

NRR: The Power of the Brand

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I love stories of the little guy winning in business, “How we did it...” stories.

A story of a business ascending to the top of their respective market not by way of money but by using the most valuable currency there is in business today,
The Brand!

Some Brands that come to mind are Vineyard Vines & Vita Coca both of which are Votacall Customers. Shameless plug?

Sure, some may see it that way, but honestly they're 2 Brands that get what it means to be a Brand.

Know Who You Are!

A Brand that challenges a packed market understands that their strength is in their story.

Vineyard Vines and Vita Coca started from humble beginnings.

Coincidentally, both companies were started by 2 people who stumbled on what they believed to be a gap in saturated markets, Clothing & Soft Drinks.

Think about that for a second.

Erase what you know about these 2 Brands as they are today.

At one point, they were just a conversation, an idea that many didn't believe could succeed because of the crowded markets they were trying to penetrate.

HOW Questions...

- *How would they compete?*
- *How would they not simply blend in, become part of the crowd?*
- *How could they succeed when they knew very little about the market?*
- *How...How...How...???*

The more “How?” questions, the more the idea can seem crazy.

Fight or Flight

This is when the Brand is truly made or lost, when the Fight or Flight response kicks in.

Why did the people behind these 2 brands decide to fight?

Because they believed that they were not simply positioning another Tie or Drink in crowded markets that are already owned by giants.

In fact, they were not positioning a product at all.

They were positioning a story, a message, a Brand! The rest is history.



Storytelling

I recently read an article about the rise of Canada Goose. What I knew about the company was extremely limited. From my vantage point, Canada Goose burst on the winter apparel scene 5 years ago.

The winter would roll around and I would see everyone wearing the typical North Face and LL Bean jackets.

Slowly a new winter jacket started showing up, sprinkled in amongst the standards, with a cool patch and a look of supreme warmth.

Where did this company come from?

Canada Goose wasn't born in the 21st century.

In fact, Canada Goose was started by a Polish Immigrant to Canada in 1957. That's right, Canada Goose is over 60 years old. However, up until the 21st century Canada Goose was not a Brand.

The majority of their business came from Private-Label commissions for military and businesses alike. There was no Canada Goose, the Brand and it was killing the company.

Removing the Golden Handcuffs

In 2001, Dani Reiss became the CEO of the company started by his Grandfather and run by his Father. Dani knew that the Private-Label business had to go in order to make way for the Brand Canada Goose.

This was a risky move as the Private-Label business had kept the company afloat for so many years. But Dani knew that it was also the reason that Canada Goose couldn't grow.

Nobody knew Canada Goose existed and that was a huge problem.

So, he put a plan in place to slowly but surely do just that. Now it was time for Canada Goose to position themselves as a Brand and not just another winter apparel company.

They wanted to be known as a Canadian luxury brand much like Rolex is to the Swiss.

How would they get the message out?

The company didn't have the money for huge marketing ads and campaigns but they had an awesome product.

So Dani gave it to other Brands to use and in doing so gained the momentum and awareness needed to become a Brand. Dani gave Jackets away to National Geographic for their expedition to the North Pole. He outfitted entire TV and film crews working in cold locations.

People took notice, they took notice of the new winter jacket with that cool patch.

They took notice of the new Brand and boom, off it went.



From 2015 to 2019, Canada Goose has grown from a \$200 million to an \$800 million company which backs up my timeline from earlier...I'm not that out of it.

The Lesson

Canada Goose was always about the highest quality product.

It wasn't a change in the actual product that paved the way for their growth.

It was Canada Goose deciding it was time to own an identity, to become a Brand.

A Brand that allowed the company to re-enter one of the most competitive markets and win!

Own your Story, Own your Brand....

Own the Outcome!

Have a great week!

Andy

