

# BRANDING RECIPE

Official @Branding Recipe Brochure  
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# WHY BRANDING ?



## BECAUSE

people who believe what you believe become your clients.

What you believe is what you 'think, act and communicate consistently',  
which is your 'BRANDING'.



Why is Apple so innovative?

They are just a computer company like many others, isn't it?

Then why are they so different?

What did Steve Jobs do what others didn't do?

Why did people buy their first MP3 from Apple, not from Dell?

Dell also made MP3 players back then.

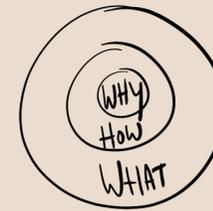
And why do people pay more for iPhone?

They could get the same features from other phone companies at a cheaper price.

IT IS BECAUSE PEOPLE DON'T BUY 'WHAT', BUT 'WHY'.

'WHY' DRIVES HUMAN BEHAVIOURS, NOT 'WHAT'.

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The Golden Circle | @ Simon Sinek

HERE,

## WHY IS BRANDING

covering Purpose, Cause, Belief, Loyalty, Trust, Feeling = Emotions.

## HOW IS MANAGEMENT SKILL

covering Sales, Marketing & Operations, etc.

## WHAT IS PRODUCT

covering Results, Money, Features, Benefits, Facts, Figures = Science.



START WITH 'WHY'  
TO MAKE YOUR CLIENTS FALL IN LOVE  
WITH YOUR BRAND.

'WHY' DRIVES HUMAN BEHAVIOURS, NOT 'WHAT'.

\*The Golden Circle (image above) was first introduced by Simon Sinek during a TEDx Talk in 2009.  
@ Simon Sinek | <https://simonsinek.com/commit/the-golden-circle>

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# HOW BRANDING ?

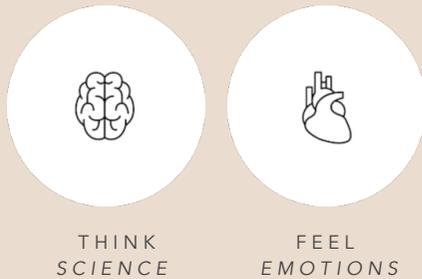


## BEYOND THE FIVE SENSES

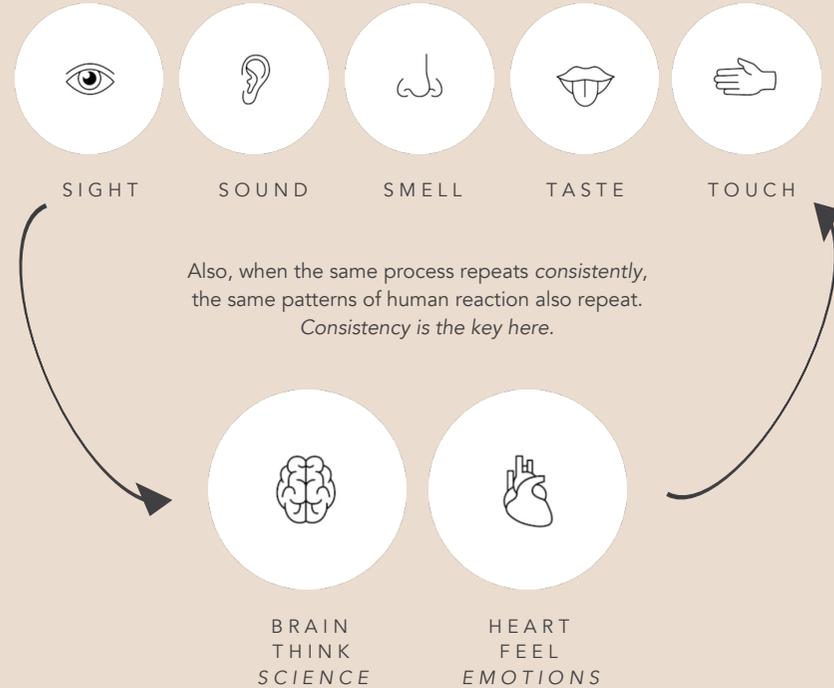
People perceive and gather information about the world and respond to stimuli, traditionally via the five senses - though studies show they are more than five.



Brain receives signals from these senses and interpret these to cause body to respond – including how people feel emotionally.



This sensation and perception process is fundamental to nearly every aspect of human cognition, behavior and thought.



This is exactly how people get used to and fall in love with your brand. The more often and the more consistently your target clients perceive what your brand thinks, acts and communicates, the faster and the deeper this leads them to your brand.

HERE,

What (and/or how) your brand thinks, acts and communicate is  
BRANDING

To repeat it consistently, effortlessly, and effectively is  
BRAND MANAGEMENT

# BRANDING RECIPE



## WHO WE ARE

© BRANDING RECIPE is a Branding Consultancy House for versatile start-ups and SMEs (Small Medium Enterprises), currently with its offices located in Genève, New York, and Seoul.

The Company was founded in September 2021, with a belief that the businesses worldwide require more delicate and proven experts in Branding and Brand Management areas. It started to write the first chapter of the bible-to-be of the Branding industry, titled with 'Branding Recipe'.

### FAST FACTS

*Beyond the five senses*

Branding + Business + Operations + Training + Consulting + Amplification  
*All-in-one*

Science + Emotions

Branding + Brand Management

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# WHAT WE DO

As an extension of the in-house team of Corporates and Individuals, we create, nurtures, and leads Brands to success as a market disruptor.

## FOUR PHASES



*\*Duration of each phase is decided according to the stage and complexity of your business.*

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## PHASE I. GROOMING

Basics of Branding & Brand Management & How to apply those

### STEP 1

- Definition of Branding
- Definition of Brand Management
- Difference among PR, Marketing & Branding
- Difference and relationship between Branding and Operation
- Storytelling and Branding
- Localization and internalization of brands
- Importance of consumer perception and behavior in Branding
- Tools for Marketing and Branding strategy

### STEP 2

- Brand Equity
- Branding Architecture
- Building an image of Corporate Social responsibilities
- Branding and Ethics
- Internet and Social Media Branding
- Graphic design in Branding
- Written and Visual contents for Storytelling
- Case studies

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## PHASE II. BRANDING

Private Consulting Sessions covering Review, Planning, Execution and Repeat.

### REVIEW

- Past & Current Business Plan and Financial Report Review
- Investor Relations
- Organization Structure
- Market Intelligence
- Competitors
- USP (Unique Selling Points)
- Price Comparison
- Review of Mission and Vision
- CEO & Entrepreneur Storytelling
- Business & Marketing Strategies
- Review of Operations

### APPLICATION

- Brand Foundation:  
Purpose, Mission & Vision, Core Value and Stories
- Brand Strategies:  
Persona, Attributes, Tone of Voice, Core Message, Positioning, Competitor Overview, Brand Differentiator, Ideal Client Persona, Client Needs & Wants, Content Strategy
- Brand Identity:  
Name, Mood Board, Design Direction, Logo Design, Alternative Logos & Marks, Color Palettes, Brand Typefaces, Imagery Guidelines, Brand Style Guide
- Time & Space Management & Execution:  
Purchasing Plan & Execution, Production Plan & Execution, Quality Check, Management & Review

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#### APPLICATION

- Yearly, Quarterly, Monthly, Weekly and Daily decision-making and approval process
- Employee Relations & Recruitment | HR
- Operational Templates (Internal & External / Online & Offline) - Making, Approval & Review
- Marketing Templates (Internal & External / Online & Offline) - Making, Approval & Review
- Business Strategies & Plan
- Investor Strategies, Action Plan, Material Preparation & Presentation
- Marketing Strategies & Plan
- Design Thinking | Innovation
- Action & Focus Plans
- Management Team Training | Material Preparation & Execution
- Operations Team Training | Material Preparation & Execution



### PHASE IV. EXTRA (OPTIONAL)

Total 12 hours

There is some common ground found in Four Pillars of Destiny (Saju I Bazi), Qi Men Dun Jia, Astrology, Tarot, Energy Therapy, Feng Shui, Electional Astrology, Meditation, Reiki, Ayurveda, Oriental Medicine, Alternative Medicine, Acupuncture, Aromatherapy, The Art of War, Ayahuasca, Yoga, Hypnotherapy, Psychology, Law of Attraction, Myers-Briggs Type Indicator, Personality Studies & many different religions.

Ancient wisdom learned from those can reveal an illuminating blueprint and road map for our business, health, relationships, and life. These classes will show how it can help us utilize divine timing to our advantage and how it can empower us to take charge of our life.

#### BASIC (6 HOURS)

- Basic learning on ancient wisdom
- Common ground in Asian and Western methods
- Read different charts including your own.
- Download and utilize different Apps
- 4 pillars & 8 characters and the hidden parts
- 10-year cycle
- Sexagenary cycle | years, months, days & hours
- Yin and Yang
- Time and Space
- 5 Elements - wood, fire, earth, metal & water | 木火土金水
- 5 Phases and its different applications in our lives - 4 seasons, 4 directions etc.

#### ADVANCED (6 HOURS)

- Understand and compare different charts
- 10 Heavenly (Celestial) Stems | 甲乙丙丁戊己庚辛壬癸
- 12 Earthly (Terrestrial) Branches | 子丑寅卯辰巳午未申酉戌亥
- 60-year calendrical cycle
- Cycle of 60 days
- 10 gods | FR (Friends), RW (Rob Wealth), EG (Eating God), HO (Hurting Officer), DW (Direct Wealth), IW (Indirect Wealth), DO (Direct Officer), 7K (Seven Killing), DR (Director Resource), IR (Indirect Resource)

## ABOUT FOUNDER



JADE KIM

“A Branding Alchemist uniting Science and Emotions”

Senior Executive & Business Strategist  
holding expertise in Branding, Luxury, Travel, Sales and Marketing  
with extensive breadth of experience from start-ups to leading at scale.



### CURRENTLY

CEO at Branding Recipe  
CEO at When Both Matter  
Investor at various Harvard & HBS  
Alumni Assoc.

### HARVARD ALUMNI

Harvard Business School | GMP 29



### 17+ YEAR INTRAPRENEUR

Operations, Sales, Marketing, PR, Events & Project Management in  
HYATT, RITZ-CARLTON & CHEVAL BLANC | LVMH

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## CLIENTS

Click brands to glimpse some of my past clients.

### Luxury Brands

Christian Dior	Hublot	ShangXia	Kering
Louis Vuitton	Jaeger LeCourtire	Chanel	Luxotica
Bottega Veneta	International Watch	Hermès	Chow Tai Fook
Prada	Company (IWC)	Burberry	Richemont
Miu Miu	Tiffany & Co	Valentino	LVMH
Ferragamo	Van Cleef & Arpels	Hugo Boss	Sotheby's
Fendi	Chaumet	Estee Lauder	Christie's
Dolce & Gabbana	Berluti	La Mer	Net-A-Porter
Baccarat	Acqua Di Parma	Bang & Olufsen	L'Oreal

### Banking & Finance

### Tech

### Food & Beverage

J.P.Morgan	Ping An	Apple	Moët & Chandon
American Express	ICBC	Google	Hennessy
Citigroup	Goldman Sachs	Samsung	Michelin Guide
Credit Suisse	Morgan Stanley	LG	Krug
Nomura	BNP Paribas	Alibaba	Kaviari Caviar
HSBC	AXA	Baidu	Gaggenau
Bank of China	UBS	Facebook	Domino's Pizza
Deloitte	Wells Fargo	IBM	Nestlé
Ernst & Young	BlackRock	Microsoft	Pepsico
Itaú Unibanco	Emirates NBD	Tencent	Diageo

### Automobile

### Pharmaceutical

### Sports

### Others

Porsche	Pfizer	Adidas	DHL
Ferrari	AstraZeneca	Nike	Saudi Aramco
Mercedes-Benz	Johnson & Johnson	NBA	Harvard Univ.
Volkswagen	Roche	KFA	Condé Nast
Audi	Novartis	UAE Football	Cheval Blanc
BMW	Merck & Co.	Association	Bvlgari Hotels
Formula 1 (F1)	GSK	Dubai Sports Council	Virtuoso
Hyundai	Sanofi		Baccarat Hotels
Kia	Eli Lilly		Walmart

AND MANY MORE...

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## CONNEXION



Genève | New York | Seoul

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