

Branding Research

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Working together to build a strong brand that's unique in it's environment is an important part of your companies success. The research we do is one aspect in the development of a successful brand.

In this document you'll see national and international baby related brands, vending machines from the simple to the extraordinary, and other inspiration that'll help us determine the direction Mile High Baby moves toward.

We'll also be looking more closely at our target on a international level and what encourages them to make multiple purchases from our vending machines as well as the next steps in our process.

Brand Awareness

In our research we know there's no other brand on the market that does what Mile High Baby (Baby Essentials) does but knowing related brands is important in our development phase.

Here we'll take a look at related baby products for a feel for what's in the market - Brand recognition, brand likes, and dislike, how they speak to parents, icons, color palettes and imagery.

All to better understand the market and the direction we embark on.



Baby Ico

Baby Dior

Panadol Baby & Infant

Gauge Wines



baby genius

Johnson & Johnson

Giovanna Baby

Yum Brands



Fundraising Fever

Oracle

Baby Jocs

Baby Club

Brand Awareness

In a global economy subject to changing market dynamics and heightened competition, the role of brands has never been greater. They serve as a route map for purchasing behavior and, when managed properly, generally accrue significant value to their owners. But how do you evaluate a brand and evaluate what makes it special?

There are five notable qualities that leading brands share.

- 1 A compelling idea.** Behind every brand is a compelling idea, which captures customers' attention and loyalty by filling an unmet or unsatisfied need.
 - 2 A resolute core purpose and supporting values.** These remain in place even though the business strategy and tactics have to be regularly revised to address and take advantage of the circumstances of a changing, and in the detail often largely unanticipated, world and business environment.
 - 3 A central organizational principle.** The brand position, purpose and values are employed as management levers to guide decision-making. This becomes so ingrained in leading organizations that they consciously ask themselves, "How will this decision impact upon the brand?" or "Is this on-brand?"
 - 4 Most leading brands are American.** Of the 20 leading brands, 15 are American. Does this mean that although a leading brand can originate from anywhere, the US is better at the practice of branding than other countries?
 - 5 An ability to stay relevant.** Leading brands constantly maintain their relevance to a targeted set of customers, ensuring ownership of clear points of difference compared with the competition. They sustain their credibility by increasing customers' trust of and loyalty to them. However, for every great brand there are scores of failures. Even once-successful brands lose their way, and in most cases the causes are obvious but are recognized too late.
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Brand Awareness

BABYBJÖRN

baby.trend

BADGER

Delta
Children's Products

DEX
PRODUCTS

disguise

Gotta
Getta
GUND

InSTEP.

KidCo, Inc

Little Tikes

RECARO

Safety 1st

Britax

chicco

Combi

dreambaby
growing safety

evenflo

Fisher-Price

KidKraft
Live • Learn • Play

kids line

little tikes

The History of the Vending Machines

The first recorded reference to a vending machine is found in the work of Hero of Alexandria, a first-century engineer and mathematician. His machine accepted a coin and then dispensed a fixed amount of holy water. When the coin was deposited, it fell upon a pan attached to a lever. The lever opened up a valve which let some water flow out. The pan continued to tilt with the weight of the coin until it fell off, at which point a counter-weight would snap the lever back up and turn off the valve. A vending machine made in 1952.

Despite this early precedent, vending machines had to wait for the Industrial Age before they came to prominence. The first modern coin-operated vending machines were introduced in London, England in the early 1880s, dispensing post cards. The first vending machine in the U.S. was built in 1888 by the Thomas Adams Gum Company, selling gum on train platforms. The idea of adding simple games to these machines as a further incentive to buy came in 1897 when the Pulver Manufacturing Company added small figures which would move around whenever somebody bought some gum from their machines. This simple idea spawned a whole new type of mechanical device known as the "trade stimulators". The birth of slot machines and pinball is ultimately rooted in these early devices.



An eye catching and memorable piece of marketing. The Smart Car.

Vending Machines

Product specific category which Mile High Baby falls under. They have a true understanding for the needs of a specific market and bring products that fulfill the category.



Product Specific Categories. Understanding the needs of a specific market.

Vending Machines

A store front like environment that creates a not only a mood but an atmosphere for the end user.

It doesn't matter so much about the amount of space that one has but what we do within it that makes a great impact on the target.



Creating a mood and an atmosphere that gives the customer the feeling of being in a store environment.

Vending Machines

Not being afraid to try something different - Stepping outside the box gets brands noticed.

That being said, it helps to have the capital to do something like this but with a bit of willingness and a lot of creativity anything is possible.



Thinking outside the box!!

Vending Machines

Brands we trust - Nice clean designs but more important than that the brands are well recognized and trusted this helps the target make a purchasing decision.

1 Zoom. "Unlike vending, we have developed the technology and intelligence to offer consumers the hottest products from \$10 to \$200, from the best brands. It's like shopping online, but consumers have the instant gratification of getting their product immediately."

2 Eggs in a vending machine - Who would've thought. Anything is possible.

3 Sony. Oh, pardon me. Zoom Systems—manufacturer or the machine—doesn't like for these to be called vending machines, rather they are robotic stores. That's just like calling a prostitute an escort. No need to pretty up the name. The Sony vending machine is made by the same folks that made the ever-so-popular iPod Vending Machines. There are currently three machines throughout in the U.S.

4 iPod. Apple Computer claims to have over 21,000 distribution points for its iPod digital music player and growing. Here's the 21,001st: a vending machine located at Hartsfield Atlanta International Airport in Georgia. Machines from airports to Macy's.



1



2



3



4

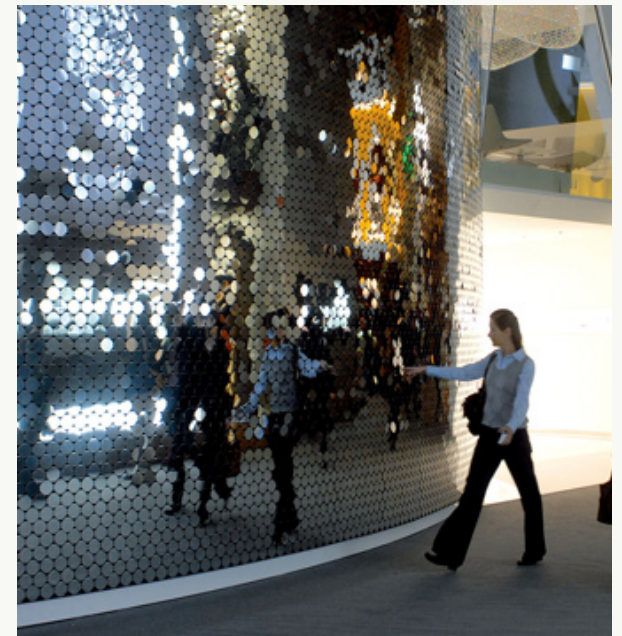
Other Inspiration

This section helps inspire to think outside the box. Once we've exhausted learn about the baby market we then take a look at the things around to find things visually appealing or different that we use in order to stand out. But always keeping in mind our target.

Once we know the rules we can then break them.



Other Inspiration



Other Inspiration



Next Steps

Brand Naming

Tag Line Development

Trade Marking
Product & Company

Logo Design

Vending Machine Design

In starting the logo design process I realized there are a few questions that need attention.

1 Have you Trade Marked (TM) both names Mile High Baby and Baby Essentials?

2 You sent 6 web sites you liked - This is great but can you clarify what about each that you liked so we have a better idea in moving forward with the designs.

<http://dwellshop.com>

<http://bigchillfridge.com/site/stoves>

<http://www.williams-sonoma.com>

<http://www.giggle.com/>

[http://www.thestationerystudio.com/index.cfm/fuseaction/catalog.viewProduct/productID/21691/catId/1033/Flirt Coaster Gift Set.html](http://www.thestationerystudio.com/index.cfm/fuseaction/catalog.viewProduct/productID/21691/catId/1033/Flirt%20Coaster%20Gift%20Set.html)

<http://www.oliebollen.com/detail.aspx?ID=7012&Code=FRB007&loc=related>

As mentioned, I have started the logo design and will have some designs to show you by the end of next week.

Thanks for taking the time to read through this branding document. If you have any questions please call me.

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