

## MarketingPulse 2018

### Dialogues with Creative Minds Series 2 - Branding and marketing tips for start-ups

#### Synopsis

You've found a gap in the market for your new product and service, but how do you sell it? The key is creating a simple, memorable and powerful brand. This insightful dialogue guides start-ups on positioning and building a business through cost-effective branding that reaches consumers explaining who you are and what you can do for them.

The panel included *Mr Alvin Lam, Managing Partner at T12M Ventures Ltd.* as moderator; *Mr Tommy Li, Creative Director at Tommy Li Design Workshop Limited*; and *Mr Billy Chung, Director of Business Development at GoAnimate* as speakers. The panel focused on how to raise funds or to make itself known as a start-up, and useful tips for a successful pitch.

Tommy Li explained the five key points new entrepreneurs have to focus on to succeed.

**Character:** some start-ups spend a lot of money on media and advertisement instead of building a strong identity, "a character" as Tommy likes defining it. The key learning behind this idea is that the current society would not buy a product if it does not like the brand even if it is the best product in the market.

**Emotion:** the character create needs to be loved. The character could be powerful and disruptive, with no emotion there is no purchase. A brand needs to create "the right bridge that brings emotion from the brand to consumer".

**Memory:** as soon as the start-up triggers a sale, it has to find a way to make customers remember the brand and make them remember to come back. "If you don't like a product you will never remember its name," Tommy added.

**Interest:** the interest is closely linked to the three first elements. If the three steps are done, this fourth comes as a consequence.

**Value-added:** The global society wants to move up in the social ladder, so a brand needs to make them believe that it could help them to step up in the global society.

Billy after presenting the video solutions provided by GoAnimate, focused on video content.

He said: “you have an awesome idea but a little bite complicated and you have difficulties explaining to your stakeholders what exactly you do”.

Billy thinks marketing agencies are no longer the best solution for promoting a new product or a new brand. People are more impacted by storytelling because it brings emotion to them. This is exactly what GoAnimate provides with its do-it-yourself animation platform.