ways, including defining a clear brand purpose, developing a robust brand architecture, crafting compelling brand stories, and ensuring a consistent visual identity across all brand touchpoints. This involves internal changes in organizational culture and processes, as well as external communication strategies.

Q6: Is *Brand New* relevant for small businesses?

A6: Absolutely. While Olins uses examples of large corporations, the core principles outlined in the book—such as defining a clear purpose, understanding the target audience, and crafting a

consistent brand message—are equally applicable to small businesses. A well-defined brand identity is crucial for any organization, regardless of its size.

Q7: What is the lasting impact of *Brand New*?

A7: *Brand New* has significantly impacted the branding field by promoting a more strategic and purpose-driven approach to brand building. Olins' ideas continue to influence how organizations approach branding, emphasizing the importance of a cohesive and authentic identity that resonates with consumers on a deeper level.

Q8: Where can I find more information about Wally Olins' work?

A8: You can find more information about Wally Olins and his work on his website (if one exists and is still active), through reputable design and branding publications, and various online resources

that archive and discuss his writings and influence within the field of brand design and strategy. Looking for his other published works is a great place to start expanding your knowledge.

Decoding Wally Olins' "Brand New: The Shape of Brands to Come" - A Deep Dive

Wally Olins' seminal work "Brand New: The Shape of Brands to Come" isn't just another manual on brand management. It's a thought-provoking study of how corporations are changing in a rapidly unstable global landscape. Olins, a eminent authority in the field, doesn't offer a straightforward method for achievement, but rather a sophisticated framework for comprehending the forces at work in the modern brand universe.

The work's central proposition revolves around the notion that brands are no longer simply icons or catchphrases. Instead, they

are layered structures that embody the values and aspirations of both the organization and its consumers. This perspective challenges the conventional approach to branding, which often focuses solely on visual image.

Olins argues that the future of branding lies in a more profound understanding of the connection between brand and customer. He highlights the importance of genuineness and transparency. Brands must embody their true essence and interact with clients on a significant degree. This necessitates a transformation in mindset, moving away a purely transactional relationship to a more comprehensive and affective one.

One of the main ideas Olins introduces is the necessity of brand narrative. He proposes that every successful brand has a captivating story to narrate. This narrative should be genuine and engage with the beliefs and aspirations of the desired consumers. He uses numerous cases from different sectors to demonstrate

how successful brands have crafted powerful and resonant stories.

Another crucial element of Olins' thesis is the part of community in shaping brand image. He maintains that brands must be attuned to the environmental setting in which they operate. This means comprehending the principles and objectives of their desired consumers, and adjusting their corporate strategy accordingly. Ignoring these cultural details can cause to miscalculations and ultimately collapse.

Olins' publication is not just a theoretical attempt. It offers applicable counsel and strategies for building and running brands in the 21st era. He provides a detailed framework for evaluating brand strength and determining aspects for improvement. This system is helpful for both established brands searching for to reposition themselves and emerging brands aiming to to build a strong identity in a cutthroat marketplace.

In conclusion, Wally Olins' "Brand New: The Shape of Brands to Come" is an essential guide for anyone involved in branding, whether they're managers of large corporations or small business owners starting their own ventures. It's a provocative inquiry of the shifting nature of brands, offering insightful insights and actionable recommendations. It promotes a more comprehensive and human-centric strategy to branding, recognizing the significance of integrity and storytelling in creating lasting relationships with customers.

Frequently Asked Questions (FAQs)

Q1: What is the main takeaway from "Brand New"?

A1: The main takeaway is that brands must move beyond superficial visual identities and cultivate genuine, authentic connections with consumers through compelling narratives and a deep understanding of cultural context.

Q2: Is this book only for large corporations?

A2: No, the principles outlined in the book are applicable to businesses of all sizes, from startups to multinational corporations. The emphasis on authenticity and storytelling is universally relevant.

Q3: How can I practically apply Olins' ideas to my brand?

A3: Start by defining your brand's core values and crafting a compelling narrative that reflects your brand's authenticity. Then, analyze your target audience and tailor your messaging and visual identity to resonate with their values and cultural context.

Q4: What makes Olins' approach different from other branding books?

A4: Olins emphasizes the importance of culture, authenticity, and storytelling in a way that goes beyond traditional branding

techniques. He stresses the creation of meaningful relationships between brands and consumers, rather than solely focusing on sales and transactions.

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