

## Understanding the Delicate Coordination of Web Design and Brand Positioning

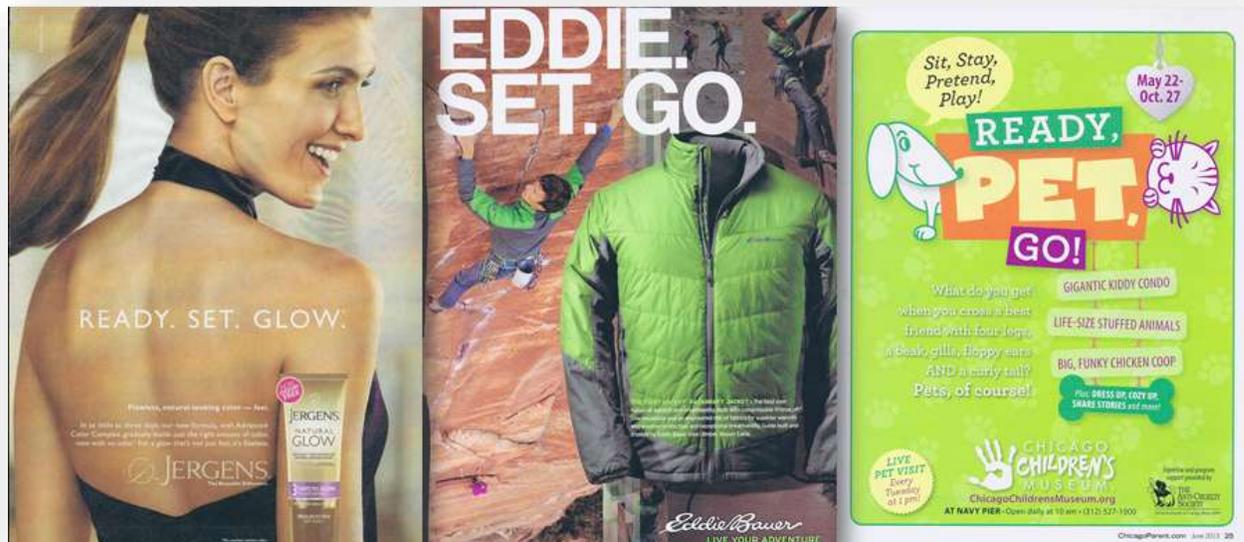
Creative design and most creative work in general is a remix of existing elements from a multitude of sources; not a copy of any one, but an arrangement of many. Once this understanding of creativity is embraced, it can be applied to the content creation, design and development of your own websites, applications, and other branding and marketing efforts.

### Recognizing Creative Inspirations

Think about the number of times you've looked at something new and thought to yourself, "Why didn't I think of that?" Your reaction is based on having a familiarity with all the elements used, but not thinking about applying them together in the same way. This is as true with products and services as it is with brand positioning, creative design and content creation.

Inspirations for unique ideas surround us ready to be connected and combined from seemingly unrelated sources. The trick is in becoming a proactive observer and developing a mindset open and receptive towards potential patterns and associations. When you do, creative themes will emerge and take shape that might have previously been overlooked. Over time, you will discover creative consistencies that transcend places, people, and periods of time; themes that are universally appealing that "speak" to many of us in the same way.

To illustrate this point, look at these three ads. The first ad is for Jergens® Natural Glow™ Moisturizers. The second ad is for a Backdraft Jacket from Eddie Bauer. The third is for a Pet-focused exhibit at the Chicago Children's Museum. What do they all have in common?



Did you notice a pattern in their headlines? All seem to play off the same phrase, "Ready, Set, Go" but with a twist. One word from the phrase is replaced with another pertinent to the product or service. The headline concept focuses on the universal appeal and recognition of the phrase, "Ready, Set, Go".

Each ad appeared in different magazines, in different months, by different people from different companies. However, these headlines were probably conceived by people who all shared a common mindset, past observations, experiences, and strategies.

### **Creative Branding And Marketing**

So what steps can you take to develop interesting headlines for your blogs, white papers, websites, etc.?

- 1. Be open.** Gravitate towards the uncomfortable, conflicting and polar opposites of your natural tendencies. Suspend judgment at your encounter and consider everything you experience as neutral information. By doing so, you will surely broaden your periphery and have more to enhance your “remix”.
- 2. Take note.** Begin a digital file of memorable experiences, impressive work, or anything that moves you. Evernote is one of many free apps you could use to capture things you see on your PC, mobile phone, tablet or in person.
- 3. Visit frequently.** Whenever you are in need of ideas, refer to the collection within your file. As you look at things you’ve seen before, try looking at them again but from a different point of view. As you go through the stack try finding commonalities between disparate things. You will be amazed by how creative your branding and marketing can be by following this method.

*“The secret to creativity is knowing how to hide your sources” Einstein.* I see this quote as the essence of Einstein’s genius – the ability to gather, synthesize, transform and apply the intelligence, originality and perspective of others, internally with your own, for new, fresh and novel concepts.

By blending external inspirational elements with the unique aspects of what you know about your company, you’re empowered to develop unique creative designs and breakthrough branding and marketing ideas.