



**2019 CATALOG &  
INTEGRATED  
MARKETING SUMMIT**

INTEGRATED: THE SMARTER  
PATH TO PROFITABILITY

PHILADELPHIA, PA | APRIL 24-25 2019

# INFUSING SOUL BACK INTO YOUR BRAND

**Presented by:** Andy Bell, President, Jones Global Sports - Kevin Churchill, Partner, CohereOne

April 24-25, 2019

cohereOne

# INFUSING SOUL BACK INTO YOUR BRAND



# The Importance of Brand

Google = SEARCH

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FedEx = OVERNIGHT

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Walmart  = INEXPENSIVE

# The Importance of Brand



**“A brand is the set of expectations, memories, stores and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”**

— Seth Godin

# Partnerships

**YETI**<sup>®</sup>



**GORE**<sup>®</sup>  
WEAR



**OluKai**

BEST **X** MADE



WAYB



# Background and Experience



# Merchandising Your Brand

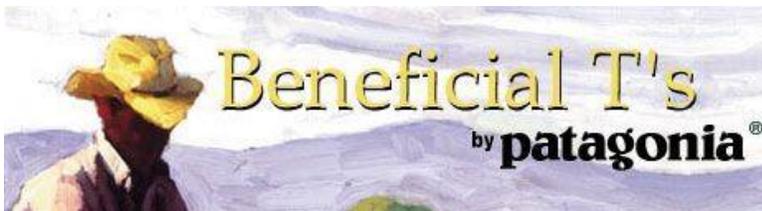
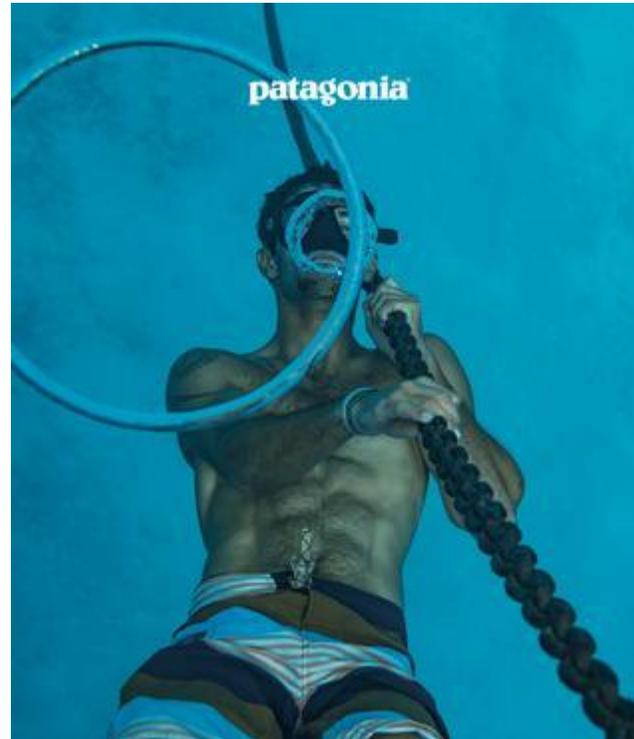
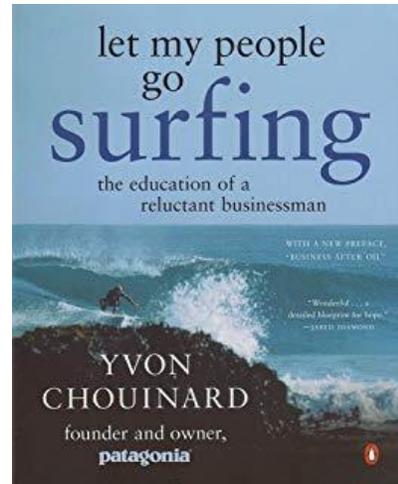


**patagonia**<sup>®</sup>

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# Merchandising Your Brand

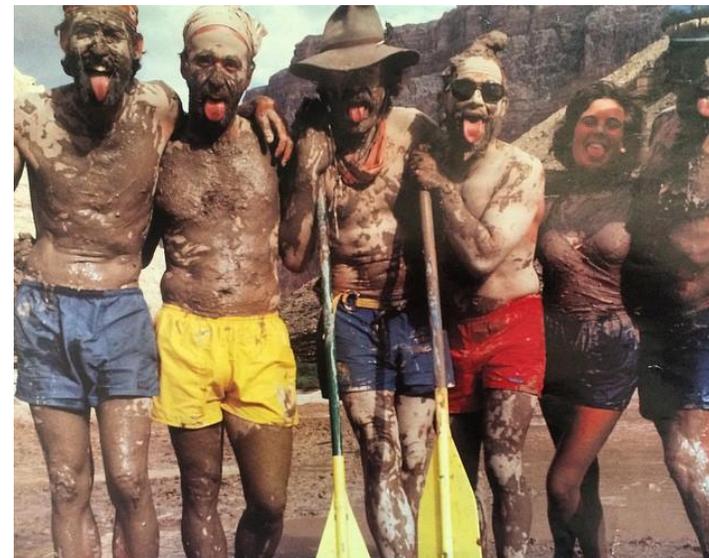
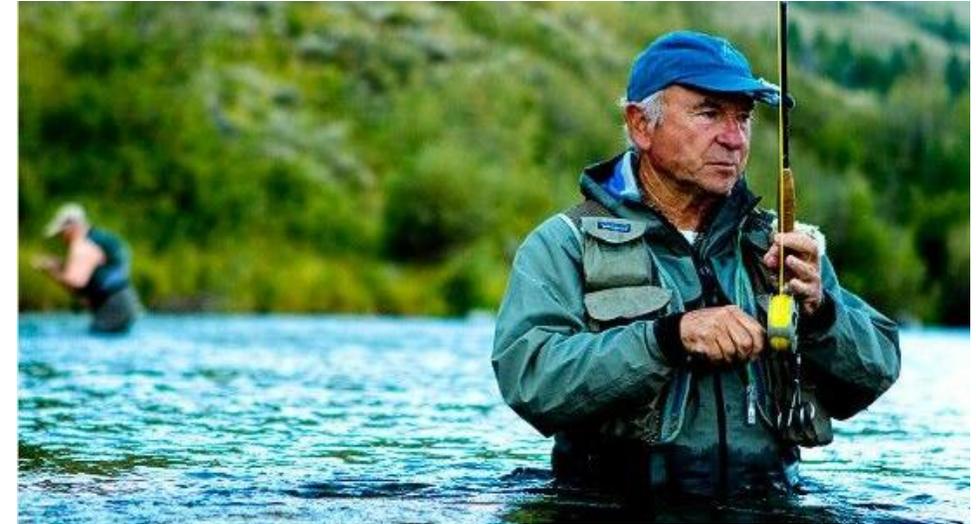
**patagonia**<sup>®</sup>



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# Merchandising Your Brand

**patagonia**<sup>®</sup>



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# Merchandising Your Brand



- The adage “old is new again” applies to many industries – ours is no different
- Gallup reports that 36% of people under the age of 30 look forward to checking their mailboxes every day
- Dr. David Eagleman a renowned neuroscientist writes “human touch represents a powerful form of non-verbal communication”
- Direct to consumer print catalogs have proven time and again to raise the tide for multiple ‘sales channel’-oriented boats
- **Patagonia, YETI Coolers, Outdoor Research, OluKai and Brooks Running** have effectively used catalogs to target customers with rich branded stories and engaging merchandise collections – far more effective at building brand equity and driving response than a fleeting re-directed digital banner ad or an email



# Merchandising Your Brand

**YETI**<sup>®</sup>  
COOLERS



**YETI**<sup>®</sup>  
**DISPATCH**

CATALOGING  
STORIES FROM THE  
WILD, THE PEOPLE  
WHO LIVE THEM AND  
THE GEAR THAT  
FUELS THEM.

**VENICE, LOUISIANA**  
**STRIKING RED GOLD**

This oil-slicked swampland may be the best place in the world to catch redfish, but there's a reason you've never heard of it.

**MAN'S BEST FRIEND**  
800s ago, we brought them in from the wild. Today, they take us back into it.

**BRING YOUR OWN OUE**  
We traveled the nation to find gameday's best barbecue.

**FALL 17**



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# Merchandising Your Brand

**Underpacked, Overprepared**  
WHEN SCENIC DETOURS MEET SUDDEN DOWNPOURS, MAKE SURE YOU HAVE A HELIUM HANDY.

THE LAYFLAT SANDWICH SANDWICHES ARE THE SANDWICHES YOU WANT TO TAKE WITH YOU.

THE HELIUM HANDY IS THE SANDWICH YOU WANT TO TAKE WITH YOU.

**HELIUM II JACKET™ AND PANTS™**  
Built for high-altitude adventures, the HELIUM II JACKET™ and PANTS™ feature a lightweight, high-performance fabric that is both breathable and waterproof. The HELIUM II JACKET™ is available in a variety of colors and the HELIUM II PANTS™ are available in a variety of colors. Both are available in a variety of sizes.

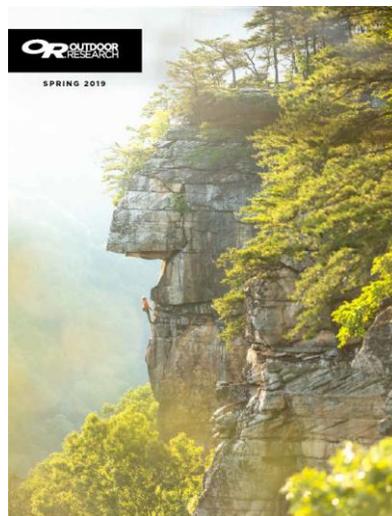
**WOMEN'S JACKET**  
JACKET | \$119

**WOMEN'S PANTS**  
PANTS | \$119

**MEN'S JACKET**  
JACKET | \$119

**MEN'S PANTS**  
PANTS | \$119

WINDS GUARANTEED: Our products are guaranteed forever.



**MEN'S CRAGGING**

**TECH TIP**  
Test about technology about technology.

1. NEW REFUGE HYBRID HOODED JACKET™  
266108 | \$269 10.6 oz. | XS-XL, ♀ STANDARD FIT
2. NEW DISCOVERY 6/6 SHIRT™  
266200 | \$59 10.6 oz. | S-M, ♀ STANDARD FIT
3. NEW CAM FULL ZIP HOODY™  
266215 | \$99 8.7 oz. | XS-XL, ♀ STANDARD FIT
4. NEW CLEARWATER 6/6 TEE™  
266220 | \$29 7.5 oz. | S-XL, ♀ STANDARD FIT
5. WADI RUM PANTS™  
264615 | \$99 10.6 oz. | S-XL, ♀ STANDARD FIT
6. SPLITTER GLOVES™  
264618 | \$19 10.6 oz. | XS, S-M, L-XL
7. NEW MURPHY'S PANEL HAT™  
266271 | \$30 2.8 oz. | ONE SIZE  
SHOP COLORS ONLINE

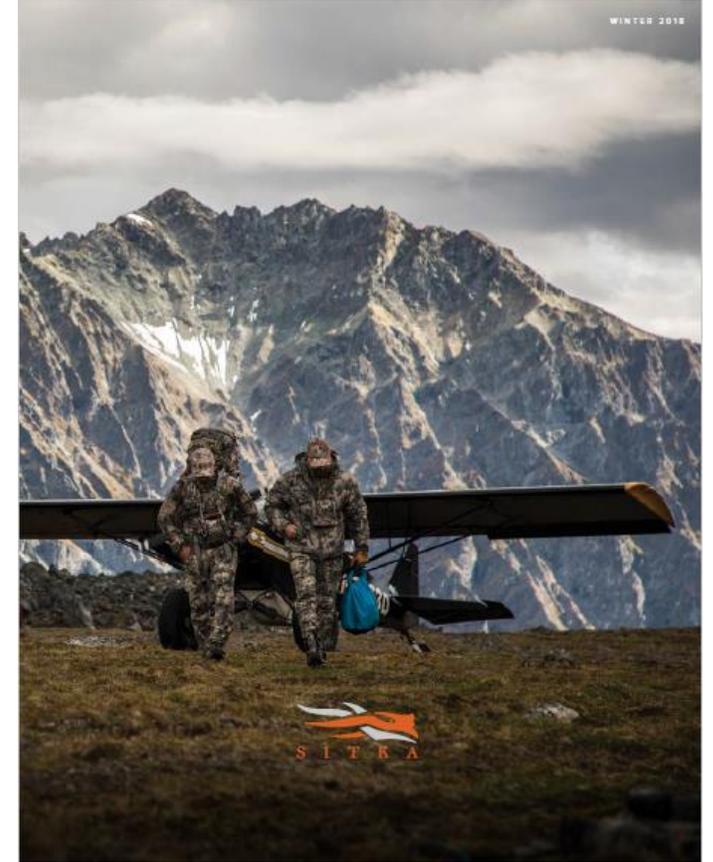
PHOTO: Lorem ipsum door sit amet, consectetur adipiscing elit. Donec efficitur libero consequat. Photograph by [Name]

ALL ITEMS PRICED: 855-967-9197 45



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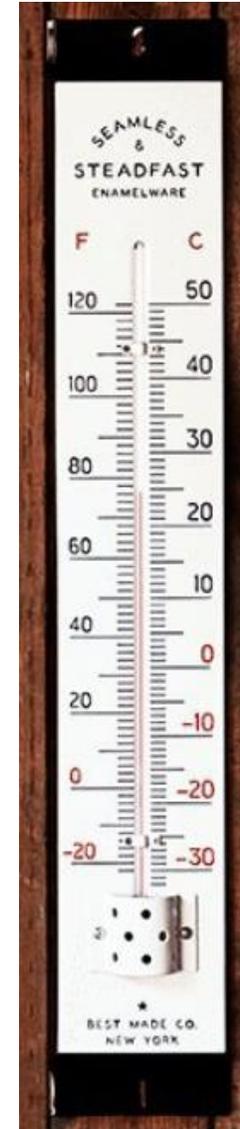
# Merchandising Your Brand





# Make Product and Brand King!

- Make it crystal clear to the customer what you think is important when merchandising in digital or print
- Incorporate your brand and voice when showcasing products in imagery and copy
- Use metrics and forecasts as tools in your creative/merchandise toolbox, but don't let them drive all decisions.
- Merchandise should inspire the customers to go online and see your full assortment.
- Customers read good copy.



## The Grand Enamel Thermometer \$249

*Good Thermometers don't get enough credit, so when designing one to meet our standard, we made damn well sure it wouldn't get unnoticed*

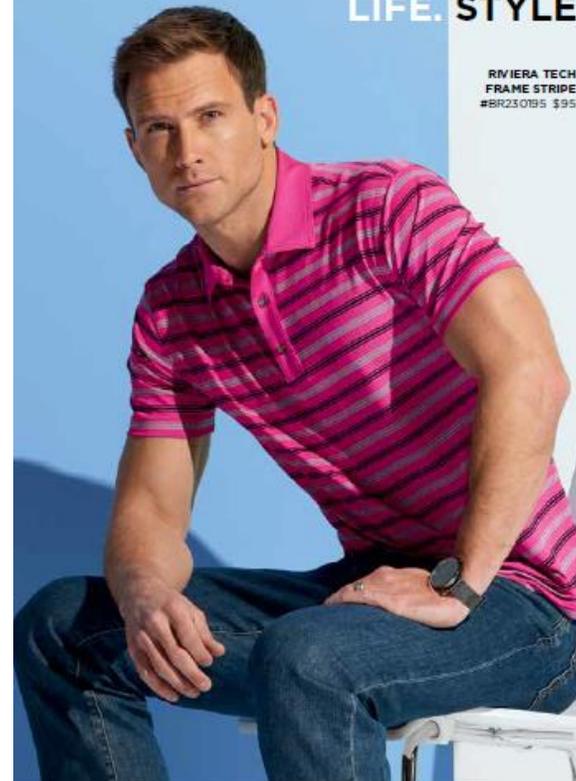
BEST  MADE

Bobby Jones®



Andy Bell, President  
Jones Global Sports

PERFORMANCE.  
LIFE. STYLE.



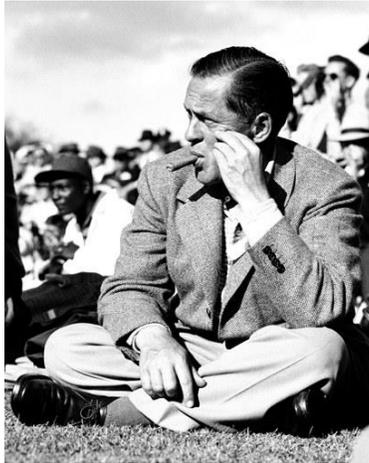
RIVIERA TECH  
FRAME STRIPE  
#BR230195 \$95

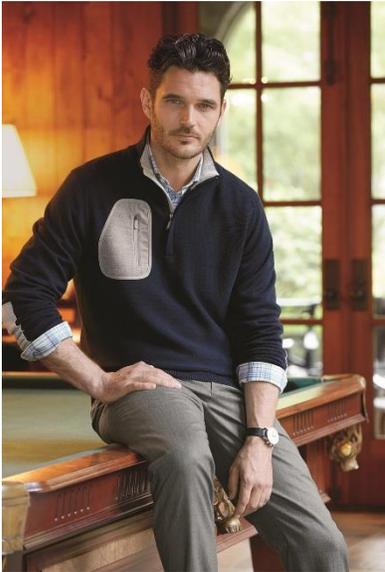


Bobby Jones®

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## Who was Bobby Jones, the man?





## Bobby Jones, the Brand

- Launched in 1989 as the luxury sportswear arm of Hickey Freeman Tailored Clothing
- Premium product with premium pricing
- Business peaked in 2004
- Was a part of large corporate bankruptcies in 2009 and 2012
- Acquired by Jones Global Sports in 2014



## Brand Identity vs Brand Image

Brand Identity is:

What **WE**  
think and  
**WANT**  
consumers  
to think...



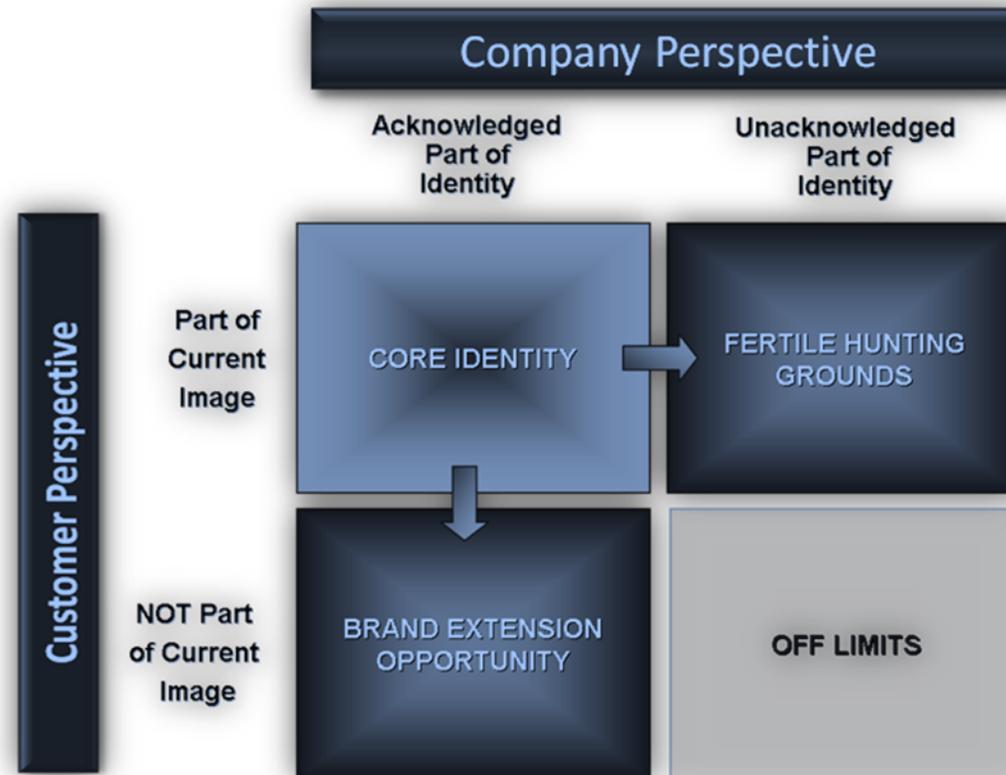
Brand Image is:

What the  
consumer  
**ACTUALLY**  
thinks right  
now...



# Brand Identity vs Brand Image

Re-Defining and Expanding a Brand



## Brand Identity vs Brand Image

Failure to Expand the Definition

What do these three have in common?

Pennsylvania

Reading

B&O

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They were Railroads....

That might have become Transportation Companies

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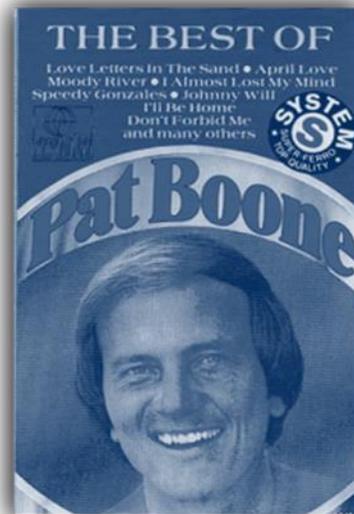
All extremely lucrative companies and brands that no longer exist because they defined their business and their brands too narrowly.

## Brand Identity vs Brand Image

Failure by Over Expansion of the Definition

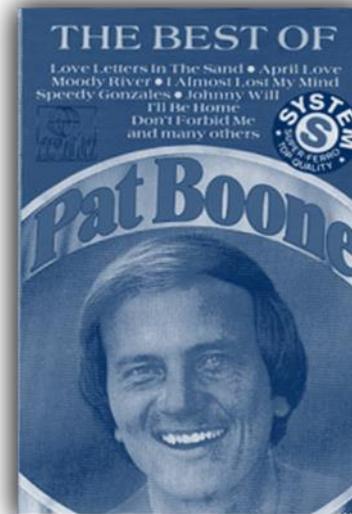
Pat Boone was a successful pop singer in the United States during the 1950s and early 1960s. He sold more than 45 million records, had 38 top-40 hits, and appeared in more than 12 Hollywood films.

Brand Identity



=

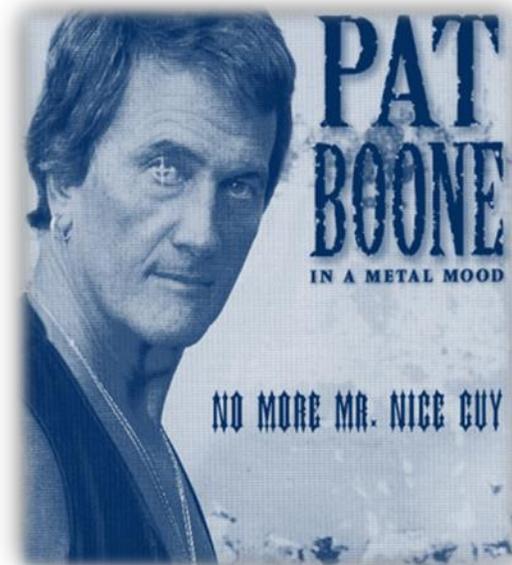
Brand Image



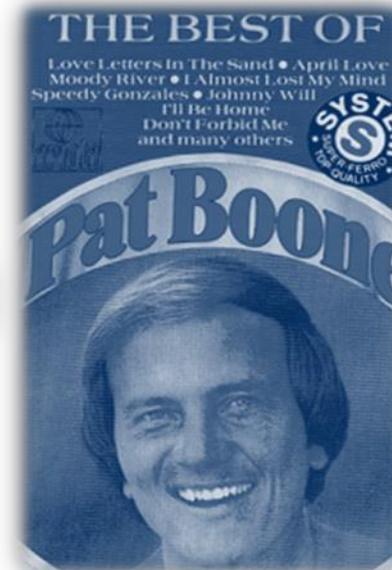
## Brand Identity vs Brand Image

Failure by Over Expansion of the Definition

In 1997, Boone released [\*In a Metal Mood: No More Mr. Nice Guy\*](#), a collection of heavy metal covers. To promote the album, he appeared at the American Music Awards in black leather.



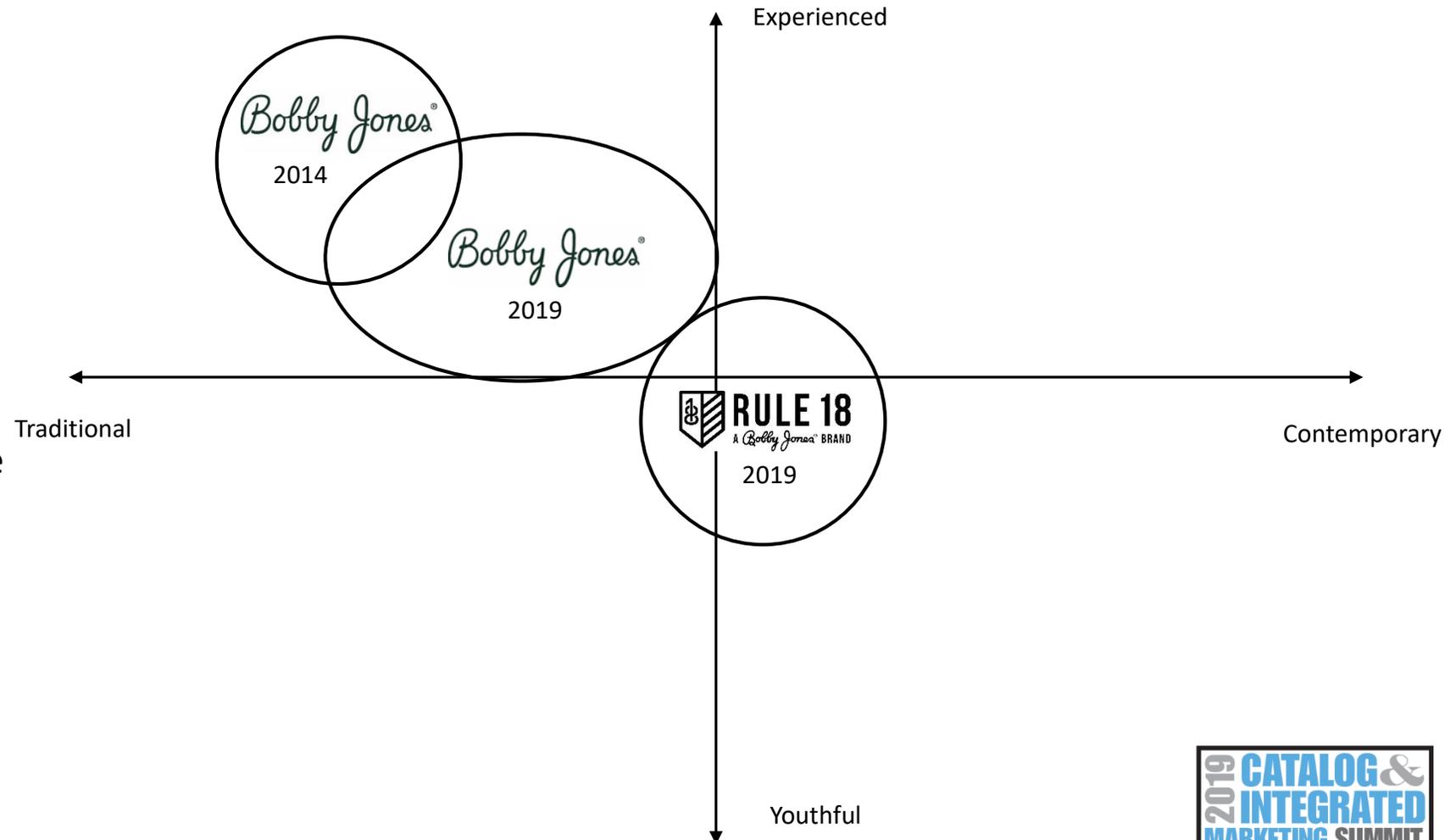
Brand Identity



Brand Image

## Re-Defining and Expanding Bobby Jones

- Clearly define ourselves as a premium men's sportswear brand
- Accept that the core consumer has aged and we need to reach a younger audience without completely alienating the core
- Balance the product assortment to align with Brand Image to maximize revenue and Brand Identity to allow for expansion.
- Be authentic and strive to be great, not big. Communicate our passion and motivation vigorously
- Be clear, compelling and consistent



## Clear, Compelling and Consistent Communication

### Print

### E-Mail

### Social and Digital



Bobby Jones®

15% OFF + FREE SHIPPING ENDS TOMORROW

**GOLF. LIFE. STYLE.**

The Bobby Jones brand delivers excellence as genuine as The Legend himself, with our collection of golf performance and lifestyle apparel for men and women.

FOR A LIMITED TIME ONLY  
**20% OFF YOUR FIRST ORDER + FREE SHIPPING**  
FIND YOUR NEW FAVORITES

**PERFORMANCE**  
Always advancing, always authentic. Performance wear that looks great on and off the green.  
[SHOP NOW](#)

**LIFESTYLE**  
From the office to dinner, clothes that get you through the day.  
[SHOP NOW](#)

**FOLLOW THE BOBBY JONES LIFESTYLE**  
@BOBBYJONESGOLF ON INSTAGRAM

[FOLLOW US ON INSTAGRAM](#)

**About Bobby Jones THE LEGEND**  
Best known as the only golfer to win all four major tournaments, the Grand Slam, in one calendar year, Bobby Jones is legendary not only for his exemplary sportsmanship, but also for his classic personal style.  
[LEARN MORE](#)

POLOS	SPORT SHIRTS
SWEATERS	PANTS
SPORT COATS	OUTERWEAR
PERFORMANCE	WOMENSWEAR
COLLECTIBLES	REQUEST CATALOG

SALE

bobbyjones.com | 888-776-0076

bobbyjonesgolf • Follow

bobbyjonesgolf Celebrating the birthday of Bobby Jones, born on St. Patrick's day in 1902. A life well lived and grounded in the virtues of integrity, honor, responsibility and respect is truly something to celebrate.

4w

bl723 The Greatest of All Time

4w 1 like Reply

111 likes  
MARCH 17

Add a comment... [Post](#)

## Clear, Compelling and Consistent Communication

### Influencers and Authenticators



## Infusing Soul Back into your Brand

- What is the soul of your brand?
  - Why do people buy your products or service?
  - Where are the emotional connections to your consumers?
  - What makes them engage?
- How does your brand or service fit into their life?
  - Realize there are many different reasons across all of your consumers.
  - Once you understand that, you can look for logical ways to extend your brand with them.
  - Share those reasons and experiences with your consumers and prospects to create a community of people and get a conversation started. Reviews and referrals come from here.
- The answer can be elusive at times because it's not always tangible.
  - For Bobby Jones, the idea is aspirational. It's theater and emotion. We are not a need based business.
  - Our products won't make our customers better people but we can make them think.
  - We are built around the life and character of a world class human being that is aspirational.
  - We strive to help them find their "good life" whatever that happens to be.

## Infusing Soul Back into your Brand

### the good life...

The good life is hiding in all of life's little moments. It's there in the fast and furious breakfast that gets the family started in their day so you can tackle yours. It's in the noisy rush hour traffic as you jockey for position and smile because no coffee has been spilled. It's in the excitement of turning left after five days of turning right. It radiates from the first foot prints breaking the dew across the fairway. It's in the one putt as much as it is in the three putt. Clearly, it's wrapped in the camaraderie of the competition. And there it is again, knowing it's time to go home but with the chance to do it all over again.

This is your good life....it's everywhere.



[www.bobbyjones.com](http://www.bobbyjones.com)

## Navigating “Big Data” as a Small Company

- Find the right partners!
  - Being a generalist is great but surround yourself with experts
  - Own your brand voice to ensure consistency across platforms especially with 3<sup>rd</sup> party providers are a part of the process
- We believe strongly in print to showcase our brand and present the purest form of the brand vision.
  - The most invasive (is a positive way) form of marketing is a catalog in a mailbox.
  - In a digital world, compelling creative in print is a wonderful reprieve.
  - The data obtained through the process is an incredible asset if used properly...see find the right partners.
- Every brand requires its own unique balance of marketing and communication tools.
  - Trial and error is the only path to discovery. Test. Learn. Adapt. Repeat.
  - There is a reason email and digital are relatively inexpensive and fast. Don't be fooled by impressions when conversions matter most.
  - Work hard to produce clear, compelling, consistent content that resonates with your consumers...don't just be part of the noise.

## Navigating “Big Data” as a Small Company

When people say  
“Omni-Channel” my  
mind immediately  
goes here:



## Navigating “Big Data” as a Small Company

Find the right partners and it should feel a bit more like this:



# Thank You!

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*Bobby Jones*<sup>®</sup>

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**cohereOne**  
NEW PATHWAYS. BETTER OUTCOMES.

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