

# REVEREND NAT'S IS NOT A CIDER COMPANY. IT'S A MARKETING COMPANY.

Nat West, Reverend Nat's Hard Cider  
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## The Marketplace's Three Clutters:

1. Product Clutter: *Too many products and services*
2. Feature Clutter: *Too many features in each product*
3. Advertising Clutter: *Too many media messages*

**Break through clutter with a brand.** Brands bring order out of clutter and build affinity. Brand affinity induces *more people* to buy *more things* for *more years* at a *higher price* and creates a **Unique Buying Tribe**.

A brand is a customer's gut feeling about a product, service or company. It isn't what you say about yourself. **It's what your customers say about you.**

## 11 BRAND QUESTIONS

### 1. **Who are you?**

Where does your passion lie? What gets you up in the morning? What is unusual about you?

### 2. **What is your mission?**

What is your mission beyond making money? What do you do? Have a clear sense of why you're doing what you do. Avoid grabbing at short term gains while incurring long term loss of identity.

### 3. **What is your vision?**

You need to be able to clearly articulate it to the outside world. Vision allows all team members to make their own decisions by referencing the vision and understanding the decisions of other people in the company.

### 4. **What wave are you riding?**

Differentiation while staying on a trend is very powerful.

### 5. **Who shares the brandscape?**

First-Mover Advantage + Popularity = Category Domination. Your category isn't "Cider", that is already dominated.

### 6. **What makes you the "only"?**

Find the white space - the Blue Ocean. A narrow category, point of differentiation, audience segmentation, market geography, need state and underlying trend.

### 7. **What can you add or subtract?**

Does doing something add value to your brand or just your revenue? Does adding something bring you closer to a bigger competitor? Think again.

### 8. **Who is your enemy?**

Draw comparisons, show your differentiation. Maybe not another cider company - maybe a way of doing things?

### 9. **What's your name?**

Be short, different, appropriate, easy to spell, legally defensible, satisfying to pronounce, suitable for brandplay.

### 10. **What's your tagline?**

The one true thing you can say about your brand. No one else can claim it. Customers find it valuable and credible. It cannot be reduced, refuted or easily dismissed.

### 11. **How do you use your brand?**

Do nothing that is not brand-aligned. Do not compete unless you will win. Do not waste opportunities. Use the same message and voice across all touchpoints.

Buy this book: ZAG by Marty Neumeier: [goo.gl/Kt8ZJQ](http://goo.gl/Kt8ZJQ)

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PORTLAND, ORE**