

WHO CAN COME UP WITH THE MOST CREATIVE, COHESIVE BRANDING CONCEPT? TOP PRIZE IS \$100 GIFT CARD!



Branding Competition





The Game Plan

Broken Down in Three Parts ...

1.

A quick presentation on branding. What is an author brand? Why is it important? How do you build one?

2.

Use the competition brief to build a creative and innovative author brand. All 10 elements must be present to qualify for the top prize.

3.

Present your brands and cast your anonymous vote for the best one. (You cannot vote for yourself!)

Author Brand

Defined

“A brand is what other people say about you when you’re not in the room.” - Jeff Bezos



WHAT IS IT?

Brand is everything people perceive you as. It’s your personality, every word you write, the fonts and colors you use, the way you make people feel when they read your books or screenplays, watch your films or visit your website.

ELEMENTS

- Aesthetics
- Online interaction with readers/watchers/players
- Social media contributions
- Website
- In-person interactions with readers/watchers/players
- Personality
- Brand voice
- USP

WHY IT MATTERS

As an author who is fully in control of his/her/their brand, you can more easily attract your ideal readers/watchers/players and they will form a deeper connection with you.

If you create a strong, authentic brand that connects with the right readers/watchers/players, you will never have to ‘sell’ your work.

Author Brand

Things to consider



Core Beliefs

What do you do, and why do you do it? This is the heart and soul of your brand. Your core beliefs. It's your worldview and the values that inform every aspect of your brand and your work—and the vision you have for your writing that you will never compromise on.

Goals

What are the main goals, themes, and intentions of your author brand?

Audience

Who is your audience? These are the people you wish to experience your work and who will benefit most from doing so. They are the people that encourage you to keep at it, inspire you to reach and grow, and will generously help bring more cohorts into the fold.

Competition

What does the current field look like? Who is your direct competition?

USP

What is your unique selling point? This is the experience you create for your fan—your difference (or your own special sauce)—and the benefit it brings.

Examples

What can an author brand look like?

Romantic Comedy Writer Jami Albright

Branding for the “Brides on the Run” series.



Best-selling Crime Writer Michael Connelly's site

Branding for website header.



Super Mario Galaxy

Mascot-driven branding.



Your Challenge

Should you choose to accept it ...



Create an

innovative, interesting, dynamic, original, captivating, inspired, breathtaking, mind-warping, showstopping, heart-pounding, amazing, relevant, well-rounded, thoughtful, intelligent, strategic, meaningful, and undeniably, overwhelmingly brilliant

Author Brand

RULES:

- You can work individually or in a team of two.
- Brand must be centered on a novel writer, screenwriter, or game writer.
- Brand can be for you OR for a fictional writer.
- You cannot create a brand for an already existing author (e.g. Stephen King or Quentin Tarantino).
- You can research existing author brands for inspiration/direction.



Brand Inclusions

A clear brand definition

Clearly stated mission, vision, and goal of the brand

Brand reputation

What three words do you want people to associate with your brand and why?

Your target audience

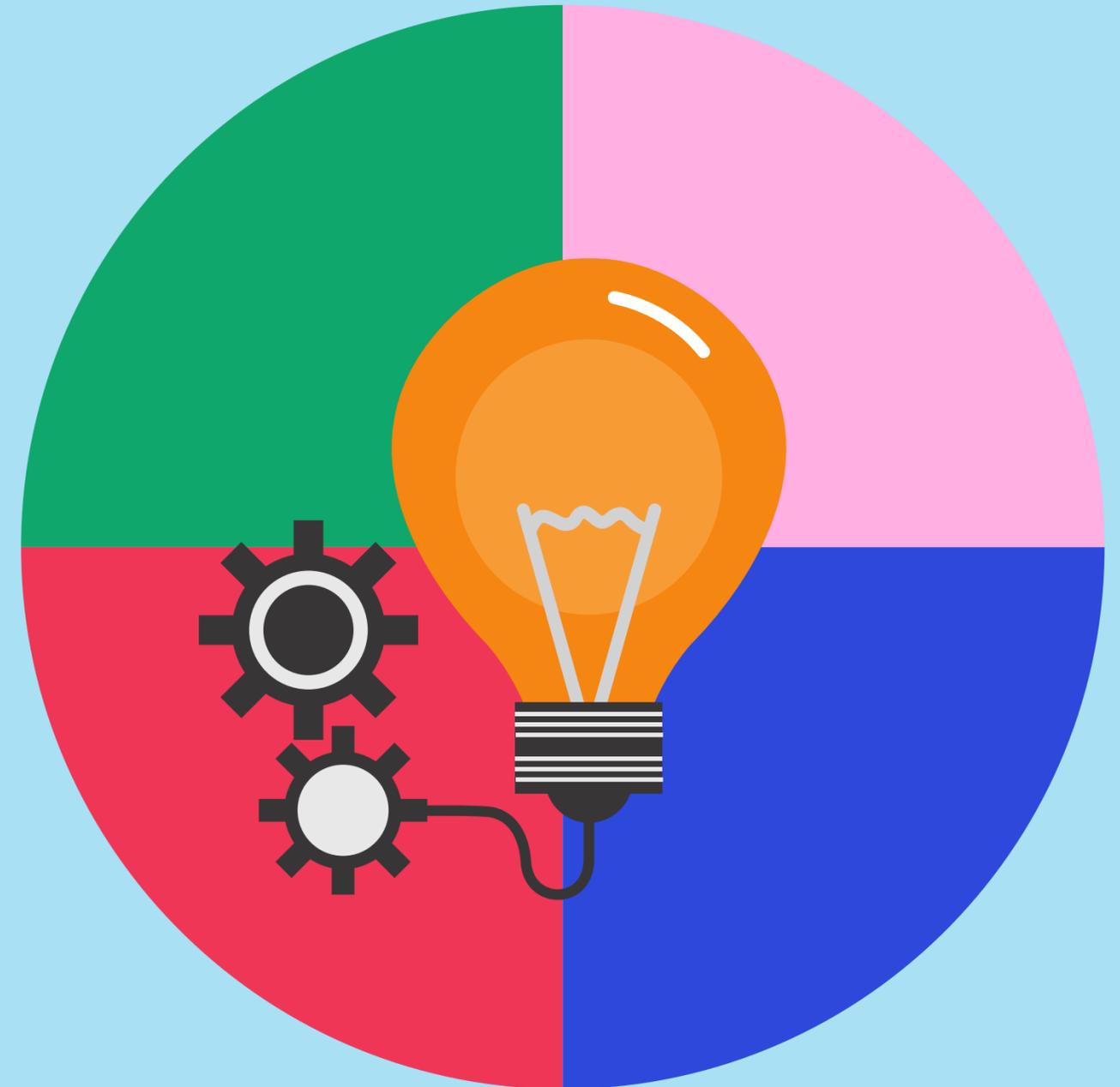
Who is your target audience? Be specific.

Your USP

Who is your competition (i.e. your contemporaries) and what distinguishes you from them?

Brand strategy

What steps will you take to reach your identified audience with you identified author brand?



Brand Visuals

Create TWO of the following:

A Style Guide:

You'll use this to establish the colors, fonts, images, and other visual elements that quickly convey who you are.

OR

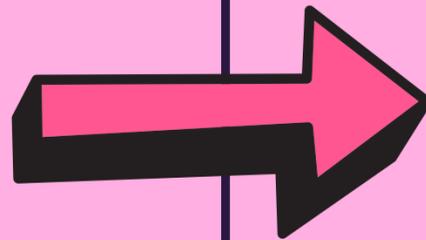
A Mood Board:

A collection of photos, colors, typography, locations, characters, and more that both move and represent you.

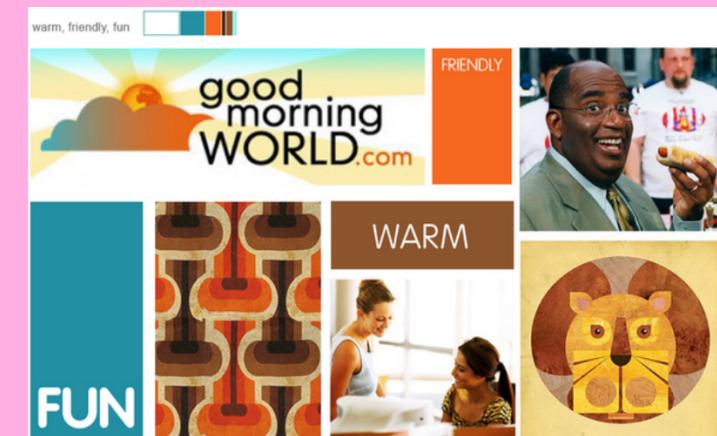
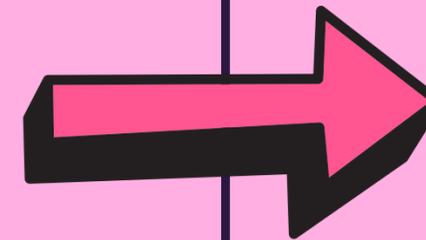
AND

Cover Art:

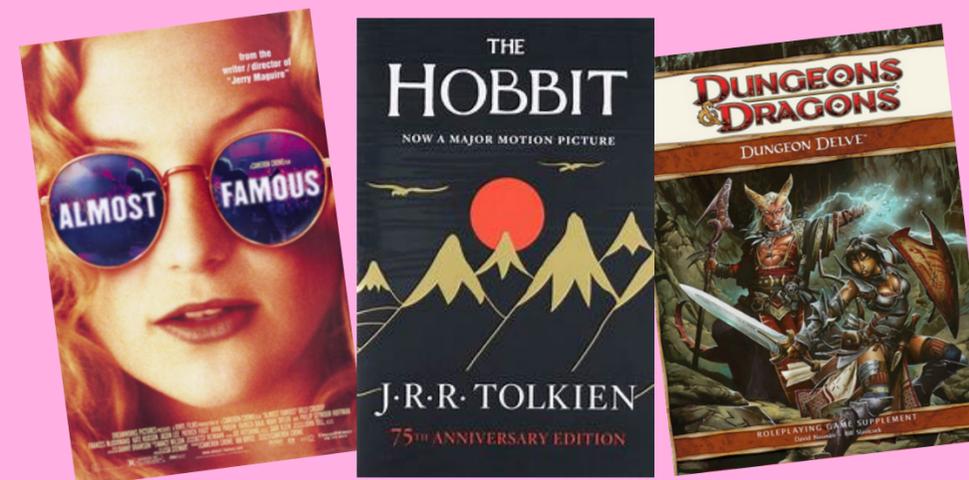
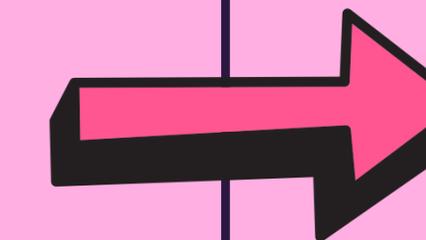
A book cover, movie poster, or video game art.
Be prepared to explain how it is tailored to your brand.



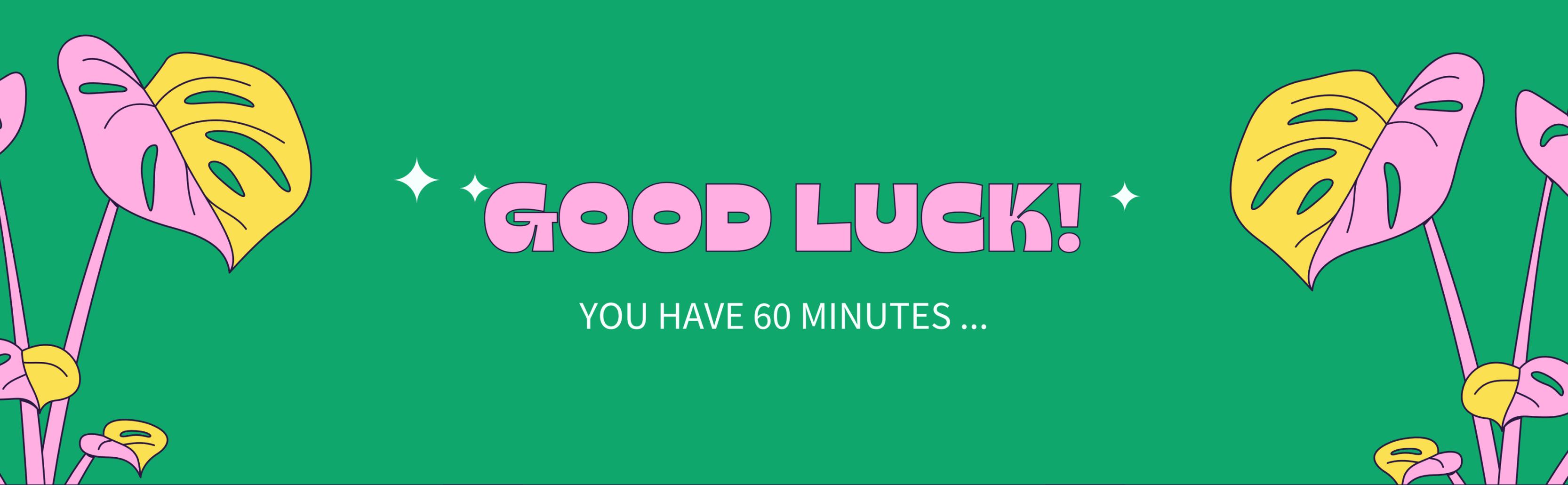
- YA
- Whimsical
- Fun/ny
- Light-hearted



- Warm
- Fun
- Friendly
- Quirky



- *Almost Famous*
- *The Hobbit*
- *D&D*



◆◆ **GOOD LUCK!** ◆◆

YOU HAVE 60 MINUTES ...

Present your brand

All brand inclusions and design elements must be present.

Cast your anonymous vote for your favorite brand.

You CANNOT vote for yourself!

1 winner gets a \$100 Gift Card

OR

2 winners each get a \$50 gift card