Anno Always Look At The Brand Side of Life 2025

vereniging Nederlandse jazzpodia & jazzfestivals

BRANDING FOR JAZZ VENUES & FESTIVALS

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alwayslookatthebrandsideoflife.com

AGENDA 28.06.2025

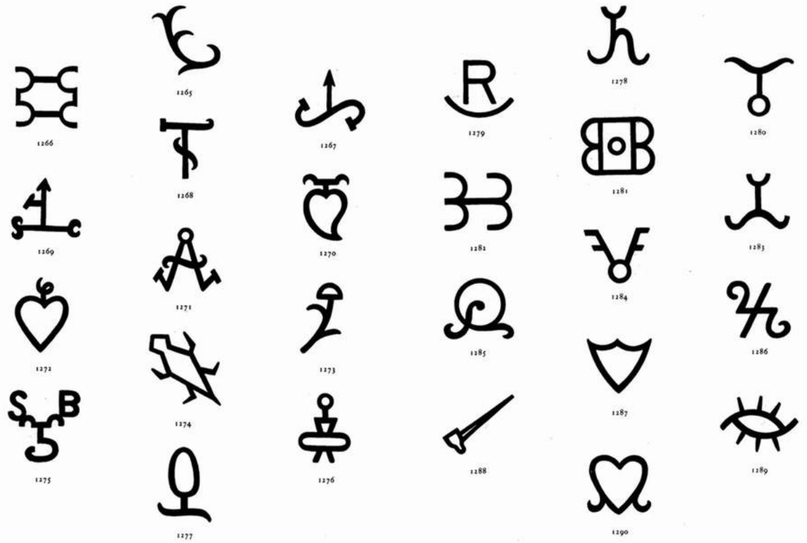
- Branding introduction
- How to brand yourself
- Archetype Branding
- Working with archetypes:
  - Written communication
- T.Hanks

BRANDING INTRODUCTION

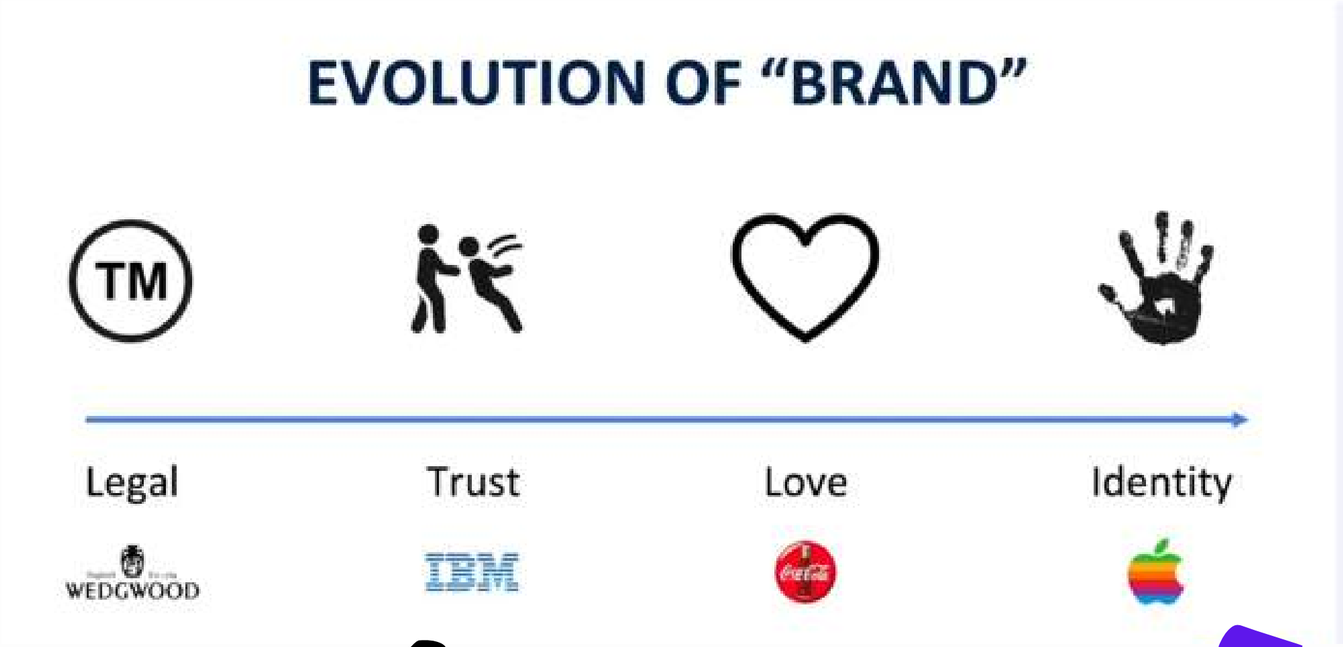
History of Branding

Old days: the word brand is derived from ancient old Norse word that means 'to burn'.By 1500's brand means to burn a mark on cattle to show ownership and to identity lost or stolen livestock. = **mark of ownership**

1700 onwards: Josiah Wedgwood marked his pottery with his name Wedgewood and **trademarked** it with the name Wedgewood too. Brand went from a mark of ownership to a **mark of legality**.



History of Branding



Quality: focus on features, my razor is sharper. Volvo = safety.

Emotion: focus on feelings, “I’m Lovin’ It”, Santa Claus Coca Cola, …

Identity: “Think/Be Different” (Apple), Patagonia (= I am environmentally conscious)

What is a brand?

Definitions & Perspectives

ACADEMIC DEFINITION:

“An identifiable signifier that conjures up thoughts and feelings in the minds and hearts of people relative to a company, product, or person.” (Collins, 2024)

What is a brand?

Definitions & Perspectives

ACADEMIC DEFINITION: something recognizable

"An **identifiable signifier** that conjures up thoughts and **feelings** in the minds and hearts of **people** relative to a **company**, product, or person." (Collins, 2024)

brands are not only rational constructs

not only what you say,
but how others perceive
and experience you

fans attach meaning to the venue or festival, not only the artists/music

What is a brand?

Definitions & Perspectives

FROM PERSPECTIVE OTHERS

- The set of perceptions, expectations, memories, stories and relationships about you (your brand).
- The emotional '**gut feeling**' (Neumeier) to a brand.

FROM YOU

- A **promise**. A distinct promise from you to people that care about you and what you do. (S. Godin)

MY DEFINITION OF AN VENUE BRAND

- “The creative and focused expression of an venues’ artistic, social & personal identity in behavior, words, and visuals to provide others with the means to form and express themselves.”

Why brand yourself?

Getting your branding right matters, because:

- **Memorable –** A strong brand finds the sweetspot between being recognizable and remarkable. This makes you memorable in a crowded market.
- **Authentic–** It reflects who you truly are, making your program (products & services) and message feel genuine.
- **Connection –** It builds emotional bonds with audiences based on shared values and identity.
- **Direction –** It gives creative focus to your visuals, storytelling, and artistic choices.
- **Opportunities –** A clear brand attracts the right partners and collaborators.
- **Community –** You attract people that need what you offer, and identify with what you stand for.

Branding Canvas

THREE-DIMENSIONAL BRANDING FOR MUSIC VENUES

BRANDING TOOLS

- BRAND ARCHETYPES
- BRAND DIMENSIONS
- CORE VALUES / BELIEFS
- BRAND MYTH/STORY
- TAGLINE

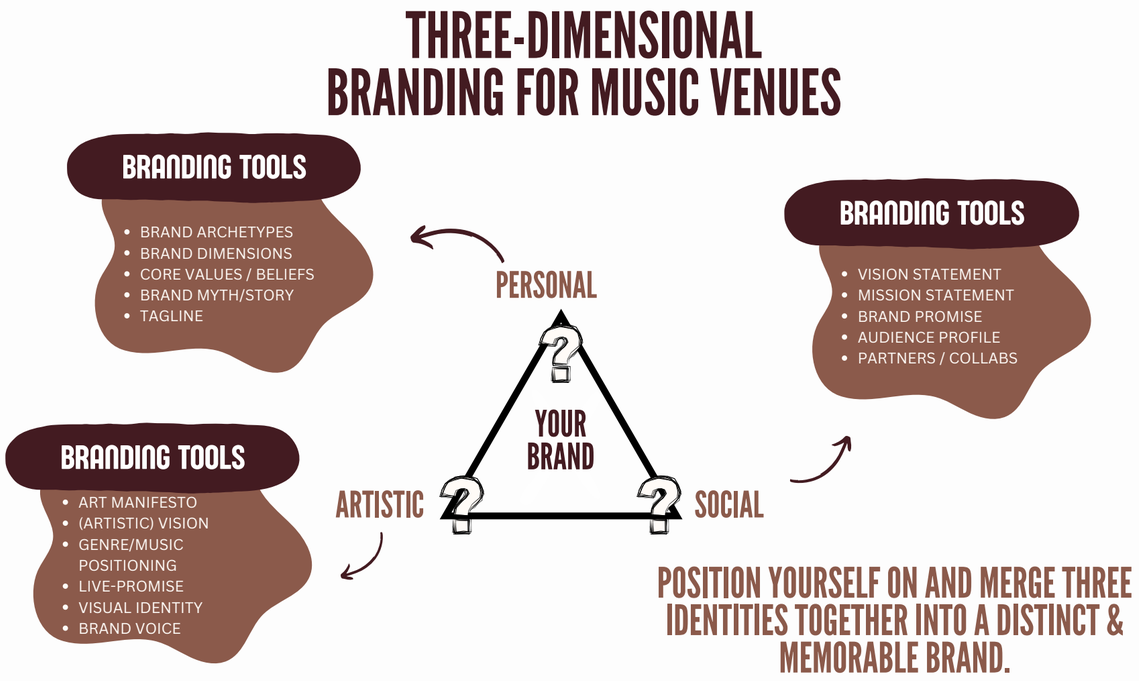
BRANDING TOOLS

- VISION STATEMENT
- MISSION STATEMENT
- BRAND PROMISE
- AUDIENCE PROFILE
- PARTNERS / COLLABS

BRANDING TOOLS

- ART MANIFESTO
- (ARTISTIC) VISION
- GENRE/MUSIC POSITIONING
- LIVE-PROMISE
- VISUAL IDENTITY
- BRAND VOICE

POSITION YOURSELF ON AND MERGE THREE IDENTITIES TOGETHER INTO A DISTINCT & MEMORABLE BRAND.



How do you do this: effectively & with an overview ?

Brand House Canvas

ARCHETYPE
Which 1-2 archetypes reflect our core identity best?

Brand Personality
Which of the five dimensions of brand personality (ACA) do you embody?

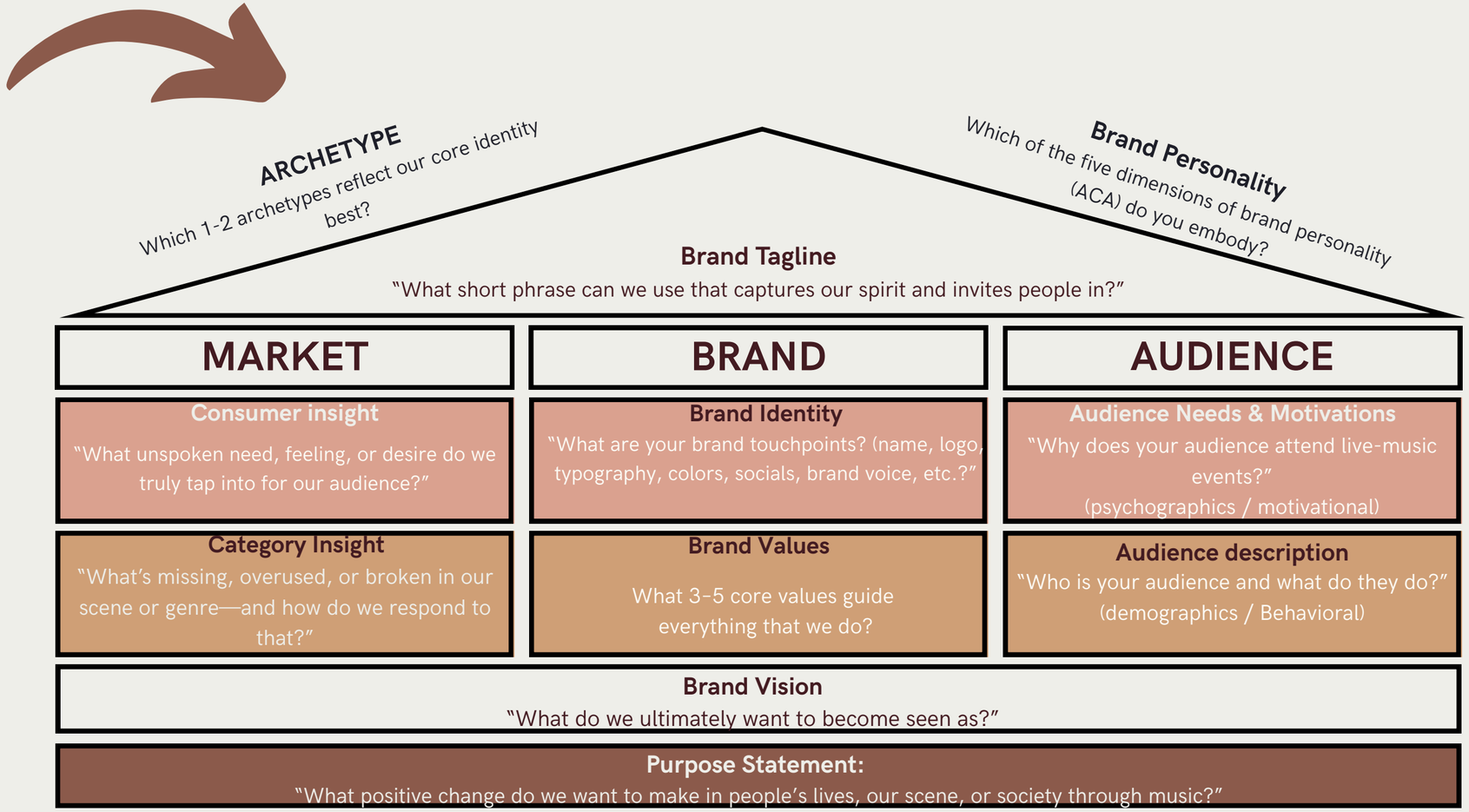
Brand Tagline
"What short phrase can we use that captures our spirit and invites people in?"

MARKET	BRAND	AUDIENCE
Consumer insight "What unspoken need, feeling, or desire do we truly tap into for our audience?"	**Brand Identity** "What are your brand touchpoints? (name, logo, typography, colors, socials, brand voice, etc.?"	**Audience Needs & Motivations** "Why does your audience attend live-music events?" (psychographics / motivational)
Category Insight "What's missing, overused, or broken in our scene or genre—and how do we respond to that?"	**Brand Values** What 3-5 core values guide everything that we do?	**Audience description** "Who is your audience and what do they do?" (demographics / Behavioral)

Brand Vision (= longterm goal)
"What do we ultimately want to become seen as?"

Purpose Statement:
"What positive change do we want to make in people's lives, our scene, or society through music?"

Ons onderwerp vandaag: wat is jouw kern identiteit?



How to brand your music venue?

Be Remarkable

"*What does remarkable mean? It means worth making a remark about. And here I mean, not by you, but by another person.*" (Seth Godin)

Remarkability lies in the **edges**. Your goal is not to please everyone. But those people for whom your program/activities matter.

So: present specific music in distinct ways that will matter for your kind of people. Bring clarity and focus into your identity. Make it edgy. Make it stand out.

Be remarkable. *That* is branding.

OR HOW SETH GODIN PUTS IT: BE A PURPLE COW.

Yes, the cow is a jazz venue is this example.

YOUR ARCHETYPE

4 STEPS TO FIND YOUR ARCHETYPES AND CREATE BRAND PERSONALITY

Let's start with language

How would you describe yourself as a venue/festival?

QUESTION

ARCHETYPE BRANDING

12 ARCHETYPES

- Archetypes have their roots in Greek mythology and are supported by decades of psychological research (Carl Jung).
- Based on Jung's work, the 12-Archetypes Model was developed by Margaret Mark & Carol S. Pearson (2001)
- They represent certain basic human characteristics, motivations, and emotions that are universal.
- They exist in all sorts of cultures often under different names, such as the Sage being also the Wiseman, Shaman, or Taoist Monk.
- There is no hierarchy, they are all equal.
- Working with one archetype is great for brand **clarity**, and two is great for creating **tension**.

THE 4 CORE MOTIVATIONAL NEEDS

- These are the fundamental human drives (inner motivations) represented by archetypes in different ways.

1. Provide Structure (top left)

- Driven by order, stability, and control
- These brands want to bring clarity, organization, or safety to the world.

2. Spiritual Journey / Self-Discovery (top right)

- Driven by understanding, meaning, and growth
- These brands help people discover who they are, what matters, or how to grow spiritually or intellectually.

3. Connect to Others (bottom left)

- Driven by belonging, fun, and intimacy
- These brands foster relationships, joy, and emotional connection with others.

4. Leave a Mark (bottom right)

- Driven by achievement, power, and transformation
- These brands want to change the world, push boundaries, or achieve greatness.

The **middle ring (safety, knowledge, etc.)** describes the strategic path or dominant **brand promise** of each archetype—how it acts on its inner motivation.

- **The Caregiver (Verzorger).** Keywords: Compassionate · Nurturing · Supportive. **Service** – Helps others and nurtures. Examples: Pampers, Olvarit, Rabobank, Alicia Keys, Coldplay. **VNJJ: ??**
- **The Ruler (Heerser).** Keywords: Confident · Authoritative · Visionary. **Control** – Brings order and leadership. Examples: Mercedes, Rolex, Beyoncé, Madonna. **VNJJ: ??**
- **The Jester (Clown).** Keywords: Playful · Entertaining · Irreverent. **Pleasure** – Brings joy and escape. Examples M&M's, Fanta, Cardi B, Lil Nas X. **VNJJ: ??**
- **The Creator (Schepper).** Keywords: Innovative · Expressive · Imaginative. **Innovation** – Builds something new. Examples Apple, Lego, Björk, Jacob Collier. **VNJJ: ??**
- **The Innocent (Onschuldige).** Keywords: Pure · Optimistic · Honest. **Safety** – Provides purity and peace. Examples: Dove, Chocomel, Gracie Abrams, José González. **VNJJ: ??**
- **The Sage (Wijze).** Keywords: Wise · Insightful · Reflective. **Knowledge** – Seeks truth and understanding. Examples: NOS, TNO, Kendrick Lamar, Leonard Cohen. **VNJJ: ??**

- **The Explorer (Ontdekker).** Keywords: Adventurous · Independent · Curious. **Freedom** – Seeks new paths and experiences. Examples: The North Face, Land Rover, Bon Iver, Rosalia. **VNJJ: ??**
- **The Magician (Magiër).** Keywords: Transformative · Mystical · Visionary. **Power** – Transforms perception or experience. Examples: Disney, Lush, David Bowie, Lady Gaga. **VNJJ: ??**
- **The Outlaw (Rebel).** Keywords: Rebellious · Provocative · Disruptive. **Liberation** – Destroys limits or systems. Examples: Virgin, Harley Davidson, Billie Eilish, Eminem. **VNJJ: ??**
- **The Hero (Held).** Keywords: Courageous · Impactful · Determined. **Mastery** – Overcomes challenges. Examples: Nike, Audi, Beyoncé, Marvin Gaye. **VNJJ: ??**
- **The Everyman (Gewone Man).** Keywords: Relatable · Humble · Authentic. **Belonging** – Fosters inclusion and community. Examples: HEMA, IKEA, Ed Sheeran, Lizzy McAlpine. **VNJJ: ??**
- **The Lover (Minnaar).** Keywords: Passionate · Intimate · Sensual. **Intimacy** – Creates connection and sensuality. Examples: Ferrero, Christine le Duc, Lana Del Rey, Taylor Swift. **VNJJ: ??**

Archetype als vertrekpunt (kernidentiteit) bepalen deels jouw:

- Missie
- Kernwaarden
- Programmering / Marketingmix
- Visuele huisstijl
- Wat jij klanten biedt (structuur, aspiratie, impact, verbinding), en dus welke diepe behoefte jij vervult voor hun, en waarom zij komen.

CLARITY

alwayslookatthebrandsideoflife.com/

THE INNOCENT

Description: You offer peace, purity, idealism simplicity, and authenticity. You embrace your inner child, and, are a soul untarnished by the harshness of the world. With (perhaps) some naivité, radiate light, hope, and sincerity to others. You are genuine, live a "natural" life, and provide people with a sense of peacefulness.

You are the **Peter Pan** or **Emma Watson** of your genre.

Think: Aurora, Gracie Abrams, Björk, Corinne Bailey Rae, José González, Laura Marling, and yes, Michael Jackson.

Implementation:

- **Fashion:** white clothes, pastel colours.
- **Socials:** share moments of wonder
- **Live-performance:** not overproduced/rehearsed

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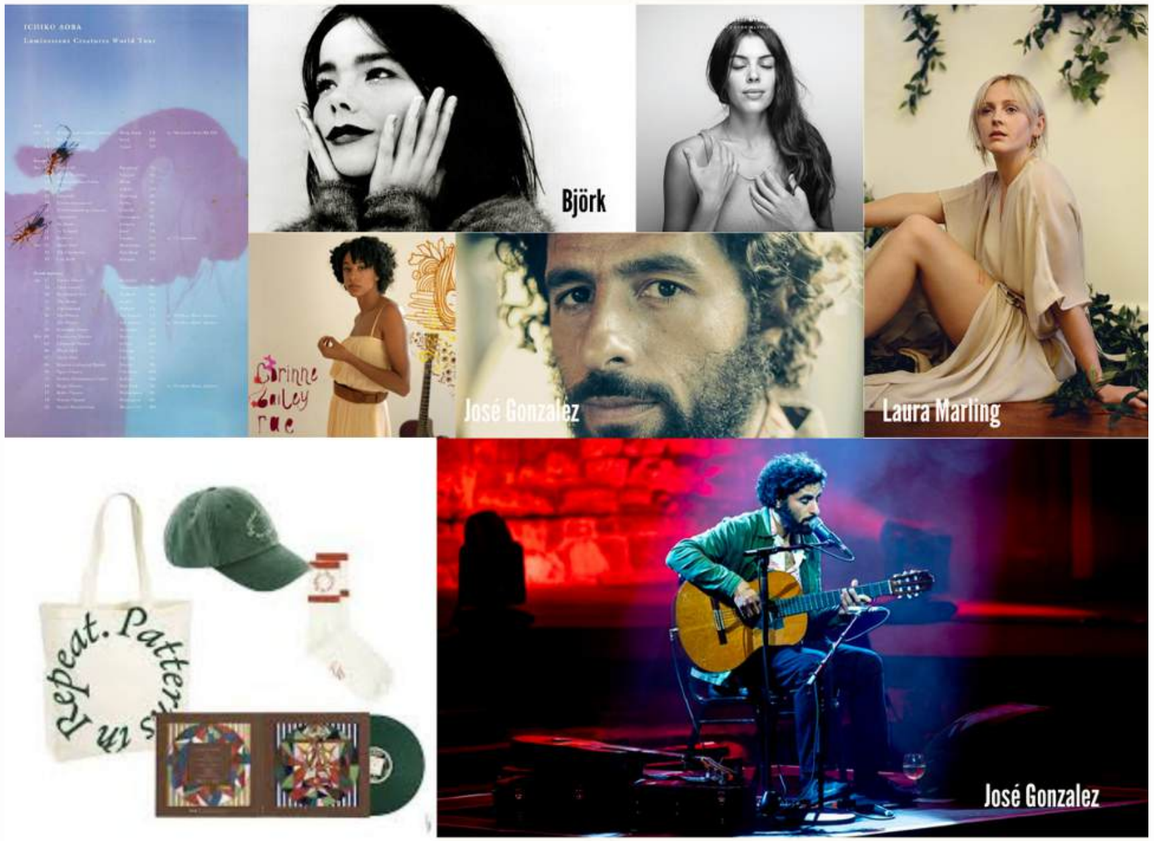
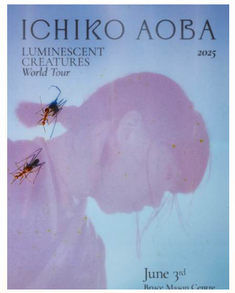
THE INNOCENT MOODBOARD



TENSION



DO YOU SEE HOW, WHEN RECOGNIZABLE (INNOCENT) AND RECOGNIZABLE (MAGICIAN) MERGE, IT CREATES *TENSION*?

Case study: Poppodium Iduna

Passie, avontuur en een tikkeltje rebels!

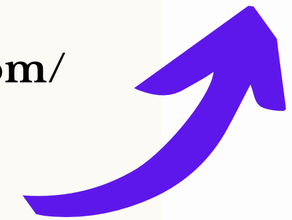
Brand design: https://www.dizain.nl/werk/iduna/

STEP 1

WHICH ARCHETYPE(S) ARE YOU?

Do 1-3 tests to see what comes out. Found your 1-2 matches? Do they resonate with you?

- Test 1: https://www.psychologistworld.com/tests/jung-archetype-quiz
- Test 2: https://visionone.co.uk/brand-archetypes/brand-archetype-quiz/
- Test 3: https://amandamuscat.com/personal-brand-archetype-quiz/
- Best archetype test ($25): The Pearson-Marr Archetype Indicator.



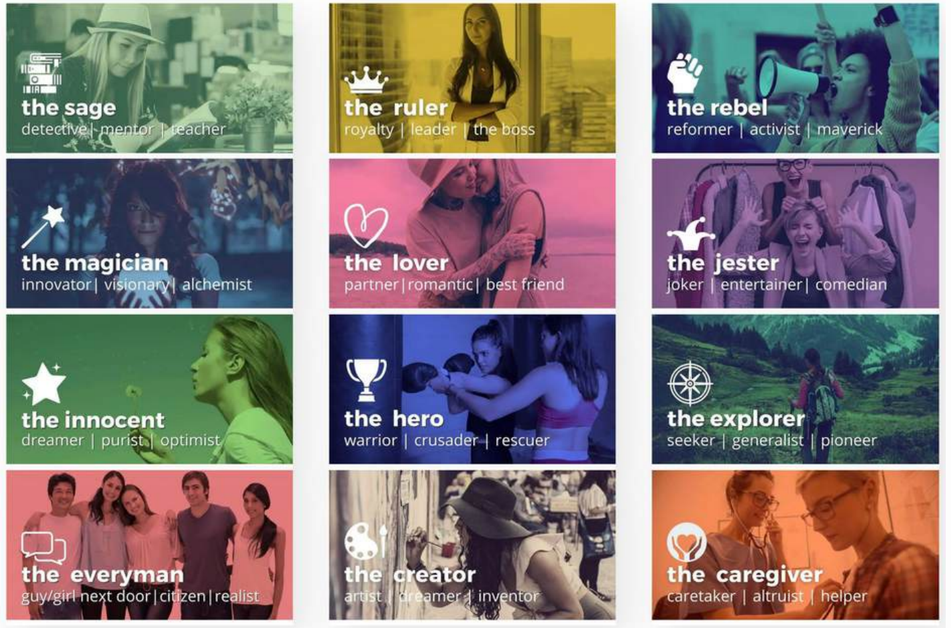
Do this test (+/-8 questions) for now.

STEP 2

ARCHETYPE VOCABULARY

Do research and read more on your archetype(s). Are you sure you found 1-2 that embody your identity?

Write down +/- 15 words (for now +/- 4) that embody your archetype(s).

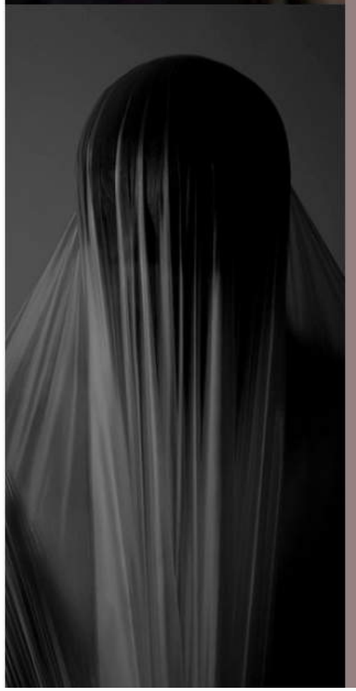


STEP 3

SYNONYMS

Take your archetype word list and find one synonym for each word.

CONGRATS! YOU NOW HAVE 30 BRAND WORDS TO INFUSE YOUR BIOGRAPHY WITH!



ARCHETYPES
MORÈL

MORÈL 's archetypes :

rebel , caregiver & creator .

rebel : 40 %
creator : 40 %
caregiver : 20 %

rebel	***caregiver***	***creator***
outcast	selfless	daring
innovative	protective	influencing
stimulating	humble	creative
encouraging	reliable	expressive
unique	compassionate	visionary
provoking	empathetic	artistic
challenging	generous	moves past limitations
outside the box	caring	developmental
standing out	helping	bold
spontaneous	shielding	affecting
different	positive	idealist
independent	meek	imaginative
inspiring	dependable	creative
evoking	sympathetic	fascinating
demanding	sensitive	liberty
revolutionarily	giving	stepping out of comfort-zone
divergent	kind-hearted	
individualistic		

Working with archetypes

Let your archetype drive your brand!

WRITTEN COMMUNICATIONS

ARCHETYPE

???

Which words embody what archetype?

"Hailed by The New York Times as “a drummer around whom a cult of admiration has formed,” Mark Guiliana brings the same adventurous spirit, eclectic palette and gift for spontaneous invention to a staggering range of styles. Equally virtuosic playing acoustic jazz, boundary-stretching electronic music, or next-level rock, he’s become a key collaborator with such original sonic thinkers as Brad Mehldau, Meshell Ndegeocello, Donny McCaslin, Matisyahu, and the late, great David Bowie.
Guiliana’s forward-leaping BEAT MUSIC is more than a band – it’s a community. Over the last decade the drummer has gathered around him a family of like-minded artists who share a passion for the limitless possibilities of electronic music combined with an in-the-moment creativity rooted in jazz improvisation." (markgiuliana.com)

ARCHETYPE

THE EXPLORER

"Hailed by The New York Times as “a drummer around whom a cult of admiration has formed,” Mark Guiliana brings the same **adventurous spirit**, **eclectic palette** and gift for spontaneous **invention** to a staggering range of styles. Equally virtuosic playing acoustic jazz, **boundary-stretching** electronic music, or **next-level** rock, he’s become a key collaborator with such **original sonic thinkers** as Brad Mehldau, Meshell Ndegeocello, Donny McCaslin, Matisyahu, and the late, great David Bowie.
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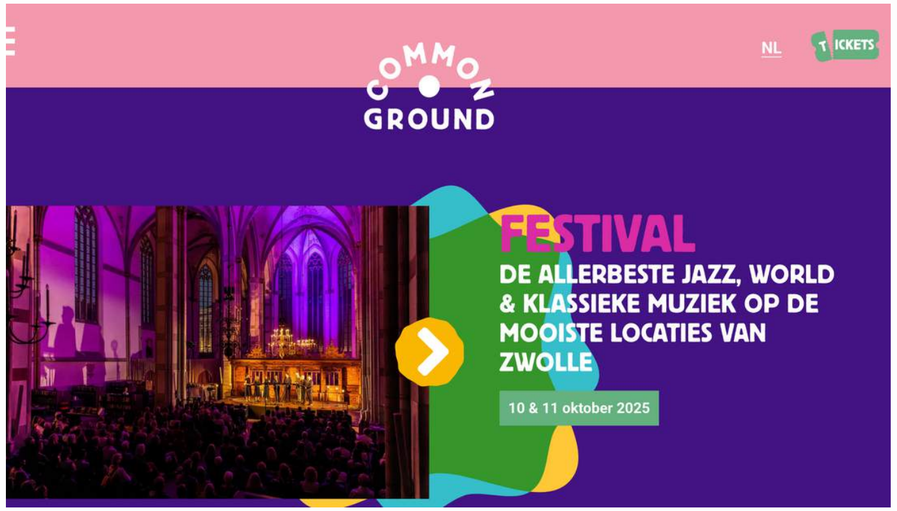
Archetype:
Explorer

Schrijf in duo's een korte <u>on-brand</u> "Over Ons" introductie voor:
Common Grounds Festival



Zin 1: Introduceer Common ground Festival.
Zin 2: Wat zegt een Explorer nu?

Niet on-brand: "Festival Common Ground is een meerdaags binnenfestival voor klassieke muziek, jazz en wereldmuziek tegen het decor van de allermooiste binnenlocaties van Zwolle."

Archetype:

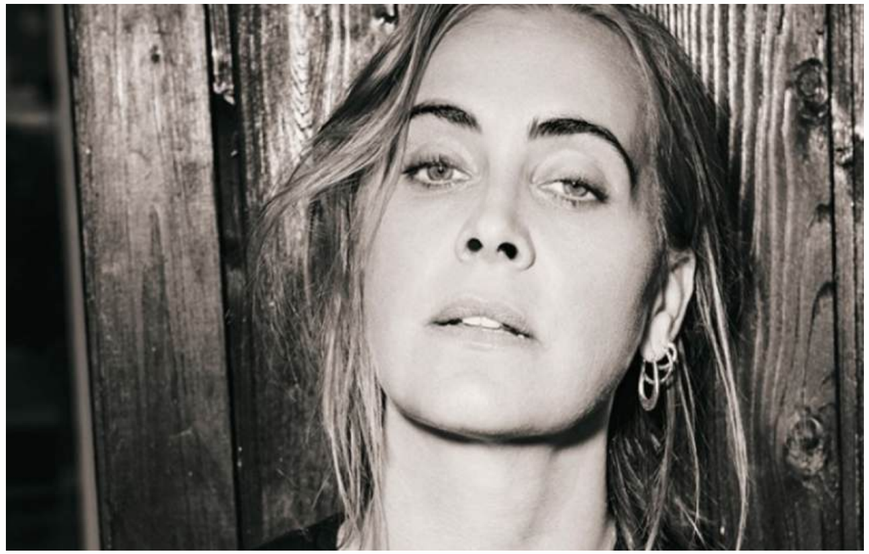
Explorer

Common Ground is een avontuurlijk muziekfestival waar je nieuwe genres en klanken ontdekt uit alle werelddelen en windrichtingen op de meest bijzondere locaties van Zwolle. Daarmee prikkelen we je geest en verruimen we jouw horizon.

Zie hun Beleidsplan 23-24:

https://commongroundfestival.nl/contact/

Archetype: REBEL



The fierce clip of 'Het Is Klaar', full of angry women who take revenge on their bad exes, caused divided reactions: offended men, cheering #metoo women. But Anouk is used to this commotion. “This has been the case for 23 years and it hasn't hurt me so far. Rather a bit of controversy than having everything go slow. You can never please everyone. One person thinks it is wonderful that I sing in Dutch, the other prefers to wait for the next album.” Anouk shrugs, only one thing counts for her: “As long as I can listen to it myself, then it's okay. The only thing that matters to me is that it is musically good and above all that you feel it.”

Wat maakt het rebels?

Wat maakt het persoonlijk?

Archetype: REBEL

MISSIE

Brebl belooft het publiek een concertervaring op een inspirerende plek, waar grensverleggende jazz en vooral nieuwe muziek ontstaat. Op de lip van de musici, in een persoonlijke sfeer met perfect geluid.

Brebl programmeert vanuit ruimte. Die geven we aan musici, makers, programmeurs en publiek die allen hun bijdrage leveren aan het gesprek over (muzikale) conventies en vrijheid. Brebl geeft vorm aan de veranderende wereld: we faciliteren projecten, presenteren, initiëren en organiseren het maken van nieuw werk.

Brebl is, net als jazz zélf, een open vorm, onophoudelijk in ontwikkeling in relatie met de wereld - een mentaliteit. We scheppen in alle lagen van de organisatie condities om goed kunnen te luisteren voor meer wederzijds begrip. Luisteren naar de muziek, naar makers, naar elkaar, naar de bezoekers en naar de samenleving, met je hart en naar je hart.

Herschrijf de missie van Brebl (2 zinnen) als een “rebel” en maak het “persoonlijk”.

Van tekst naar beeld

ARCHETYPES IN DESIGN: HOW TO CHOOSE FONTS, GRAPHICS, PHOTO STYLE AND COLORS

T.Hanks!

Pieter Schoonderwoerd

Always look At The Brand Side of Life