

# Branding Fandom by Gloria Boone

<http://infoacrs.com/branding.html>

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[Smofcon 25](#)

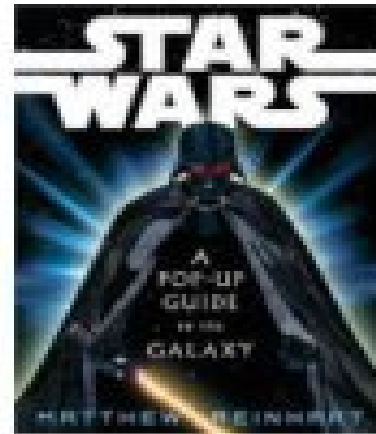
Keynote Speech

December 8, 2007

# Brands

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- Name
- Design
- Symbol
- Image
- Personality
- What Matters to people



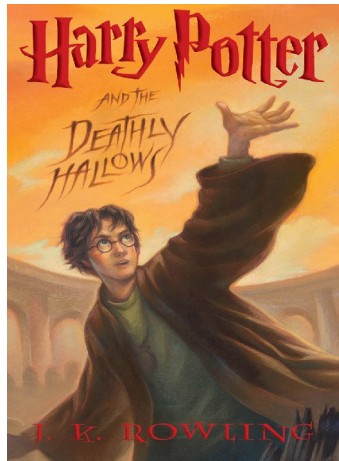
# Personal Experiences

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- **Associations**  
embed the brand  
in relevant  
personal  
experiences
- **Emotional  
Engagement**
- **What matters to  
people**

# Brand Loyalty



1. Habit = keep your current customers
2. Involvement leads to commitment
3. Sliding (level of use) verses retention
4. Brand Strength = Share of Wallet

# Sci-Fi Channel Audience

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Males - 67.1%

Females- 32.9 %

18-34 years - 29.4%

35-64 years -60.6%

(MRI Cable Data, Fall 2007)

# Positioning

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**Perception** in the mind of the consumer about how the brand **compares** to other brands.



# Branding Fandom

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Author & Artists

Movies

TV

Stars

Buzz & Controversy

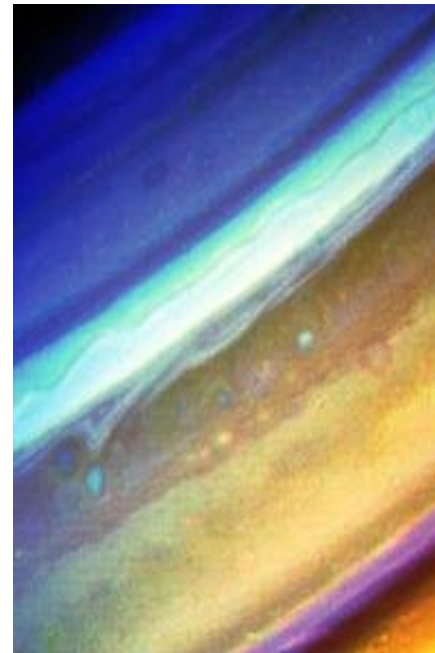
The Fans

Prizes & Awards

Activities

Dealers

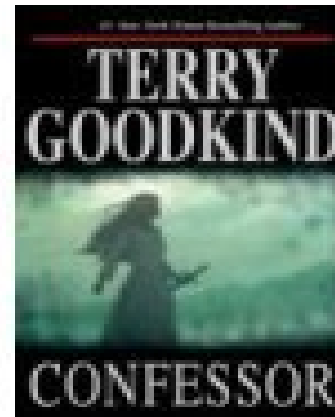
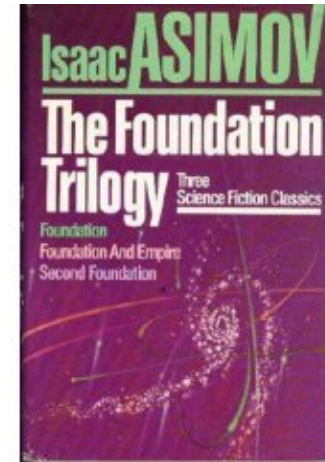
Events & Place



# Authors/Artists

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- Top 10
- Science Fiction Hall of Fame
- Current Best Sellers
- New Prospects



# TV

Tin Man  
averaged  
3.6 household  
rating  
or 3.4 million  
homes  
5.3 million total  
viewers.



# TV

## TOP 10 SCI FI CHANNEL SHOWS

1	Ghost Hunters	2.1
2	ECW	1.6
3	Stargate Atlantis	0.9
4	Venom	0.9
5	Cabin Fever	0.9
6	Route 666	0.8
7	Crocodile 2: Death Roll	0.8
8	Creature, part one	0.8
9	Creature, part two	0.8
10	Resident Evil	0.8

Source: Nielsen Galaxy  
Report, 10/29/07 -- 11/4/07

# Movies

1. Top Movies
2. Current Hits
3. DVD sales
4. Future Releases

## Top Rated "Sci-Fi" Titles

Rank	Rating	Title
1.	8.8	<a href="#">Star Wars: Episode V - The Empire Strikes Back</a> (1980)
2.	8.8	<a href="#">Star Wars</a> (1977)
3.	8.5	<a href="#">The Matrix</a> (1999)
4.	8.4	<a href="#">Metropolis</a> (1927)
5.	8.4	<a href="#">Alien</a> (1979)
6.	8.4	<a href="#">Aliens</a> (1986)
7.	8.3	<a href="#">Terminator 2: Judgment Day</a> (1991)
8.	8.3	<a href="#">2001: A Space Odyssey</a> (1968)
9.	8.3	<a href="#">The Prestige</a> (2006)
10.	8.2	<a href="#">Blade Runner</a> (1982)
11.	8.2	<a href="#">Star Wars: Episode VI - Return of the Jedi</a> (1983)
12.	8.2	<a href="#">Back to the Future</a> (1985)
13.	8.2	<a href="#">Donnie Darko</a> (2001)
14.	8.1	<a href="#">Bride of Frankenstein</a> (1935)
15.	8.1	<a href="#">The Incredibles</a> (2004)

# Stars

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- Current
- Memory of Past Stars
- Q rating



# Social Media Release



## Social Media Newsroom Template

**Company Logo** **Description:** News about company and its role in the XYZ industry

**News** **Company Site** **Web**

**Search:**  **FIND IT!**

### Executive Corner

Links to biography, speaker history, [Linked in](#) profile

Links to biography, speaker history, [Linked in](#) profile

**Subscribe** for updates on executive activity by **RSS, e-mail**

### Media Coverage

Excerpt and [link](#) to media coverage

Excerpt and [link](#) to media coverage

Excerpt and [link](#) to media coverage

**Subscribe** for media coverage updates by **RSS, e-mail**

### PR Contact Information

**Contact Name**

[Click here to request an interview](#)

### Multimedia Gallery

Previews and links to download embeddable versions of company logo, executive pictures, product shots, podcasts, videos, etc.

**Terms of Use**

### News Releases

Meld News + Blog: Each release hosted on a separate page (permalink). Moderated comments and trackbacks allowed on individual release "micro" sites

Headline, excerpt and [link](#)

Headline, excerpt and [link](#)

Headline, excerpt and [link](#)

**Subscribe** for company news updates by **RSS, email**

### Tag Cloud

Relevant terms about company, industry, products, executives, speeches and competition. Also, tags related to individual press releases and media coverage

### del.icio.us Accounts

**Subscribe** del.icio.us/company

**Subscribe** del.icio.us/industry

**Subscribe** del.icio.us/competition

**Subscribe** del.icio.us/misc.

### RSS Feeds (OPML)

Corporate bloggers and vloggers

Pictures

Profiles

Excerpts

**Subscribe**

### Schedule

Upcoming tradeshow appearance(s), link(s)

**Subscribe** for company event updates by **RSS, email**

### What We're Reading...

Blogs

Mainstream media links

[co.mments](#)

**Subscribe to all company updates** **Storyline Syndicator**

# Buzz & Controversy



- Blogs -
- Tags - Digg

# The Fans

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- Friends
- Meet new people
- Fans social hours
- UGC websites

# Prizes & Awards

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- The Hugo Award
- Nebula Award
- People's Choice
  
- Prizes for Fans
- Group Prizes

# Activities

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- Games
- Role Play
- Workshops
- Discussions
- Parties
- Music
- Dance
- Food
- Art

# Dealers

- Unique
- Comprehensive
- Targeted



# Events & Place

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- Yokohama
- London
- Memphis
- Seattle
- Dallas

# Brand Success

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- List of Brand Attributes & Associations
- Emotional Engagement
- Brand Paragraph
- Brand Tagline