

Kathy Binkley

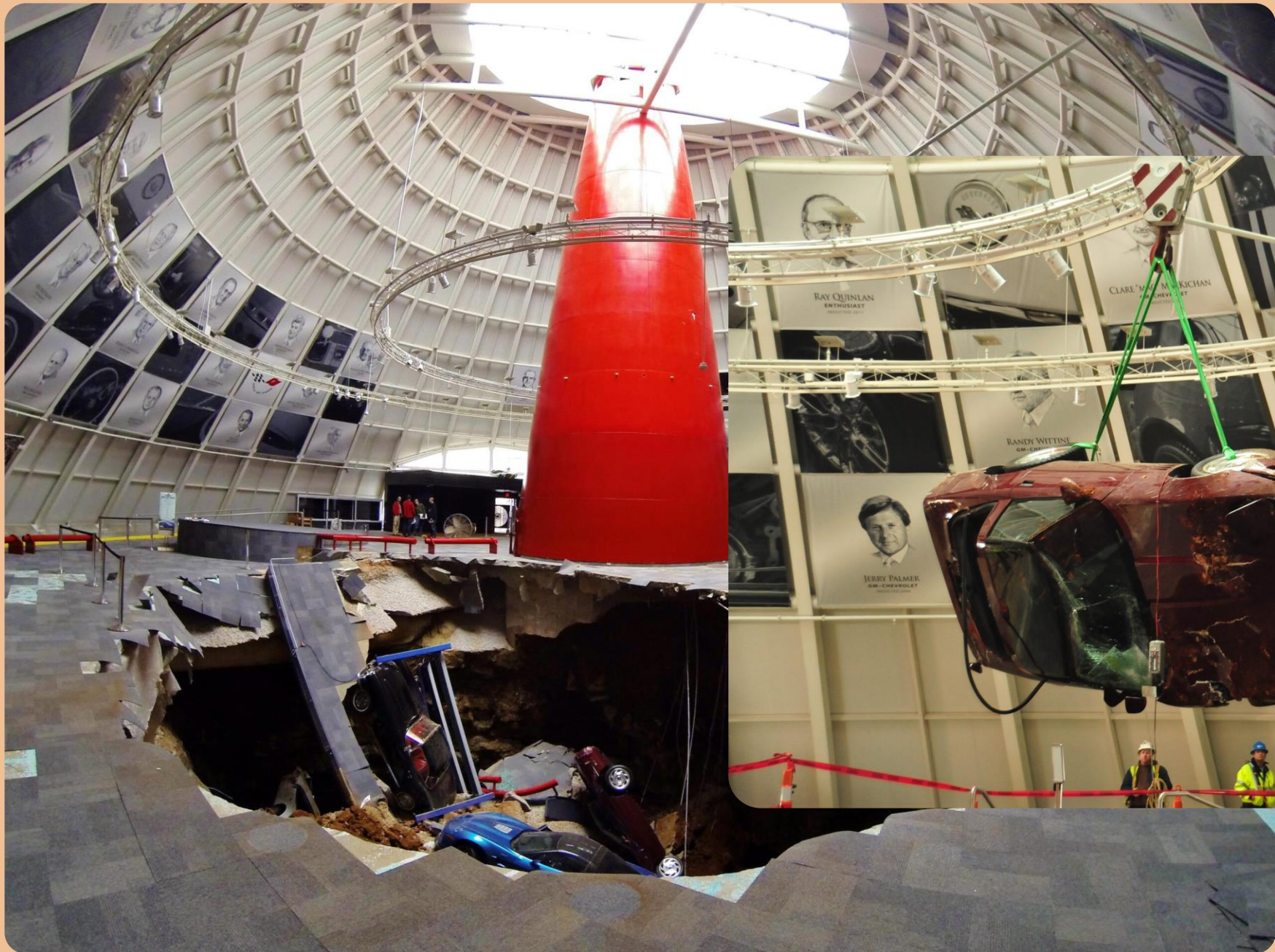


DIRECTOR, BRAND STRATEGY









one north

A TEKsystems Company

The Geology of Brand



EARTH
SESSION

Kathy Binkley

DIRECTOR, BRAND STRATEGY



**“What do you mean
by brand?”**

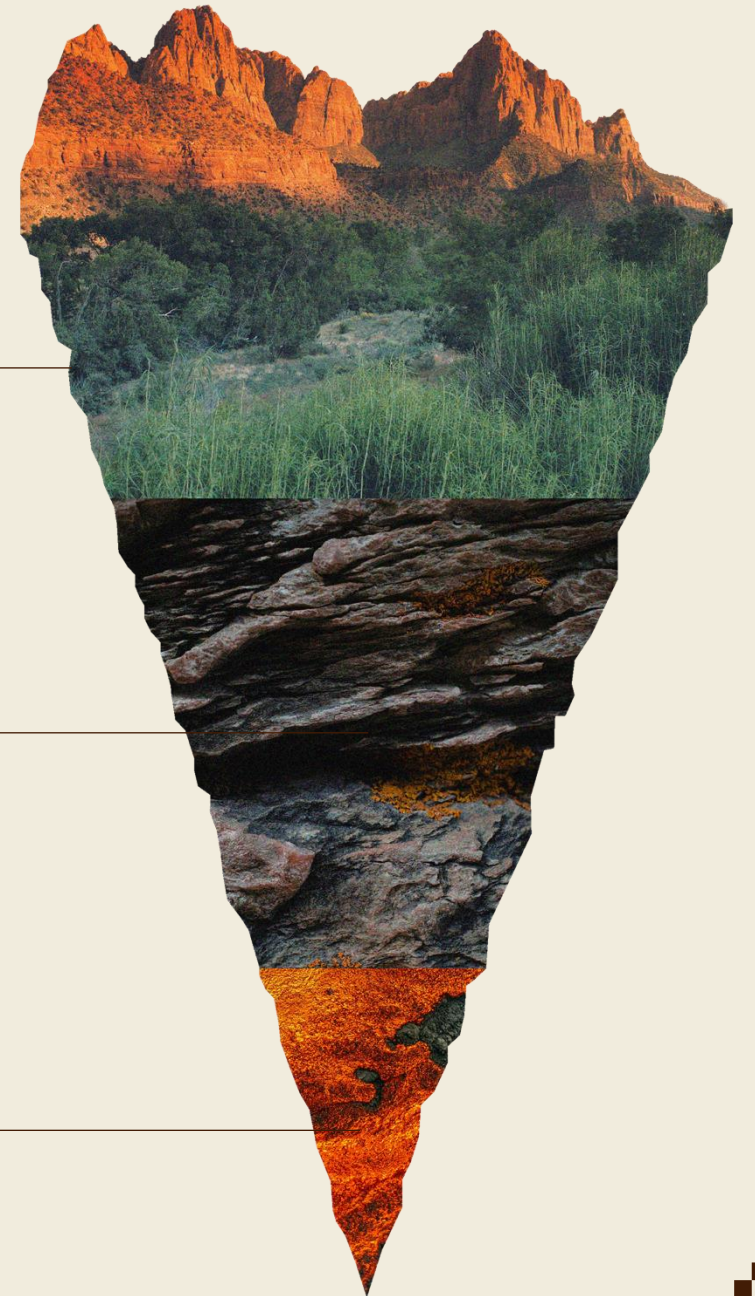


The Geology of Brand

Surface

Pressure

Core



The Geology of Brand

Surface Layer

What you see, what you touch.



The Geology of Brand

Pressure Layer

Where real forces are always in motion:
Tectonic plates grinding against each other.

Market shifts, economic pressure, competitive
disruption — this is where opportunities get made
and unmade.



The Geology of Brand

Core

Dense, slow-moving, malleable.
It doesn't react to every tremor above it.
It *holds*.

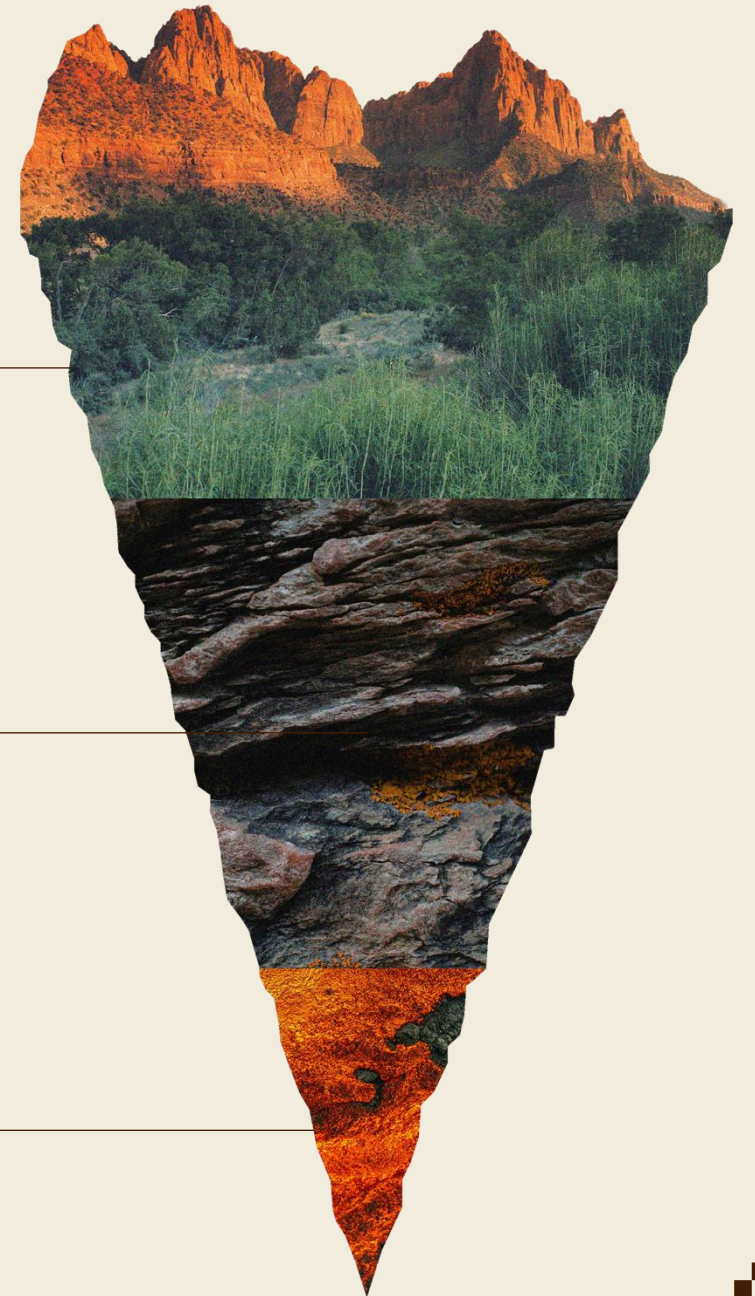


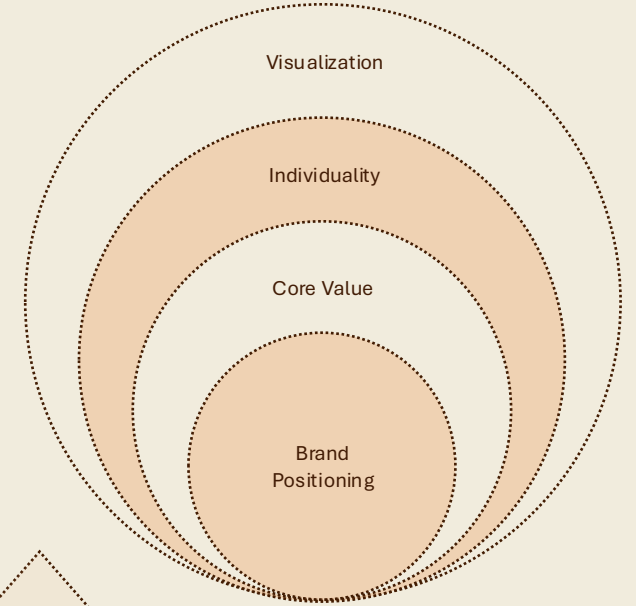
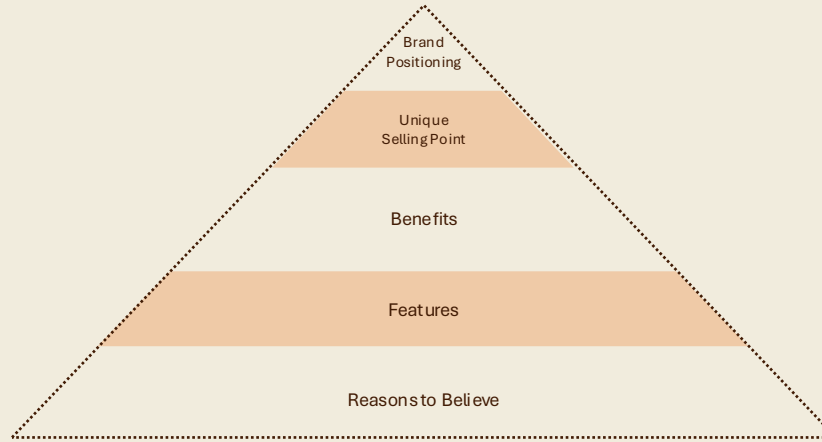
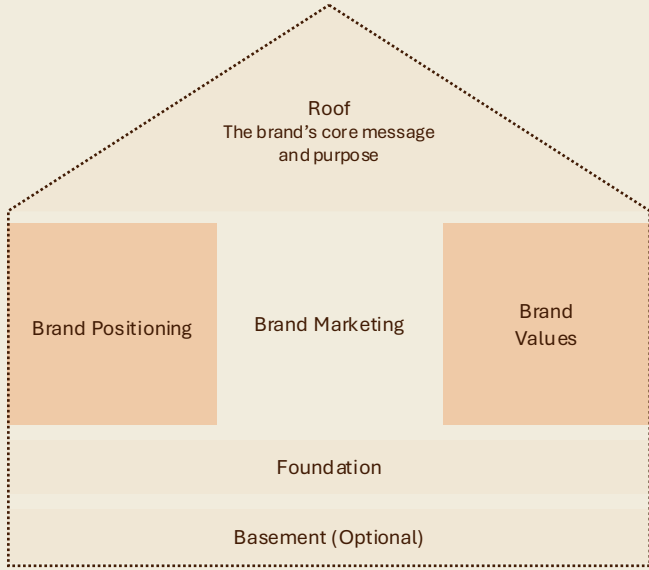
The Geology of Brand

Experience

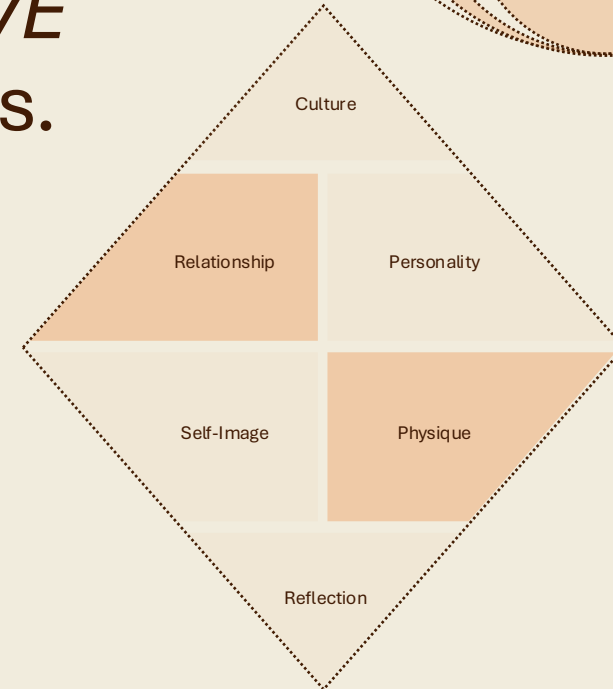
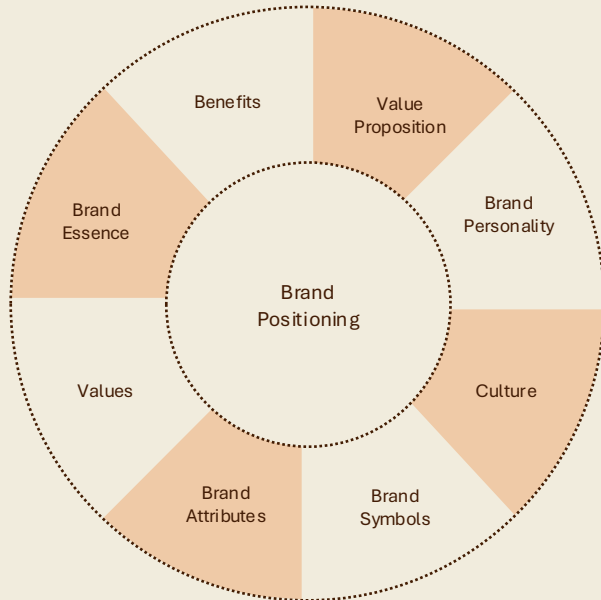
Validation

Identity





Brand people *LOVE* brand frameworks.

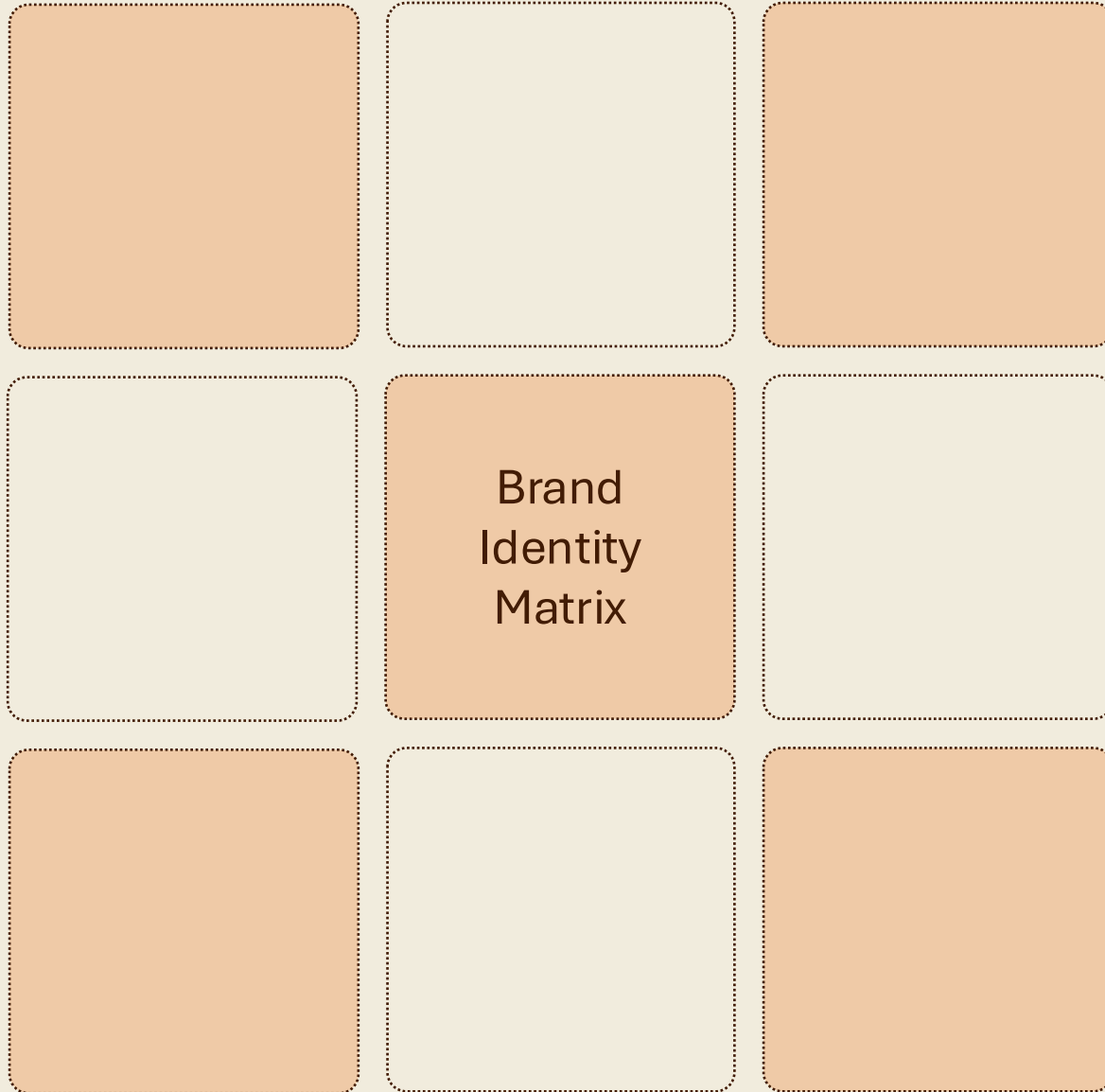


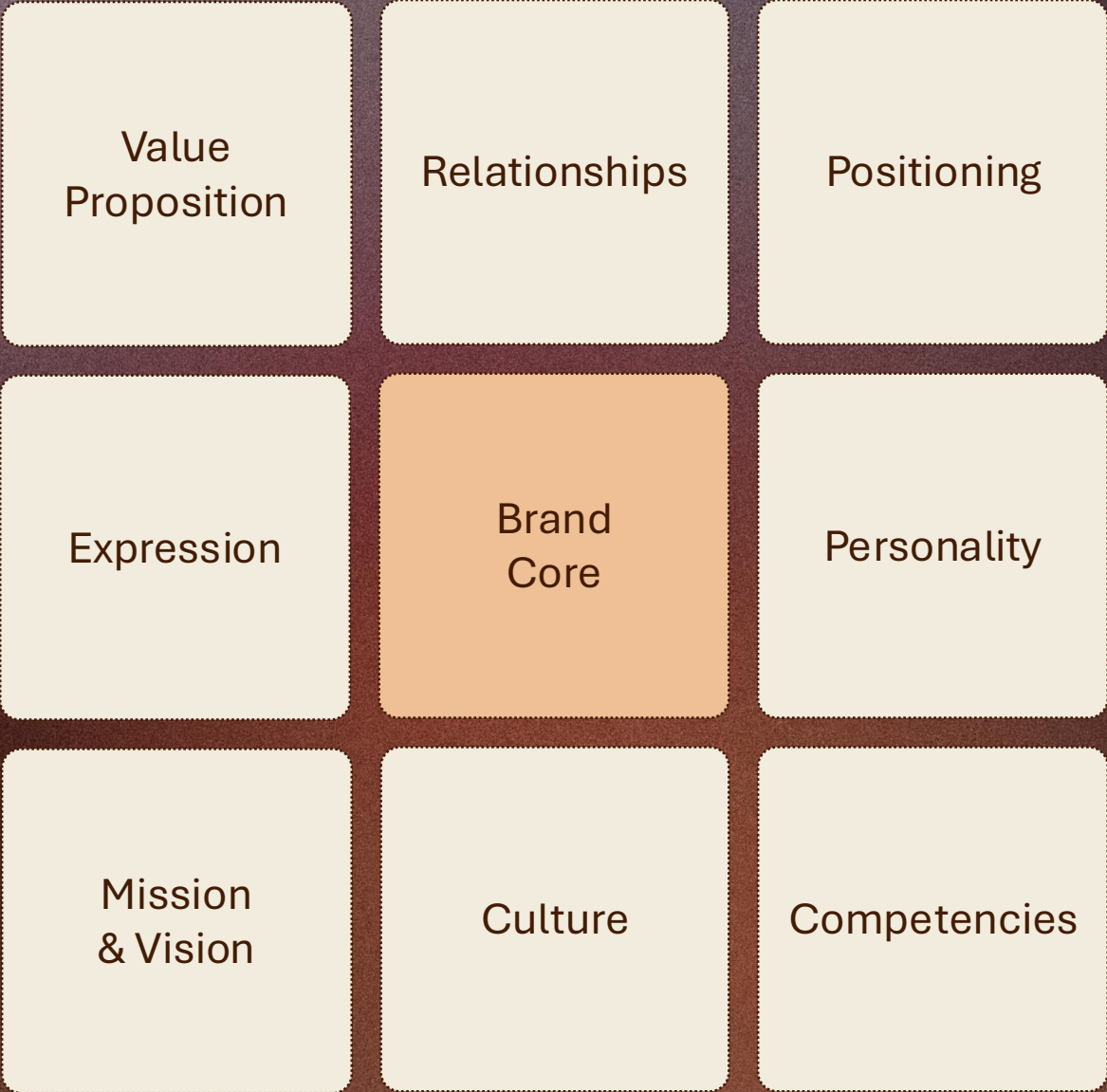
“All models are wrong,
but some are useful.”

George E.P. Box

BRITISH STATISTICIAN







Value
Proposition

Relationships

Positioning

Expression

Brand
Core

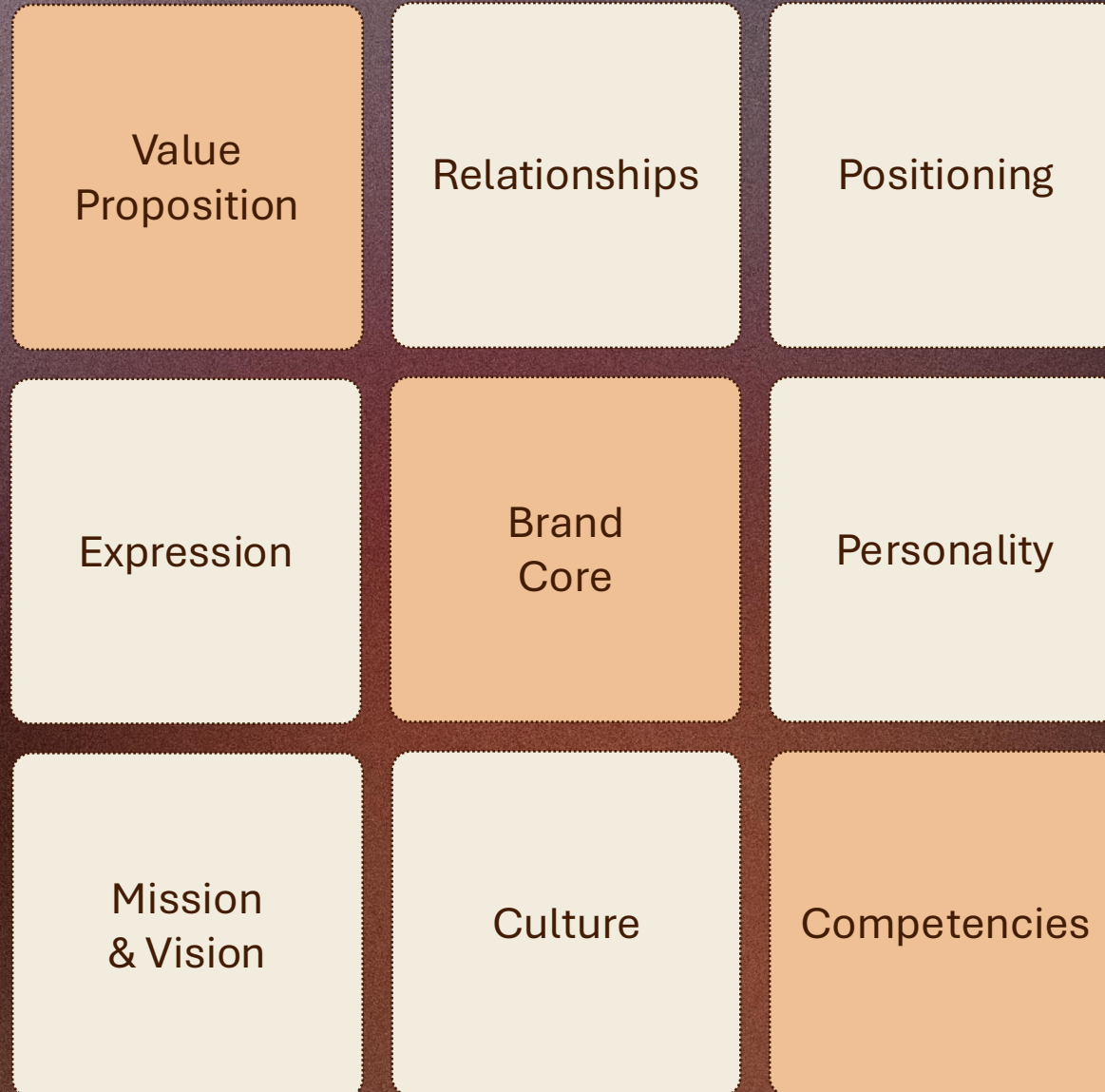
Personality

Mission
& Vision

Culture

Competencies



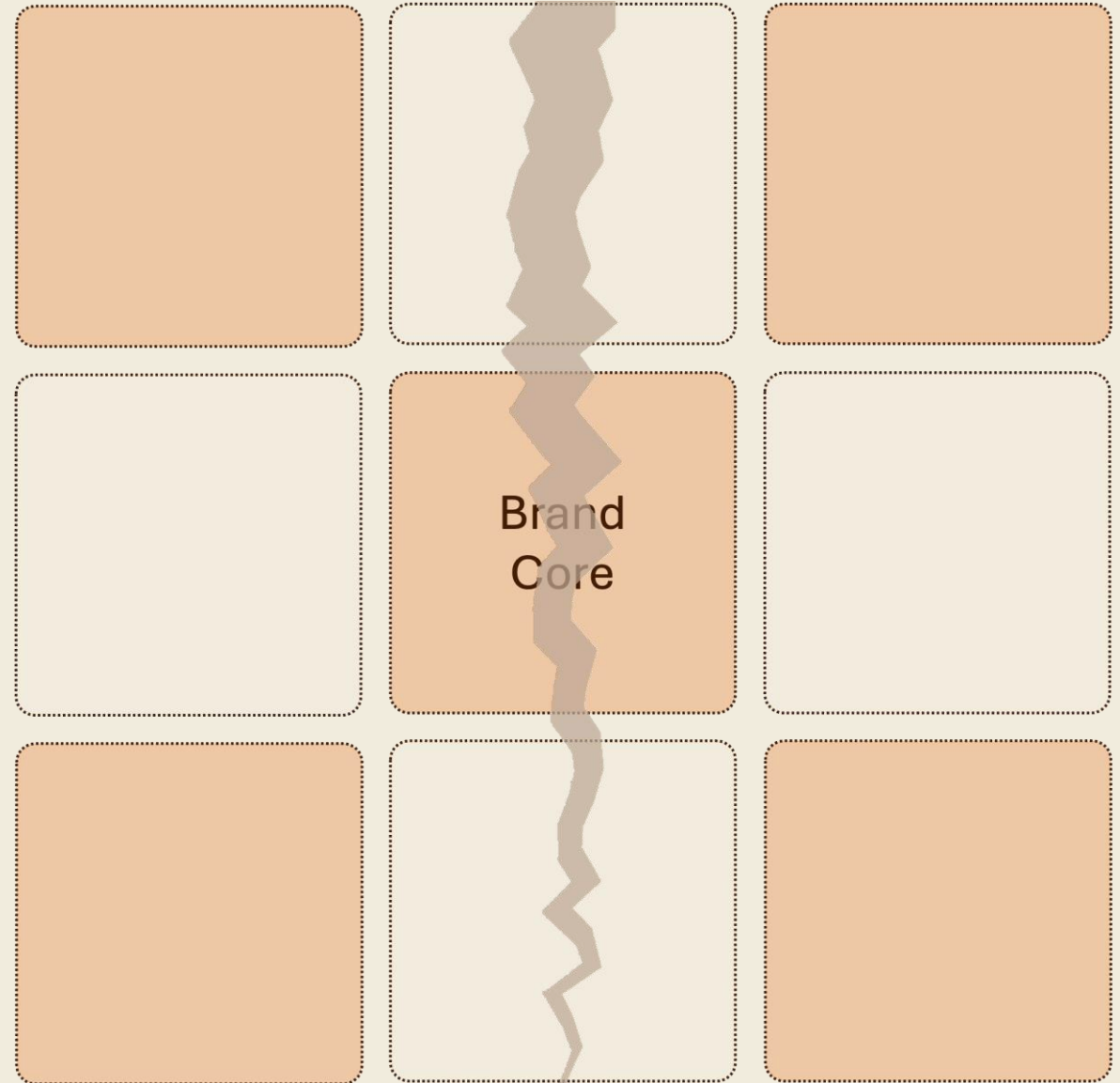


“But I don’t do branding.”



The Stress Test

If the assumption breaks,
does our identity break?







5.23 USD

+ Follow

-78.58 (-93.76%) ↓ past 5 years

May 6, 11:52AM EDT • [Disclaimer](#)

1D

5D

1M

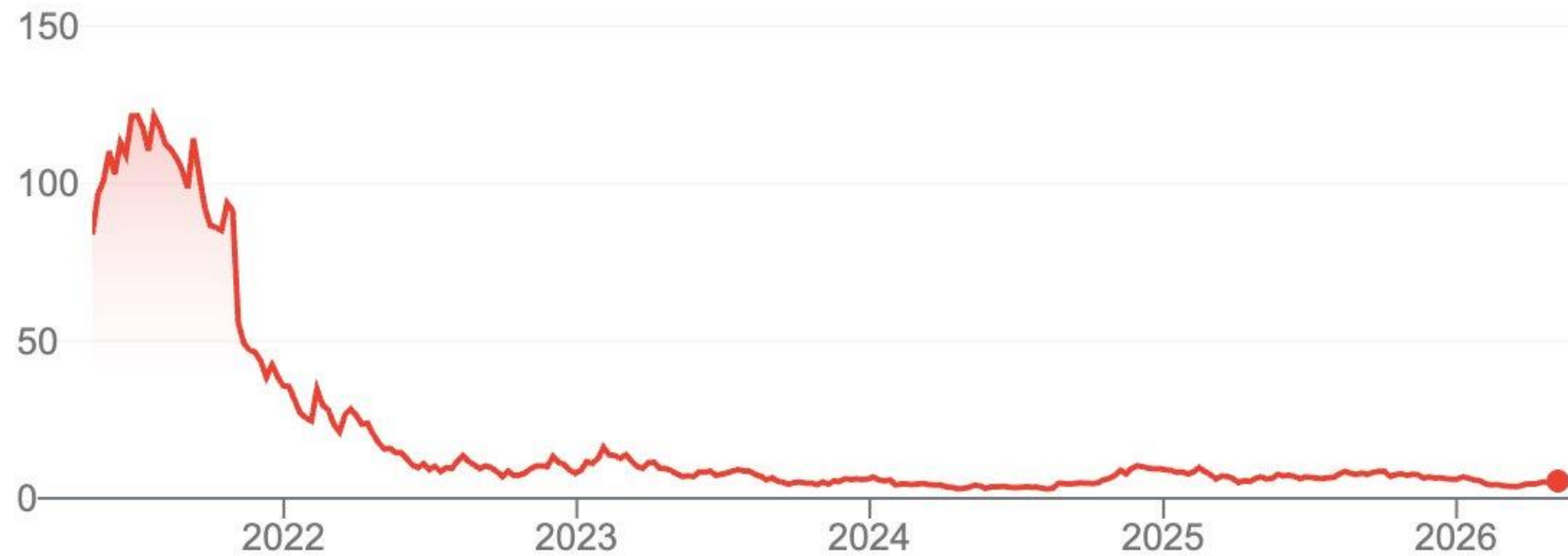
6M

YTD

1Y

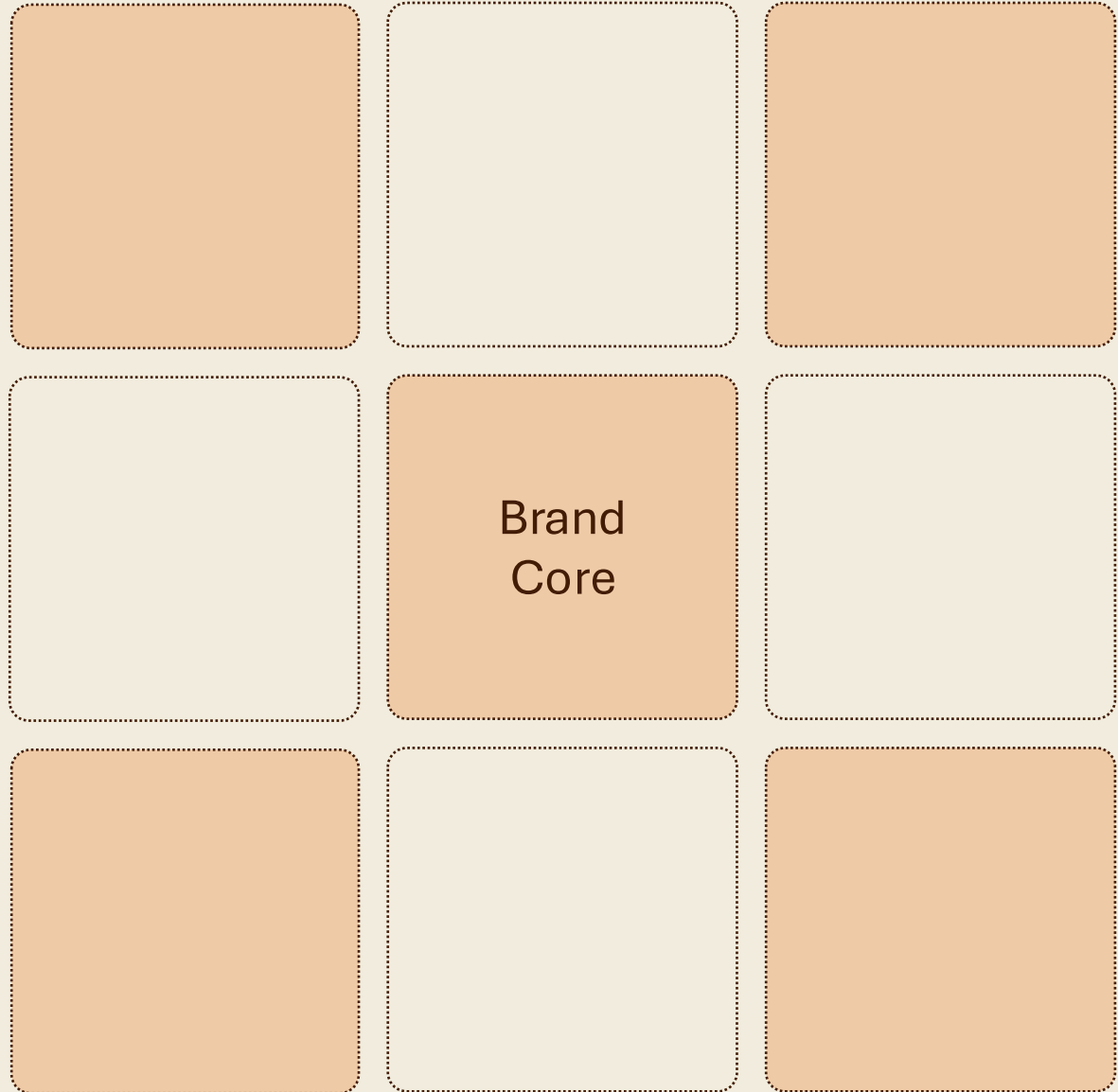
5Y

Max



The Decision Test

When there is no easy answer, does our identity help us decide?





allbirds





CNBC REAL-TIME

ALLBIRDS INC BIRD

10.91

+8.42 +338.16% ▼

MARKET CAP: \$95M



VIDEO 02:42
ALERT

STOCKS ARE HIGHER

NASDAQ TRYING FOR 11-DAY WIN STREAK

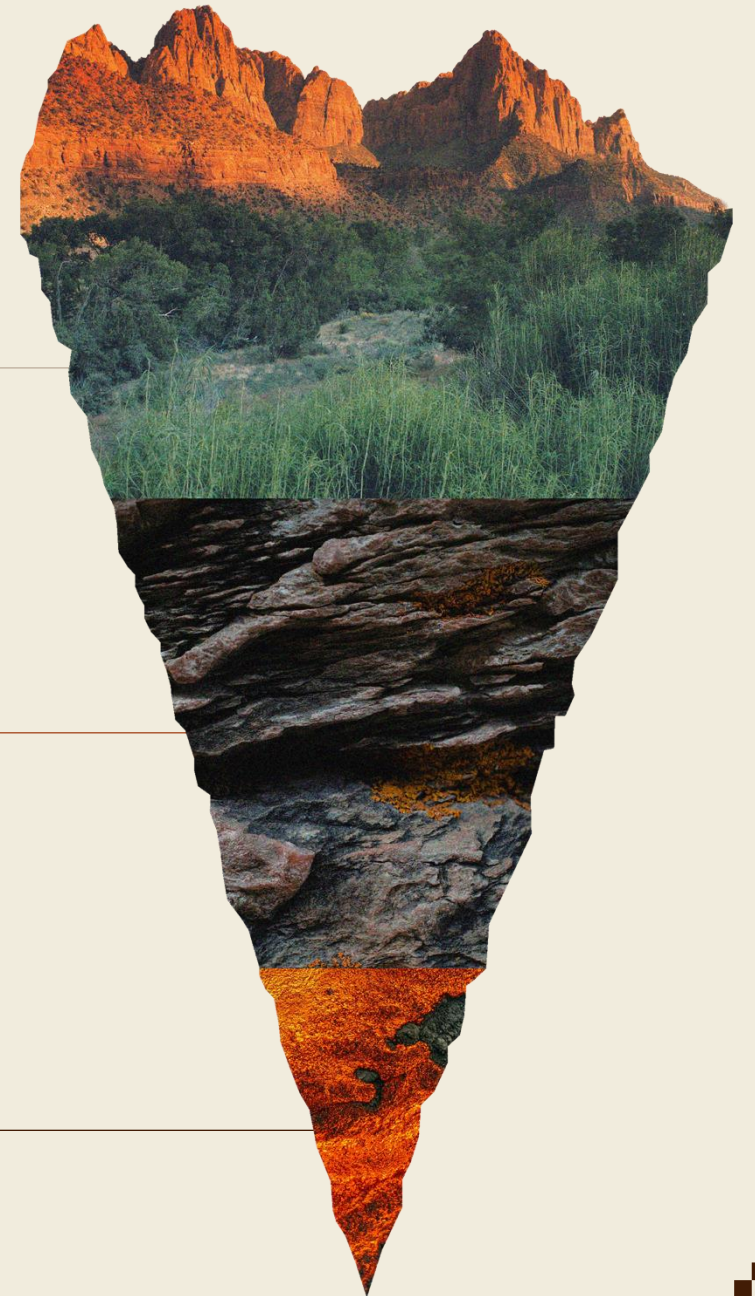
'This is ridiculous', says Jim Cramer on Allbirds announcing it is transforming into an AI company

STOCKS+
CNBC+

Surface

Pressure

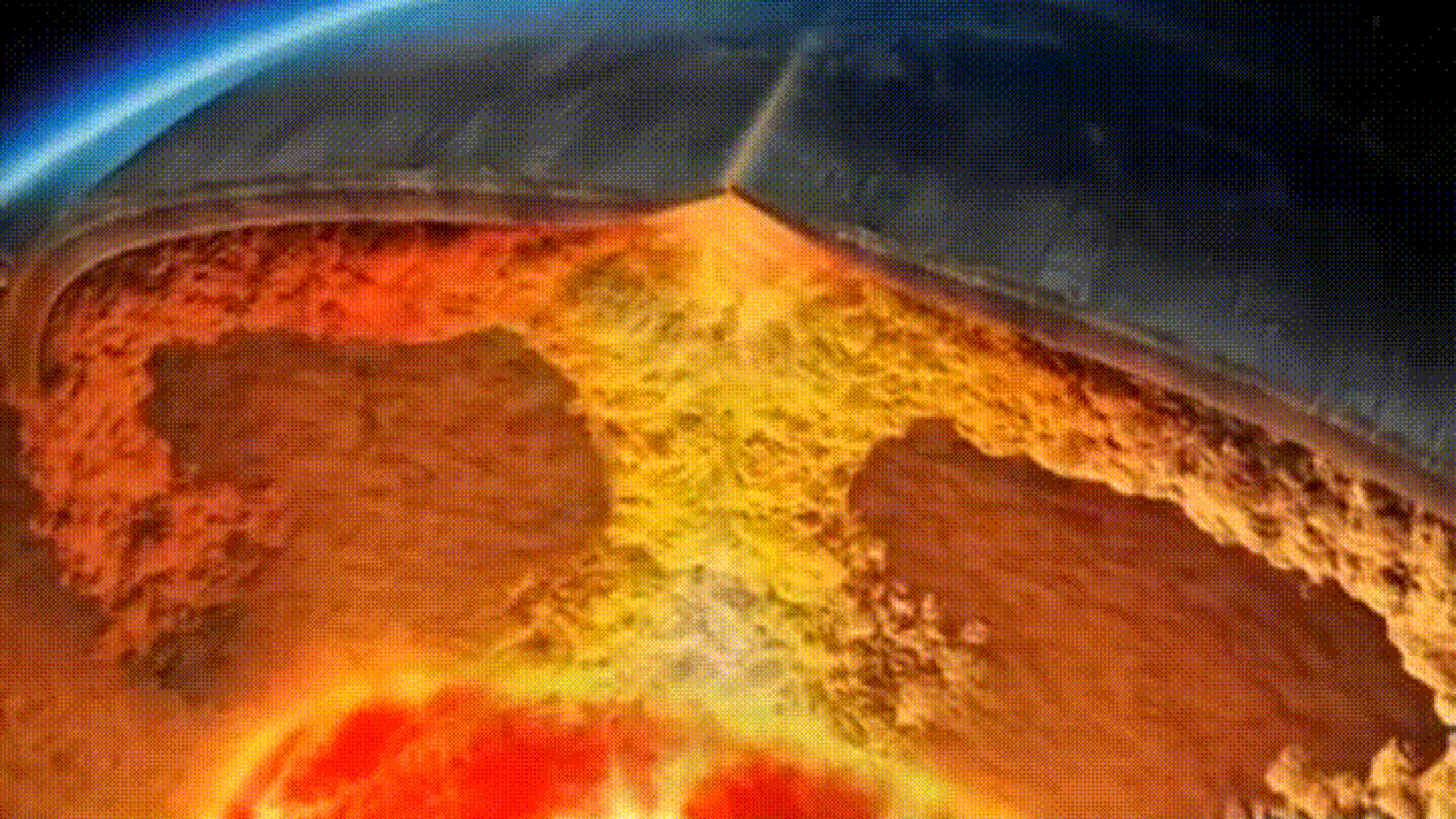
Core



Pressure Layer

Where Strategy Meets Reality





**“Didn’t you tell us
this last year?”**



A Quick Primer on Synthetic Research



If You Are Asking Yourself:

01

What value propositions resonate?

02

What features matter most?

03

Which market opportunity is the strongest?

04

How much would people be willing to spend?

Rapid Validation Testing for Changing Conditions

01

Screen

Run a survey to gauge interest, problem urgency, and willingness to consider solutions.

02

Validate

Test, demand, and identify what drives purchase decisions.

03

Size & Scope

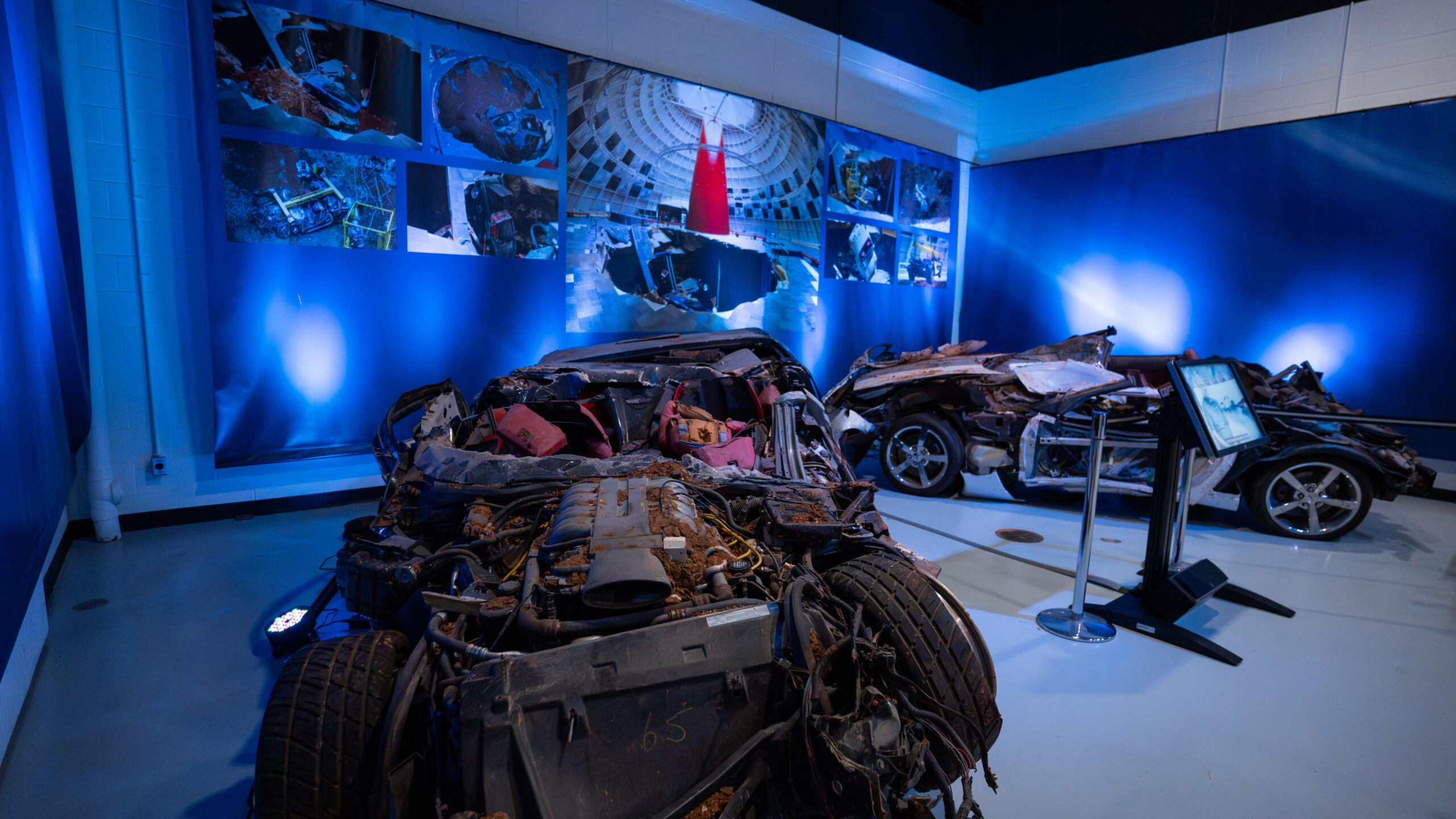
Size the market, segment the audience, build personas, and quantify the opportunity.

04

Position

Define how to win—identify entry points, test messaging, and use customer language to understand their needs.





Stop polishing
the surface.



Stop polishing
the surface.

*Start designing
the layers.*



Thank you.

One North is a digital experience agency that combines curiosity, scale, and agility to shape the future.

As part of TEKsystems, a leading provider of business and technology services, we offer boutique solutions to solve complex problems. Our multidisciplinary teams of strategists, designers, and technologists excel in research and discovery, experience strategy, design, experience management, and technology implementation. Whether clients are establishing a vision for an experience or optimizing an existing one, we help businesses understand their audiences, design experiences, maximize technology, and bring their digital ideas to life. The world's most successful companies rely on us to forge the future through electrifying work that sparks innovation and drives results.

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