

NO ONE IS THINKING ABOUT
YOUR BRAND

and here's how to get them to...

STATE OF
YOUR BRAND





**RESISTS
BUILD-UP*
FOR UP TO
30 DAYS**

*Resists build-up

13% MORE
THAN 23 OZ BOTTLE

SC Johnson
A Johnson Company

Windex

UNBEATABLE STREAK-FREE SHINE!

ORIGINAL

NET WT
10.1 FL OZ
291.2 mL

*Based on Windex Original 10.1 fl oz bottle
when tested against glass cleaners on
clean, uncoated glass. ©2015 SC Johnson

A LITTLE
BACKGROUND

*How do you make
a 24-year-old
heritage brand
relevant today?*



MISSION:

- 1. Build a community of brand evangelists*
- 2. Create brand relevancy*
- 3. Drive sales and customer loyalty*

THE SOLUTION

AN ANONYMOUS
FASHION INSIDER



INTRODUCING

“DKNY PR GIRL” aka @dkny



A Twitter profile card for the account 'DKNY PR GIRL'. The background features a stylized illustration of a woman with long red hair, wearing a black and white top and a grey skirt, standing in a city setting. The profile picture is a smaller version of this illustration. The name 'DKNY PR GIRL®' is displayed in bold white text with a blue verified badge. The handle '@dkny' is shown below the name. The bio text reads: 'I'm your well-placed fashion source bringing you behind-the-scenes scoop from inside Donna Karan New York & DKNY and my life as a PR girl living in NYC.' The location 'New York City' and website 'dknyprgirl.com' are listed at the bottom. The name 'dkny pr girl' is written in a red cursive font in the top right corner of the card.

dkny pr girl

DKNY PR GIRL® 

@dkny

I'm your well-placed fashion source bringing you behind-the-scenes scoop from inside Donna Karan New York & DKNY and my life as a PR girl living in NYC.

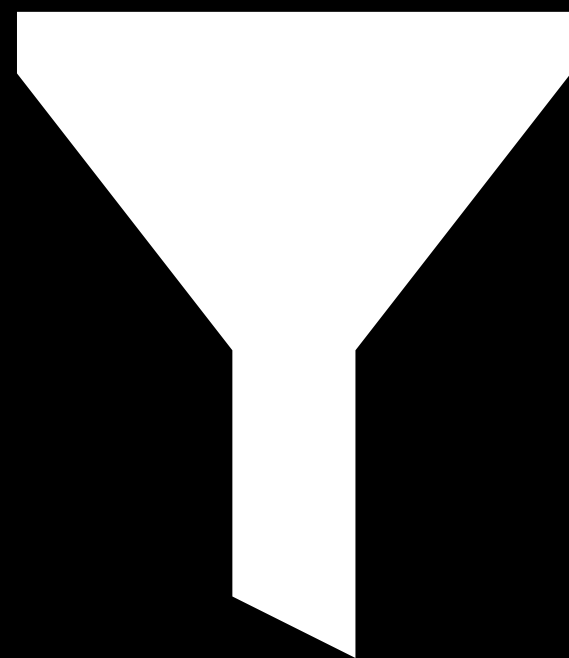
New York City · dknyprgirl.com

DON'T SELL THE BRAND.

LIVE THE BRAND

CREATE A BRAND FILTER

aspirational yet approachable
your best girlfriend
strategically authentic
engaging
whimsical
feminine
polished
likeable
witty



LEAN INTO

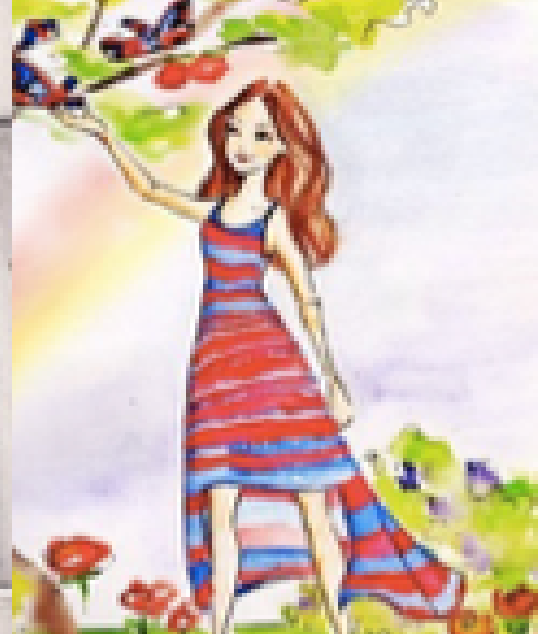
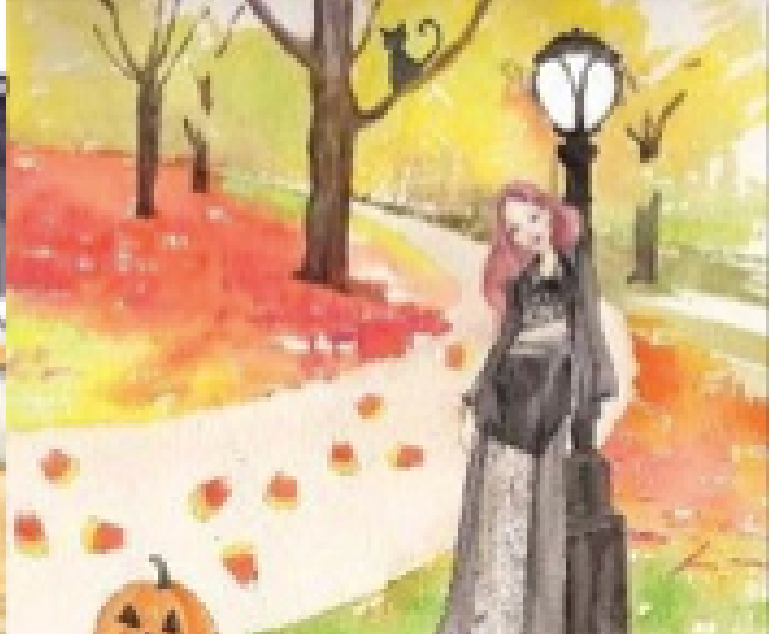
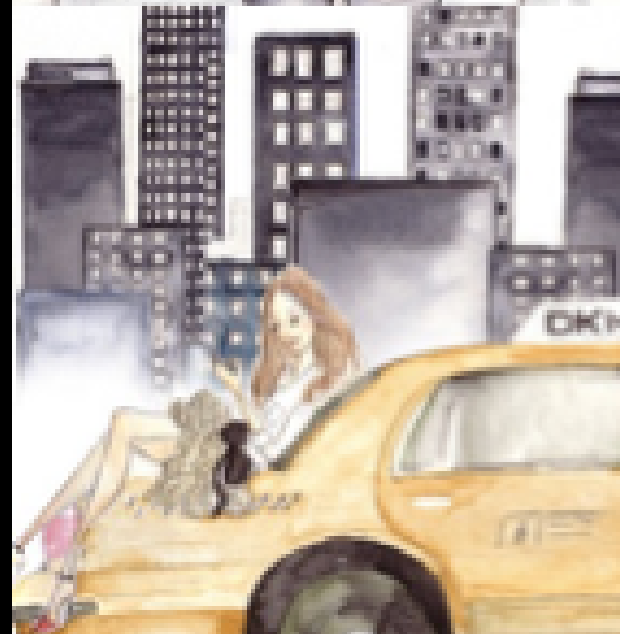
UNIQUE BRAND STORYTELLING

TO CULTIVATE BRAND AFFINITY

First & Foremost
**IT'S ABOUT
FASHION**

**DKNY PR GIRL CHANGED HER
TWITTER AVATAR MONTHLY
CREATING A TWITTER FRENZY
EVERYTIME SHE DID**





When 140 Characters Aren't Enough

EXPAND THE MESSAGE: dknyprgirl.com is born

The collage displays several screenshots from the dknyprgirl.com website, illustrating the expansion of the message beyond 140 characters. The screenshots are arranged in a grid-like fashion, overlapping each other.

Top Row:

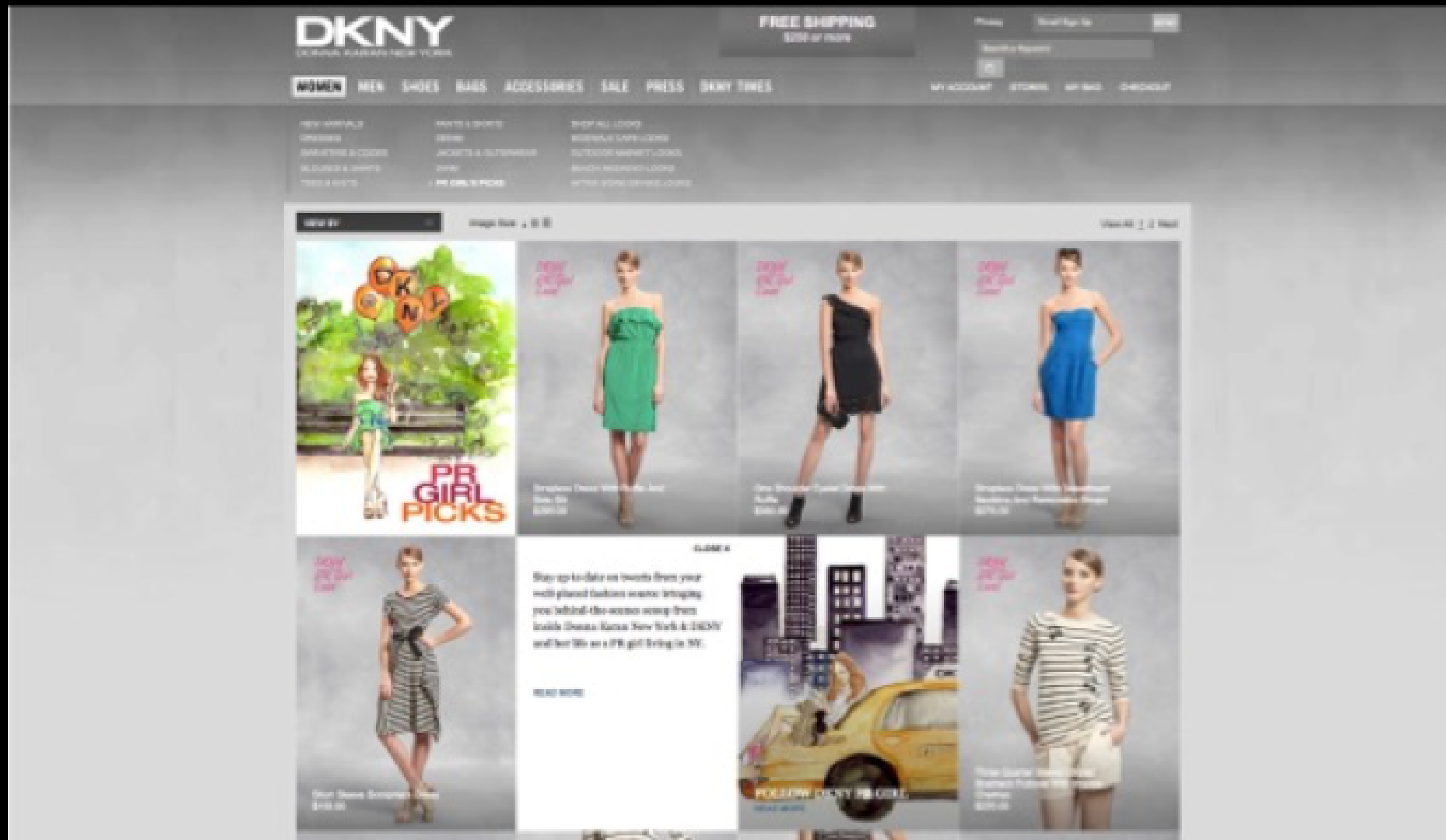
- Left:** A "To Do" list with tasks such as "Update Donna Karan Facebook with celebrity", "Add magazine editorial to DKNY Facebook", and "Obsessed with Donna Karan Galactic necklace".
- Middle:** A screenshot of a tweet dated June 30, 2011, with the text "To Whom It May Concern: When you were born your parents gave you a name. You learned this name, how to say and spell it. You colored it with crayons. You wrote it on paper over and over again when you were learning penmanship. You typed it thousands upon thousands of times upon..."
- Right:** A screenshot of a tweet dated November 1, 2011, featuring an image of an orange garment.

Bottom Row:

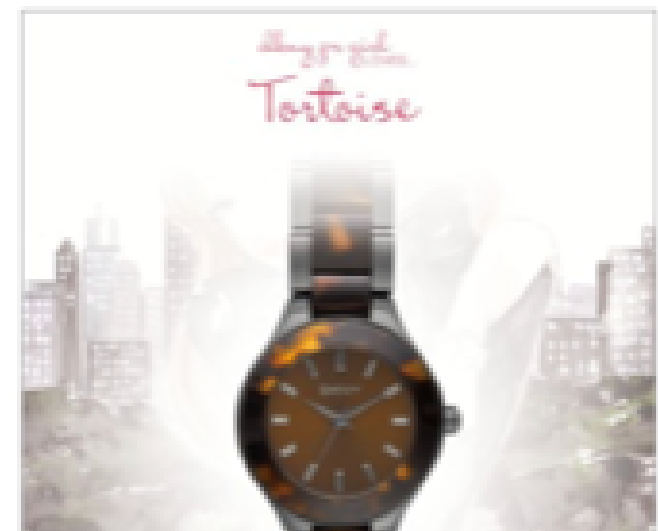
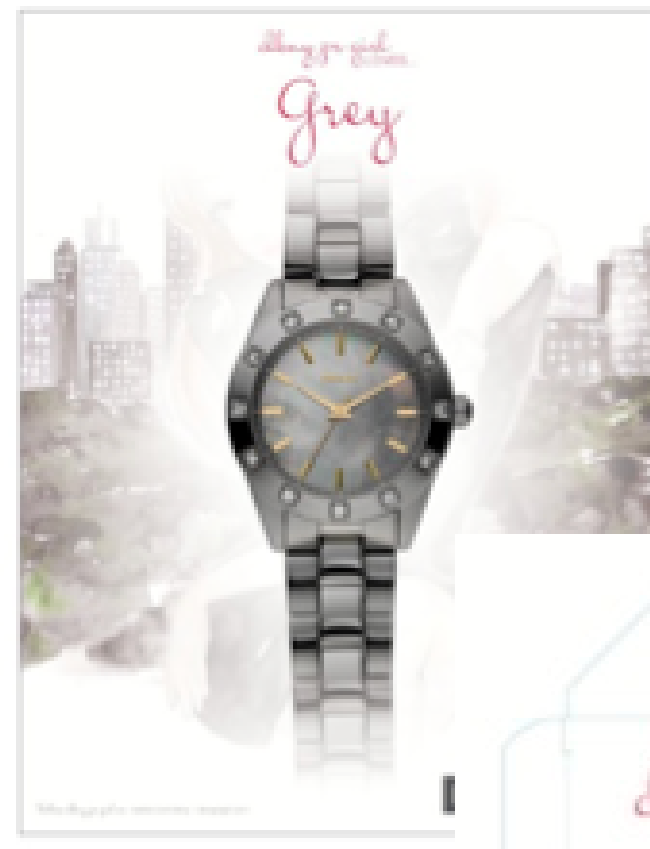
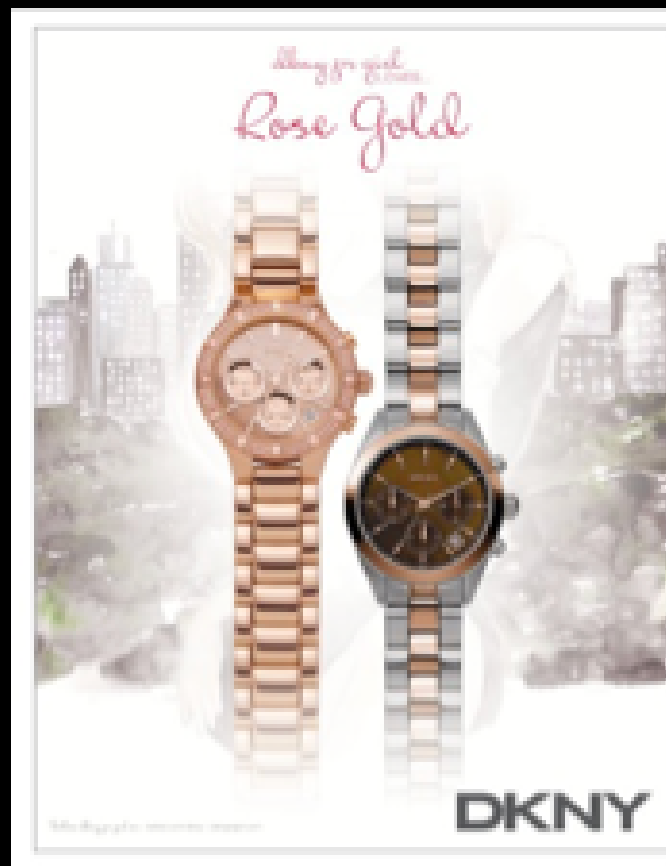
- Left:** A "To Do" list with tasks such as "Update Donna Karan Facebook with celebrity", "Add editorial to DKNY Facebook", and "Obsessed with Donna Karan Galactic necklace".
- Middle:** A screenshot of a tweet dated January 6, 2012, featuring an image of a woman in a red dress.
- Right:** A screenshot of a tweet dated August 1, 2011, featuring an image of a woman in a black and white outfit.

The screenshots also show navigation links like "RSS", "ARCHIVE", and "APPS" at the top of the page, and a "Twitter" link at the bottom.

Connect the Dots FROM SOCIAL TO COMMERCE: "dkny pr girl picks" on dkny.com

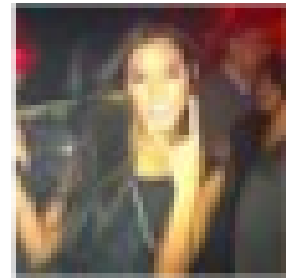


Extend Social Influence **TO PRODUCT**



BUILDING

COMMUNITY TRUST

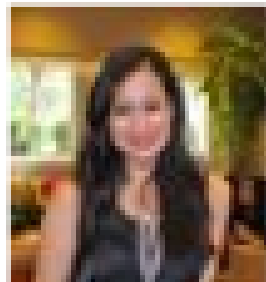


@alejabetancur

Alejandra Betancur

@dkny you are great. You are fun + make people want to wear the brand to embrace your lifestyle! Mission accomplished :)

14 minutes ago via **Twitter for iPhone**

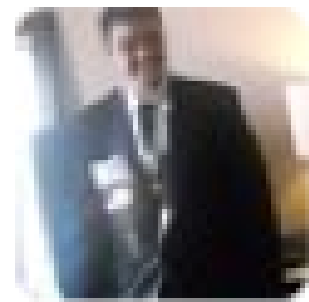


[@zeenatsubedar](#)

Zeenat Subedar

[@dkny](#) you make me want to buy something from dkny. i guess you could say you are doing your job really well. :)

23 minutes ago via web



Ryan Whitchurch

@ryanwhitchurch



Follow



discussing why [@dkny](#) is so successful on twitter and how her RT's and engagement w/customers makes their brand elite [#fashion](#) [#socialJSU](#)

11:09 PM - 8 Feb 12 via web · Embed this Tweet

[← Reply](#) [↻ Retweet](#) [★ Favorite](#)

PR GIRL REVEALED AS PR EXECUTIVE

The New York Times

UP CLOSE

P.R. Girl Revealed as P.R. Executive

 Give this article  



Aliza Licht, a DKNY publicist with 380,000 followers, pulls back her veil on YouTube.
Chang W. Lee/The New York Times

WHAT DO YOU WANT

TO BE KNOWN FOR?

AND HOW DO YOU MAKE SURE

OTHER PEOPLE SEE YOU THAT WAY?

IS YOUR BRAND COLLECTING
DUST?

“Reading *On Brand* is like having your very own
chief marketing officer. 10/10 recommend.”
—NICOLE LAPIN, *New York Times* bestselling author

ON BRAND

SHAPE YOUR NARRATIVE.
SHARE YOUR VISION.
SHIFT THEIR PERCEPTION.



ALIZA LICHT
AUTHOR OF *LEAVE YOUR MARK*

SHAPE YOUR
NARRATIVE.
SHARE YOUR
VISION.
SHIFT THEIR
PERSPECTIVE.

SELF-REFLECTION



PUBLIC PERCEPTION

WRITE THE HEADLINE OF YOUR

VOGUE FEATURE

NOW HOW DO YOU

LIVE UP TO IT

WHAT ARE THREE
ADJECTIVES TO DESCRIBE
YOUR BRAND?

IF YOU POLLED YOUR EMPLOYEES,
*WOULD THEY SAY THE SAME
THREE WORDS?*

WOULD YOUR CUSTOMERS?

ARE YOU SHAPING YOUR *NARRATIVE?*

- website
- social media
- to customers online
and IRL

IS YOUR SOCIAL MEDIA WORKING
FOR YOU OR AGAINST YOU?

ESTABLISH YOUR
BRAND GUARDRAILS

LUXURY BRAND RULE:

*ATTRACTION NOT
PROMOTION*

MAKE PEOPLE WANT TO BE
A PART OF YOUR

BRAND

ARE YOU LEVERAGING
INFLUENCERS?

WHITELISTING

INFLUENCERS

DARK POSTING

INFLUENCERS

AFFILIATE DEALS WITH
INFLUENCERS

USE THE COLLABORATION WITH
INFLUENCERS

ARE YOUR EMPLOYEES ALSO
BRAND AMBASSADORS?

WHEN PEOPLE BUY AND WEAR YOUR BRAND:

WHAT DO YOU WANT THEM

TO FEEL AND SAY ABOUT

THE EXPERIENCE?

ARE YOU TREATING YOUR BEST
CUSTOMERS AS

VIPS?

HOW CAN YOU MAKE THEM
HONORARY PR PEOPLE?

PERFORM A
BRAND AUDIT

HOW DOES YOUR BRAND
LOOK, FEEL, AND SOUND TO ALL
YOUR KEY STAKEHOLDERS?

BRAND EQUITY:

- Overall brand value
- Consumer loyalty and trust
- Financial value of the brand

BRAND IMAGE:

- Perception of the brand by customers and the public
- Emotional associations with the brand
- Reputation and credibility

BRAND IDENTITY:

- Logo and visual elements
- Brand name and tagline
- Brand colors, fonts, and imagery

BRAND VOICE:

- On your website
- Marketing
- Social media
- Your salespeople

BRAND POSITIONING:

- Differentiation from competitors
- Unique selling propositions
- Target market and audience segments

COMPETITOR ANALYSIS:

- Comparison with key competitors
- Strengths, weaknesses, opportunities, and threats (SWOT analysis)
- Market share and positioning in the industry

BRAND AWARENESS:

- Recognition and recall among the target audience
- Visibility in the market
- Reach and frequency of brand exposure

BRAND COMMUNICATION:

- Advertising and promotional activities
- Consistency of messaging across various channels
- Effectiveness of communication strategies

DIGITAL PRESENCE:

- Online visibility and engagement
- Social media presence and activity
- Website performance and user experience

PRODUCT AND SERVICE OFFERINGS:

- Quality of products or services
- Innovation and relevance
- Alignment with customer needs and expectations

CUSTOMER PERCEPTION AND FEEDBACK:

- Customer reviews and feedback
- Customer satisfaction levels
- Net Promoter Score (NPS) and other customer loyalty metrics

LEGAL AND ETHICAL CONSIDERATIONS:

- Compliance with regulations and industry standards
- Ethical practices and social responsibility initiatives

REPETITION IS

REPUTATION

WHAT ARE YOU DOING

OVER AND OVER

AGAIN?

WHAT ARE YOU NOT
DOING?

WHAT SHOULD YOU
STOP DOING?

"Reading *On Brand* is like having your very own
chief marketing officer. 10/10 recommend."
—NICOLE LAPIN, *New York Times* bestselling author

ON BRAND

SHAPE YOUR NARRATIVE.
SHARE YOUR VISION.
SHIFT THEIR PERCEPTION.



ALIZA LICHT
AUTHOR OF *LEAVE YOUR MARK*

IF YOU DON'T DO
THIS WORK,
OTHER PEOPLE
WILL MAKE UP
THEIR OWN
VERSION OF YOUR
STORY.

Shape Your Narrative.
Share Your Vision.
Shift Their Perception.

"The magic of a strong personal brand is when your name gets dropped in rooms you're not in and you're recommended for opportunities other people haven't even heard of yet. A strong personal brand sets you apart from the pack and secures your professional longevity because what you do today may not be what you do tomorrow. I can help you build one."

- ALIZA LICHT

[BRAND CONSULTING FOR BUSINESSES](#)

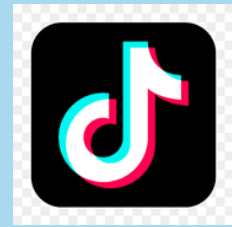
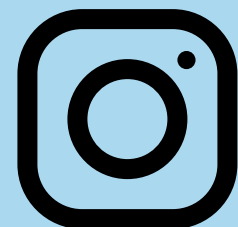
[SPEAKING AND WORKSHOPS](#)

[PERSONAL BRANDING 1:1 COACHING](#)

alizalicht.com

THANK YOU!

@alizationalichtxo



@alizationalicht

