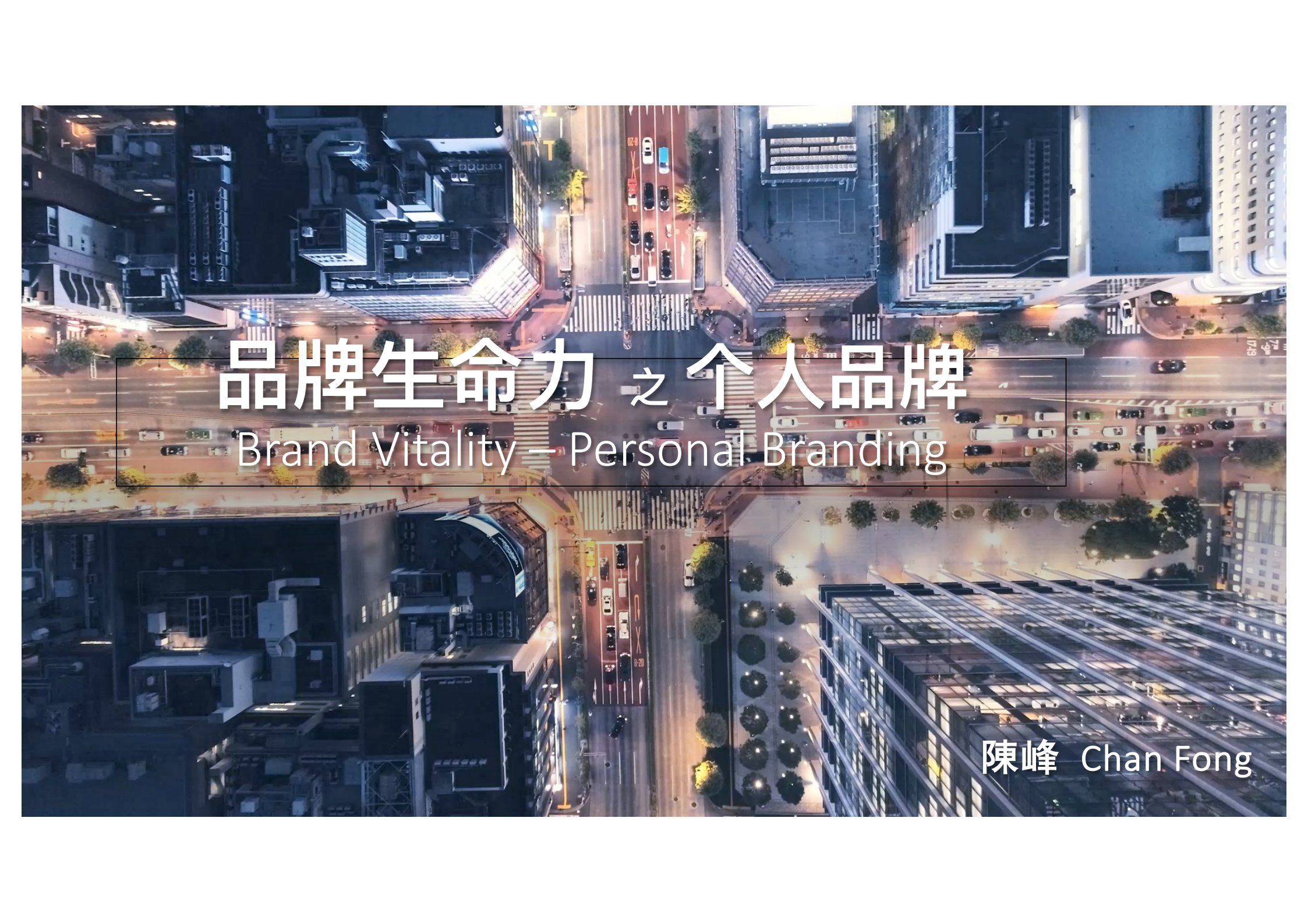




品牌生命力 之 个人品牌

Brand Vitality – Personal Branding

陳峰 Chan Fong

个人品牌

Personal Branding

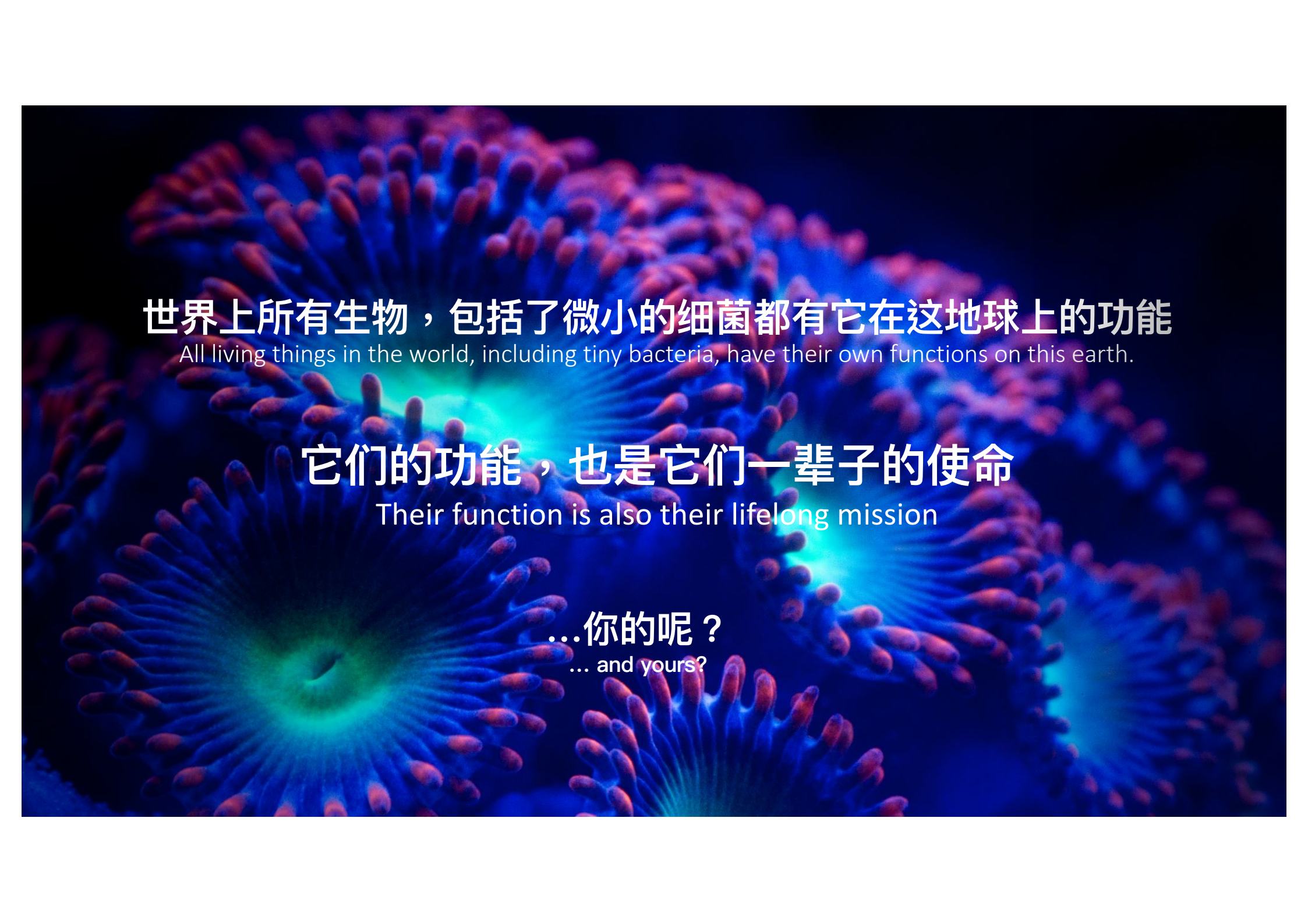
问题：

Question：

我们为何来到这个世界？

Why did we come to this world?





世界上所有生物，包括了微小的细菌都有它在这地球上的功能

All living things in the world, including tiny bacteria, have their own functions on this earth.

它们的功能，也是它们一辈子的使命

Their function is also their lifelong mission

...你的呢？

... and yours?

为什么我们要谈使命？

Why do we talk about mission?

使命是事业的指引，能建立明确有效的个人品牌

Mission is the guideline for your career and can establish a clear and effective personal branding.

先谈个人品牌

Let's talk about personal branding first



个人品牌何起何往？

How it started & where to continue?

从你出生那天开始

Start from the day you first born



無論你喜歡與否
whether you like
it or not

每個人由出世開始
已經有个人品牌了。
Everyone has their personal
branding when we were born.



孩子个性 = 个人品牌个性

Child personality = Personal brand personality

如何教育孩子? How to educate children?

家教 family education



家长的身教 Teach by example

家长的要求 Parents' requirement

家长的价值观念 Parents' value



事業該如何定位?
How to Position
your career path?



由選擇課程開始說起...

Let's start from choosing your course...

如何選擇適合的课程呢？

How to choose a suitable subject?

選擇有興趣的工作？

Choose a job you interested to do?



你的興趣是什麼？

What's your interest?

你興趣是什麼？朝那方向去？

Go for what you are interested ?

錯！WRONG!





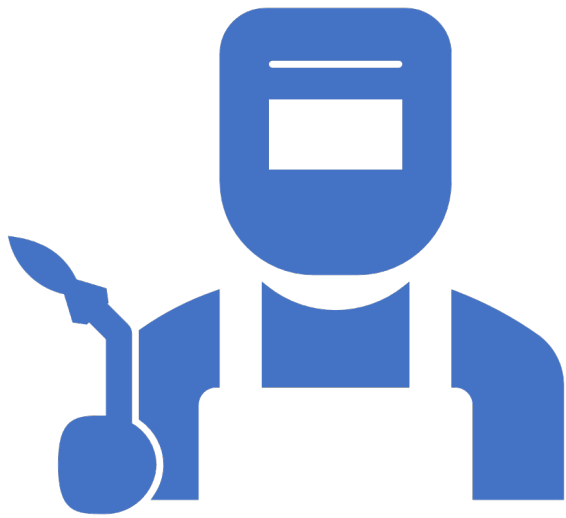
事實是... The Truth Is...

興趣只能成為嗜好，未必可成為事業！

Interests can be a hobby, but might not a career!

你目前的工作是你當年所讀的嗎？

Are you doing what you had studied?



你對工作很熱誠，
很有滿足感，很有興趣？

Your have a lot of passion for your job,
got satisfaction and are really
interested?

這是因為... That's because...

你有足夠的能力表現卓越！

You have such ABILITY to perform the job excellently!



所以... So....

首先應該選擇你 有能力的工作

Start with choosing a job
that matches your ability

何解？ Why?

- 有能力 With Ability



- 有好成績 Yields Good Results



- 被認同 Being Recognised



- 自然對你的工作有興趣

You will be interested in your job naturally

能力的同義詞...

Another word for ability...

本領

Capability



如何能找出你的能力?

How to find out your
Ability?

哥哥煮菜的故事

Big Bro's Cooking

德国小孩的故事

The story of a German kid

找到能力後...

After you found your ability...

找出能發揮能力的範圍

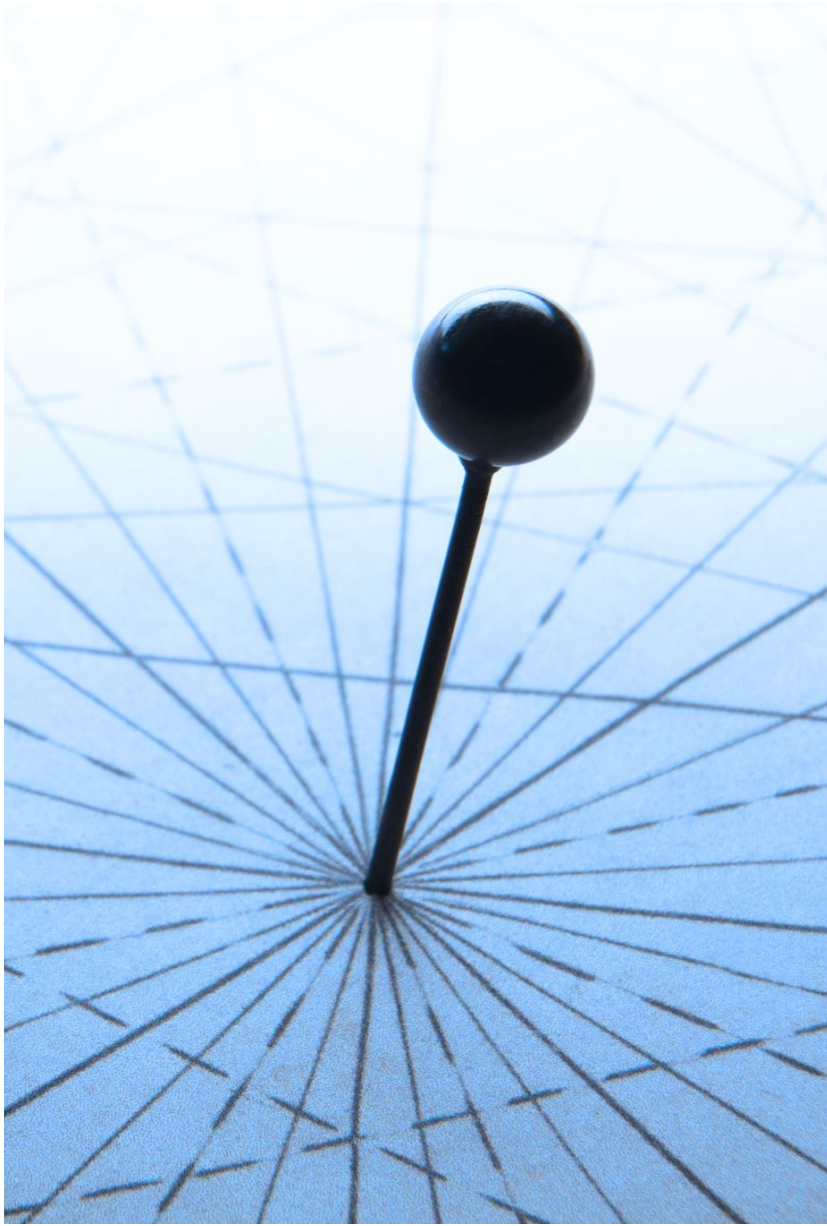
Look for the area you can explore your ability



然後就....
Then you have to
be...

- 專注 Focus 提升 Improve
- 專注 Focus 提升 Improve
- 專注 Focus 提升 Improve
- 專注 Focus 提升 Improve
- 專注 Focus 提升 Improve
- 長期專注和提升於自己專業的領域

Focus & Improve on developing career
within the same field/industry.



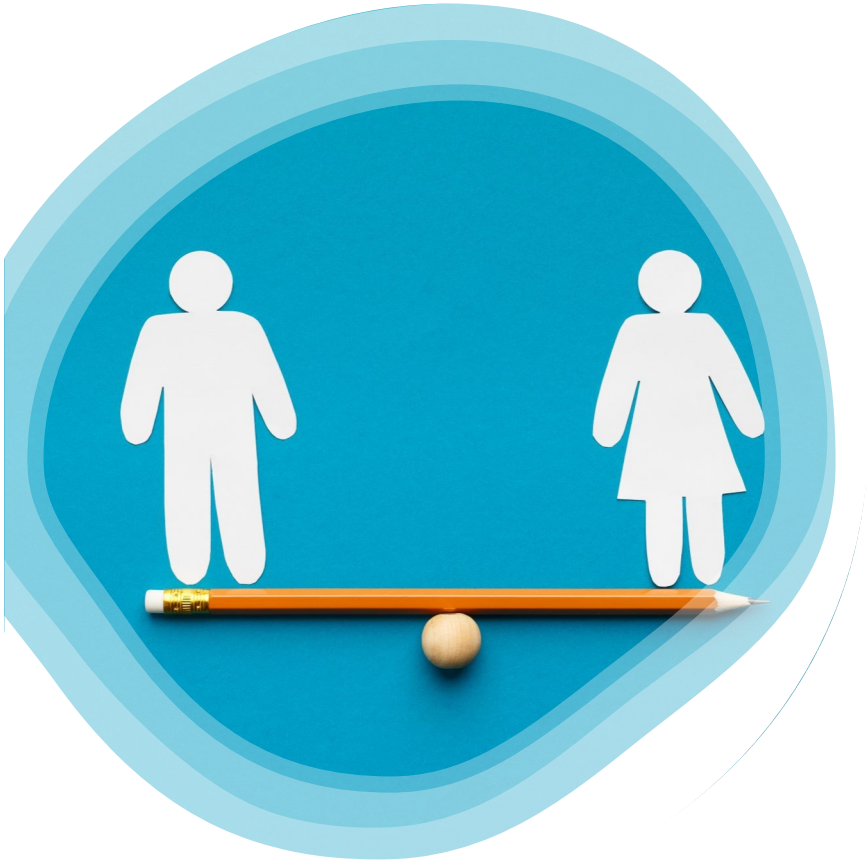
這就是品牌定位

This is Brand Positioning

如何讓定位更突出？
How to amplify your
career positioning?

差異化
Differentiation





差異化可以從兩方面區分

Differentiation can be distinguished
in two ways

1

最基本的區分就是工作性質，你是從事那一行業。

The basic distinction is the nature of your job: what industry are you in

- 廚師 Chef
- 律師 Lawyer
- 攝影師 Photographer
- 醫生 Doctor
- 廣告設計師 Designer
- 銷售員 Salesman etc

2

定位中再定位：在某行業
內再創造差異化

Repositioning in
positioning: recreate
differentiation in an
industry

日本餐廚師 Japanese cuisine Chef

西班牙餐廚師 Spanish cuisine chef

潮州餐廚師 Teochew cuisine Chef

潮州湖南菜廚師 Teochew Hunan
Chef

潮州潮陽素食廚師 Teochew
zhaoyang Vegeterian Chef

有機營養學的廚師

Organic nutrition chef

3星米其淋高級西餐廚師

3-star Michelin Premium Western Chef

世界中華烹飪冠軍廚師

A World Chinese Cuisine Champion

— 攝影師：專拍人物的；專拍風景；專拍家居；

Photographer : specialist in figure ; scenery ; housing

— 律師：商業案件；買賣產業；搞上市的；

Lawyer : focus on business cases; BS Property; company listing

— 醫生：心臟科；腦科；兒科

Doctor : cardiology; Brain surgeon; Pediatrics

— 產業銷售員：高檔產業；Mid Valley；Puchong

Property agent : high end ; Mid Valley; Puchong area

額外身分，讓差異化
更有價值

Additional identities
INCREASE THE VALUE OF
differentiation

營養師，同時也是健身教練。
Nutritionist, also a fitness coach.

美容師，也是化妝師。
Beautician, also a makeup artist.

行銷人員 + 進修消費心理學。
Marketing executive + studied consumer
behavior.

團隊經理，同時也是激勵講師。
Team manager, also a motivator.

性格 Character

- 非常老實的銷售人員
Very honest sales person
- 非常有愛心的醫生
Very caring doctor
- 從不放棄的銷售人員
A sales staff who never gives up
- 少講話的會計師
An accountant who doesn't speak much
- 很有創意的中餐廚師
A very creative chef
- 很會關懷下屬的上司
A very caring superior etc

事業的四個主階段

Career 4 main components

i. 學習 Learning

ii. 專業 Professionalism

iii. 有影響力 Influential

iv. 有改變能力 Power to Change





你是誰?
Who are
you ?

在什麼時候? When?

在什麼狀況? Under what circumstances?

大家會第一時間想到你的名字(品牌)?

Others will think of your name first
(brand) ?

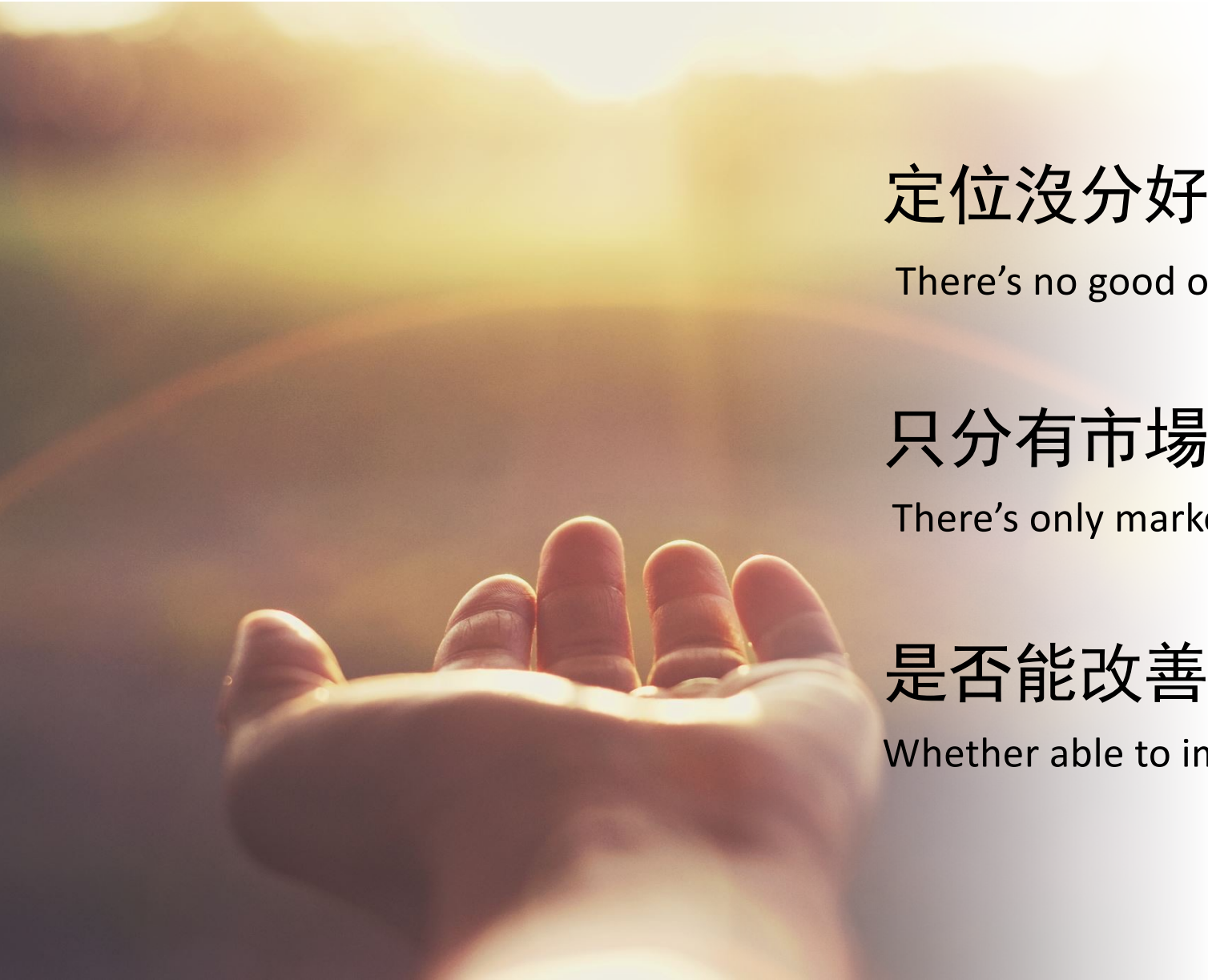


你是誰？ Who are you ?

當提到你的名字（品牌）時，
你的名字（品牌）代表了什麼定位？

When your name (brand) is mentioned, what positioning does it represents?



A hand is shown from the wrist up, palm facing up, reaching towards a bright sun. A faint rainbow is visible in the background. The scene is bathed in warm, golden light.

定位沒分好或壞

There's no good or bad

只分有市場或沒市場

There's only marketability

是否能改善人類的生活

Whether able to improve human life

A person stands in silhouette on a dark, silhouetted hill or ridge, looking out over a vast, hazy landscape. The sky is filled with soft, golden light from a low sun, creating a warm, atmospheric glow. The sun's rays are visible as bright, radiating lines across the sky. The overall mood is contemplative and serene.

總括來說，就是要讓自己活得有
方向、有意义。

In short, it is to make your life
directional and meaningful.

根據調查...

According to Research...



當我們要選擇產品的時候...

When we need to choose a product...

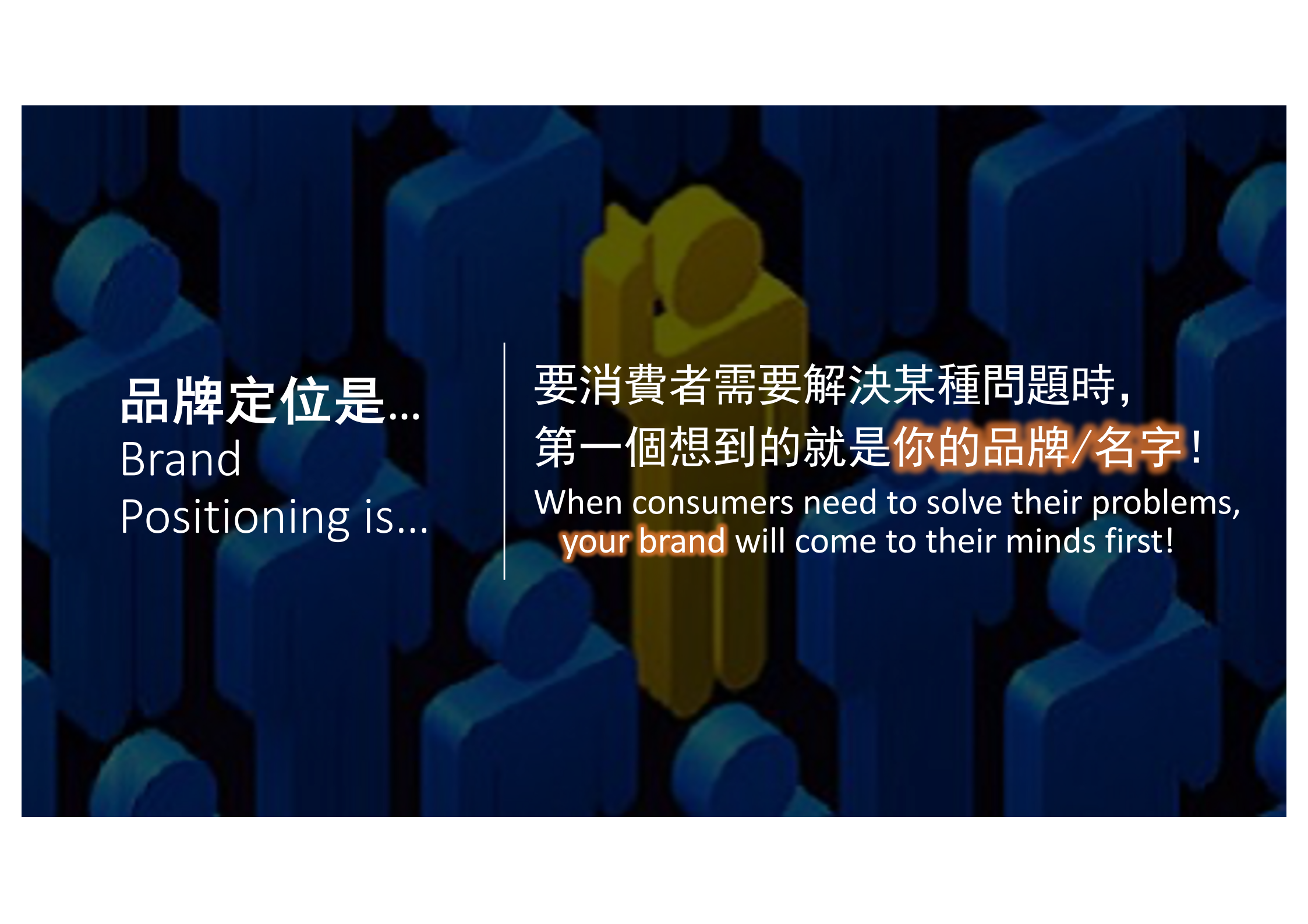
我們會注重的品牌最多只有3個！

Immediately can only remember

Maximum 3 brands !

A close-up photograph of a red pushpin stuck into a map. The map shows various colored lines representing roads and geographical features. In the background, several other pushpins in blue and yellow are visible but out of focus. The text '品牌定位' and 'Brand Positioning' is overlaid on the image.

品牌定位 Brand Positioning



品牌定位是...

Brand

Positioning is...

要消費者需要解決某種問題時，
第一個想到的就是你的品牌/名字！

When consumers need to solve their problems,
your brand will come to their minds first!

功课 1

Homework 1

為什麼要開始自己的生意？

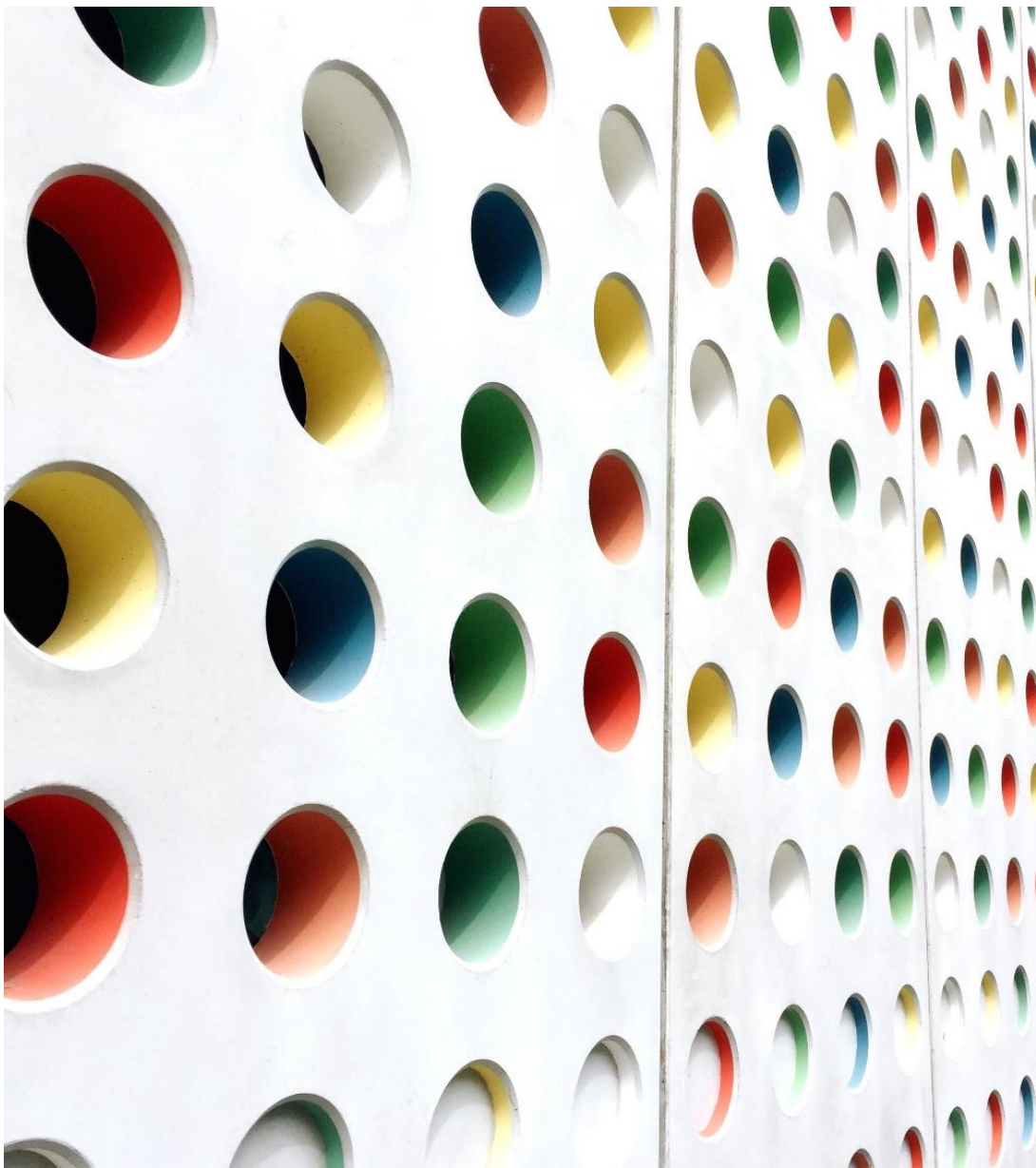
Why do you want to start your own
business ?

个人品牌会影响你的企业品牌吗？
Does personal branding affect your
business brand?



个人品牌如何影响你的企业品牌？

How does personal branding affect
your business brand?



品牌生命力

BRAND VITALITY

陳峰
Chan Fong

從廣播到廣告

From broadcast to advertising

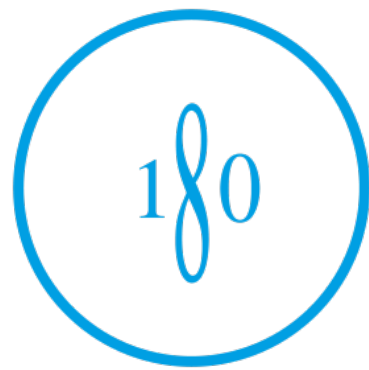




1991-1995



1996-present



MILESTONE

OUR JOURNEY

2002 •

成立
Establishment

• 2007 •

MidValley
Northpoint Offices
with 30 employees

• 2015 •

Berjaya Central Park,
Kuala Lumpur
with 50 employees

• 2023

65 employees
Handling >60 brands

a different perspective





CUCKOO

FOTILE

RHB



ECOWORLD
CREATING TOMORROW & BEYOND

SHARP

MOPIKO®

St. Ives

BRAND'S

BRAND'S
InnerShine®

PROVITAL
Immuna Plus

Simple

Selsun
blue™



MorningKiss™



富貴 NIRVANA



CARING®
PHARMACY



Sabahtea
FROM THE BORNEO RAINFOREST



ITSU
御手の粉®
THE REAL SENSE EXPERIENCE



DELUX



AmLife
life, redefined



富貴 NIRVANA

EverSoft

$$180^\circ$$

品牌的價值究竟能有多大？
HOW BIG BRAND VALUE CAN GO?



An aerial photograph of a dense urban area in Istanbul. In the foreground, a modern, dark-colored building with a flat roof and a glass facade is visible. The building has a sign that reads "THE RITZ-CARLTON RESIDENCES ISTANBUL" and a crest logo. The surrounding area is filled with older, multi-story apartment buildings with light-colored facades and red-tiled roofs. The Bosphorus Strait is visible in the background on the left side.

Ritz Carlton Residency

建在你隔壁會讓你的公寓單位升值嗎？

Does it boost your property value if it builds right next to yours?

一件白色襯衣值多少錢？

How much does a white shirt cost?



BOSS
HUGO BOSS

加了這標籤，衣服值多少錢了？
What about adding a logo to it?





Hermès Birkin 30 Gris Perle
Matte Alligator with Gold
Hardware

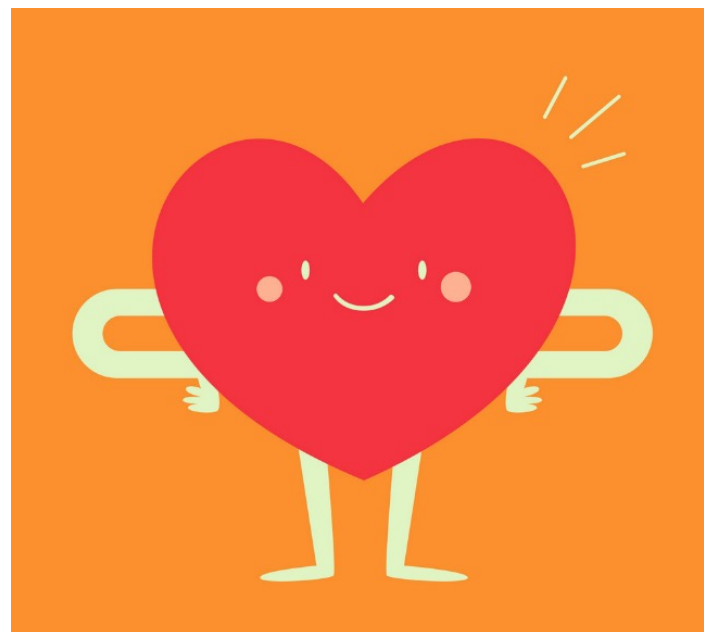
RM 491,658.27 (SGD 152,880.00)



H QUADRILLE PILLOW

RM 5,400

感觉美好
Feeling Good



先來個鄉村小故事...

First a story from the village...





差异化

Differentiation



记号
mark



品牌
brand



差异化= 品牌



Differentiate= Branding



功能性的差异化

Functional differentiation

基本功能

Basic functions

大一点

bigger

小一点

smaller

深一点

deeper

浅一点

shallower

购买后

After purchase

感受

Feeling

满足、满意

satisfied

记忆点

Impression

弱

low

转传达率

WOM

低

low



功能性的差异化

Functional differentiation

强化功能

Improved
functions

不烫手	heat-resistant
打不破	shock-proof
保温	heat preservation
加热功能	heat-up function
保健功能	healthy function

购买后

After purchase

感受

Feeling

惊喜，开心，满足，满意，安心，高人一等，比较厉害，我更健康，更smart，更时尚

Surprised, happy, satisfied, peace of mind, superior, better, smarter, healthier, trendier

记忆点

Impression

强 strong

传达率

WOM

高 high

A large, bold, teal-colored letter 'Q' is positioned on the left side of the slide. It has a thick stroke and a small tail at the bottom right.

你的产品/服务的功能有什么差异化？
能带给消费者什么**感受？记忆点？传达率？**

How your product/service different in functionality? How
you want your product/service to be perceived ?

Feeling? Impression ? WOM ?



感官性的差异化

Sensational differentiation

材料
material

陶瓷 ceramic
玻璃 glass
塑胶 plastic
不锈钢 stainless steel

设计
design

颜色 colour
花纹 pattern
凹凸 texture
立体感 dimension
透光 opacity

手工
crafts-
manship

精致 delicate
细腻 detailing
雕刻精美 finely crafted
巧夺天工 supreme skills

风格
style

MUJI
Walt Disney
名画 world-class painting
中国风 oriental
西欧风 southern europe style
日本风 Japanese
皇族风 royalty

或者...





感官性的差异化

Sensational differentiation

购买后

After purchase

感受

Feeling

满足，满意，开心，惊喜，高贵，高雅，时尚，西化, 日本化，陈峰化等等。
excited, satisfied, fulfilled, surprised, noble, elegant, trendy, western influenced Japanese
influenced or chanfong influenced

记忆点

Impression

中等/强 moderate/strong

传达率

WOM

中等/高 medium/high



你的产品/服务的感官有什么差异化？
能带给消费者什么感受？记忆点？传达率？

How different your product/service is based on
senses? How you want your product/service to be
perceived?

Feeling? Impression ? WOM ?

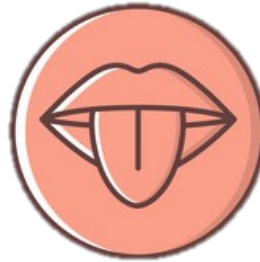
以上的差异化是发生在产品上
The fore-mentioned point of differentiation
are drawn from



听到
hearing



嗅到
smell



尝到
taste



摸到
touch



看到
vision

差異化

Differentiation

更好 better

更好吃 better taste

更好驾 better driving experience

更适合 more suitable

更舒服 more comfortable

更方便 more convenient



差異化

Differentiation

大15% bigger

比lay's松脆一倍 double crispier than lay's

3X 快捷 3 x faster

省时30% save time 30%

多10种色彩 10 extra colors

及等等 etc !



但是, 差异化也可以发生在
产品以外

But differentiation can happen
beyond product



卖碗的商家 A
Seller A

只卖现货
Cash & Carry

顾客选后付钱离开。就此。
Customer make purchase then leave. That's it.

顾客购买后
Client after purchase

感受
Feeling

普通
SO-SO

记忆点
Impression

弱
low

传达率
WOM

低
low



卖碗的商家 D

Seller D

买碗 + 送
精美礼盒一个

Purchase bowl +
Complimentary
nice gift



我帮你包起来，先喝杯咖啡吗？

I'll wrap it for you. While you wait,
the coffee is on us.



送货到家。有什么不满意，
14天内可以退换。

Home delivery. 14-day exchange
term if not satisfied

顾客购买后

Client after purchase

感受

Feeling

惊喜，喜悦，
重视，贵宾感
surprised, delighted,
exclusive, VIP

记忆点

Impression

很强
very strong

传达率

WOM

很高
very high



卖碗的商家 D
Seller D



尝试了解客户的烹煮习惯
Try to understand customer's
cooking habits

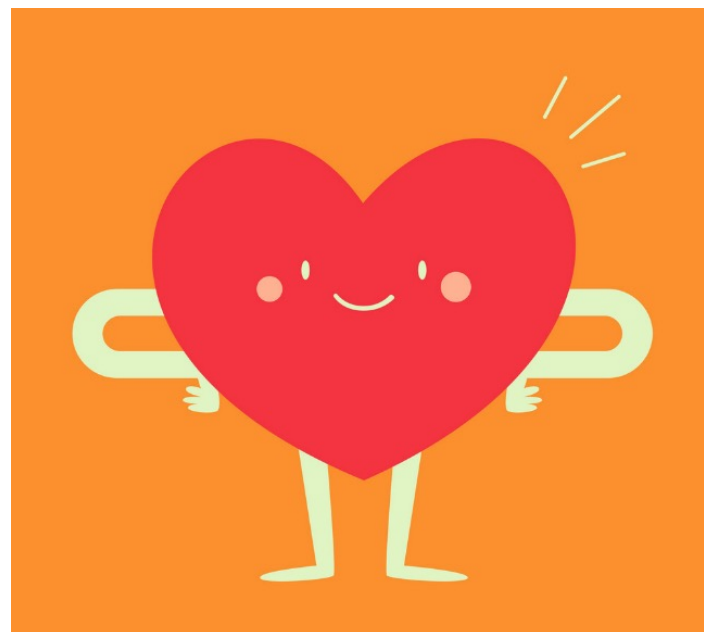
家里多少人？
Number of family members

有常请客？
Often have guests?



[家的欢乐，从食盘开始]
The joy of home starts from the serving plate

感觉美好
Feeling Good



A large, bold, red capital letter 'Q' is positioned on the left side of the slide. It has a thick stroke and a small tail at the bottom right.

所以，
你的产品/服务的情感诉求是什么？如何寻找？

So, what's the differentiation emotion benefit your
products/ services have? How to find it?

命名的技巧 Some naming skills

貴發雞飯 VS 美香雞飯

美香雞飯 VS 肥婆蘭雞飯

肥婆蘭雞飯 VS 阿嬤傳統海南雞飯

其实能创造的情感反应非常多

In fact, there are many emotional reactions that can be created

开心 Happy

满足 Satisfy

浪漫 Romantic

高贵 Elegance

惊讶 Surprise

刺激 Exciting

权威 Authority



轻松 Relaxing

喜悦 Blissful

高人一等 Superior

比较聪明 Smarter

有爱心 Loving

会感恩 Grateful

爱家人 Family loving

爱地球 Earth Loving ...



創新訴求

Innovative pursuit

+

情感認知

Emotion
cognition

你的包裹 Your delivery pack







好包裝 Good Packaging...



也是宣传管道之一

It is also one of the advertisement channels

能与消费者保持良好关系

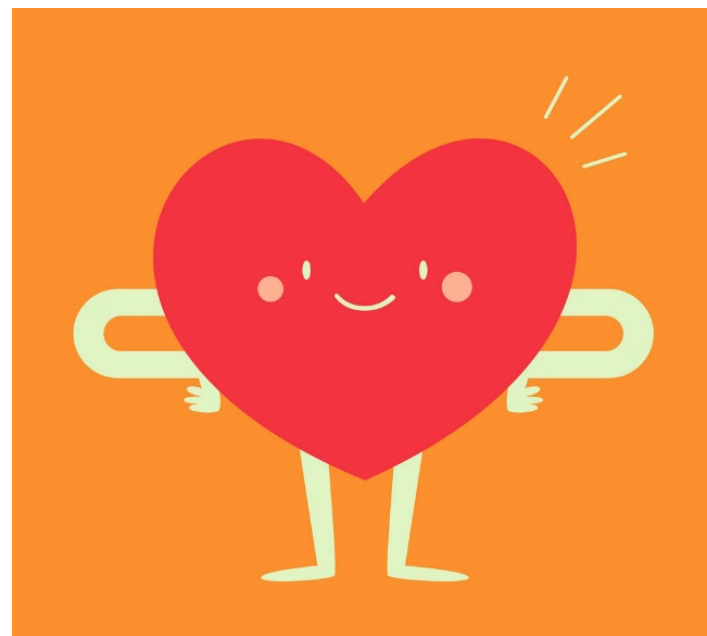
to maintain good relationship with consumers

- 能给客户留下美好的感觉与印象

Can leave a good impression and impression on customers

感觉美好

Feeling Good



如果說一個品牌就等於一個人的話

If a brand is equal to a person

你想你的公司品牌是一個怎樣的人？

What kind of personality do you want your brand to be?

關鍵在於公司有什麼願景和公司文化。

It all depends on the company's vision and culture.

Point of Differentiation

差异化

功能/服务 | Functions/service

感官体验 | Sensory experience

情感价值 | Emotional Values



寻找 空隙

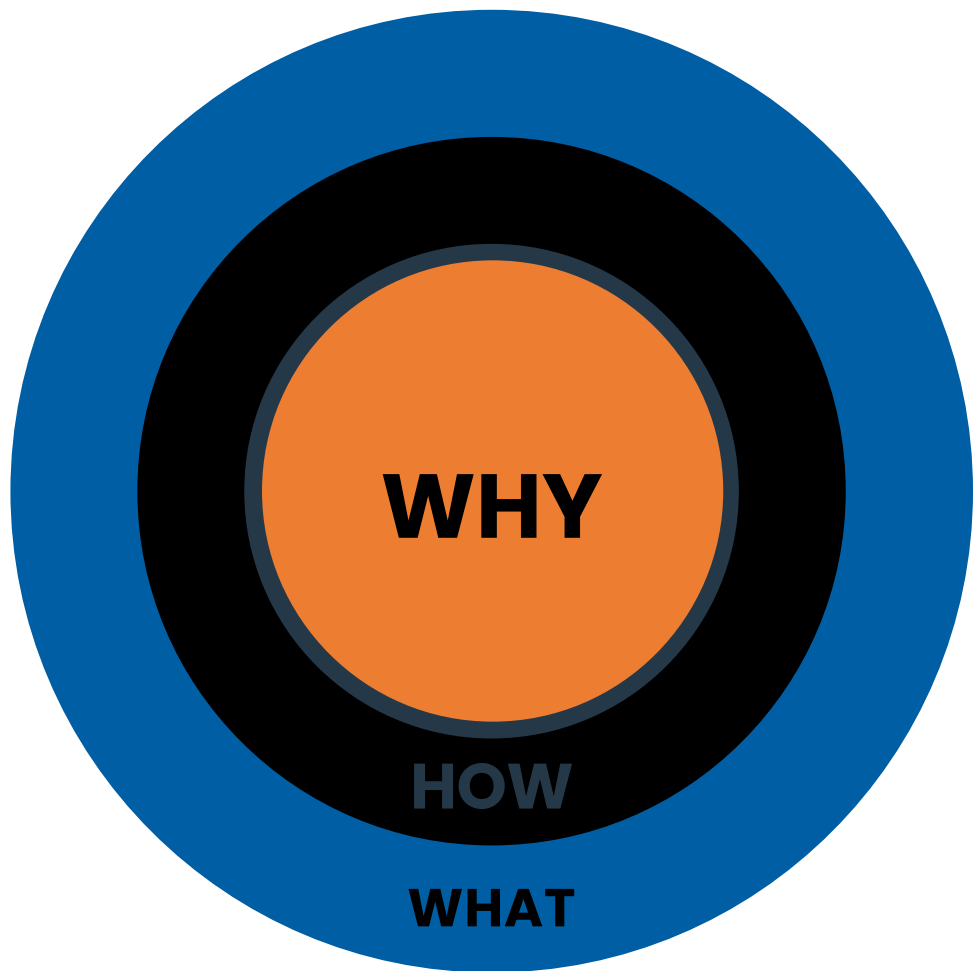
Find the Gap



隱藏需求
Hidden Needs

**往往源自
你原本的行业**

often comes from the
industry you are working in



黄金圆环法则

The Golden Circle

黄金圆环法则

Introducing the Golden Circle

为什么

目的, 理念, 动机

WHY

Purpose, vision, motive

如何

步骤, 方法

HOW

Steps, Methodology

做什么

结果, 成品, 服务

WHAT

Outcome, product,
service

市场调查 的重要性

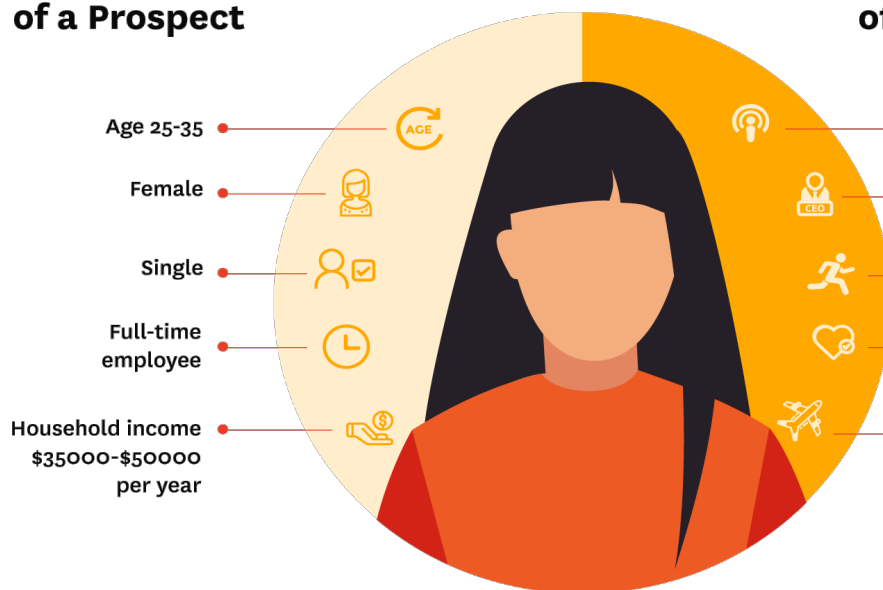
The importance of
Market Research



避免主观导向
而影响抉择

To avoid ones being too subjective
in decision making

Demographic Profile of a Prospect



Psychographic Profile of a Prospect

顾客洞见

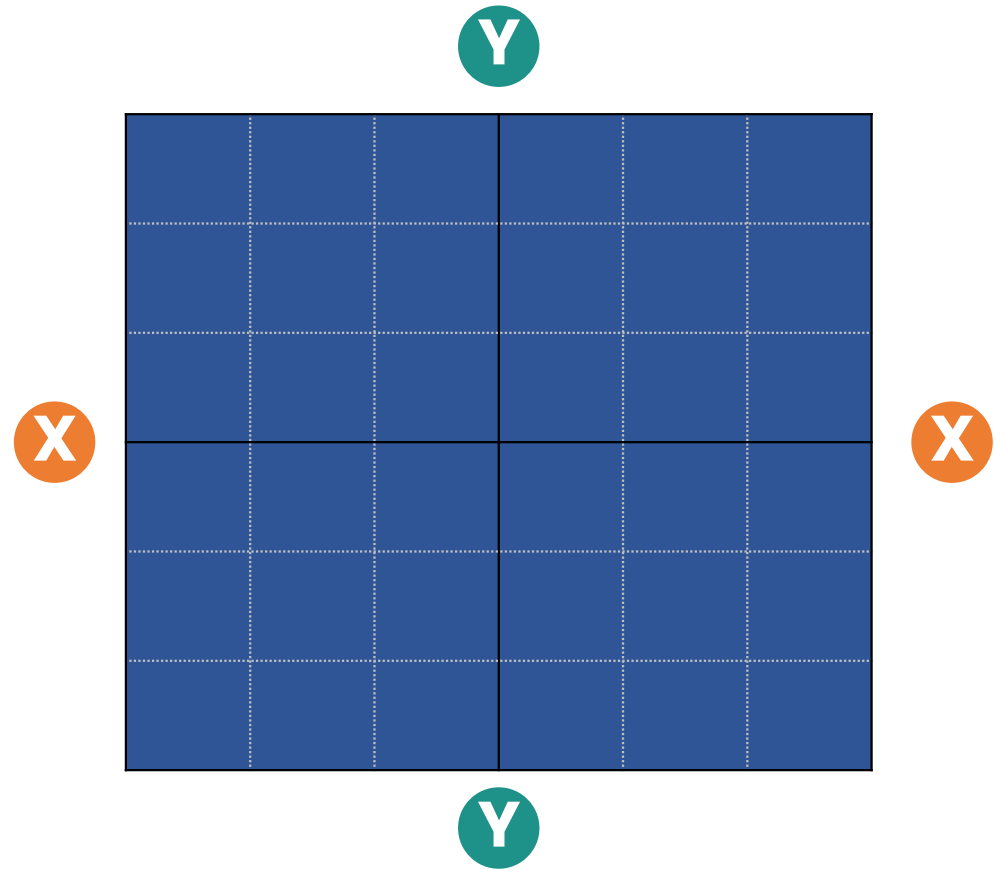
Consumer Insights



市场调查后的 Positioning Mapping 定位图

定位图适用于确定自己 品牌与竞争对手的市场位置

Positioning Mapping is used to determine
how it positions itself in the market with its
competitors



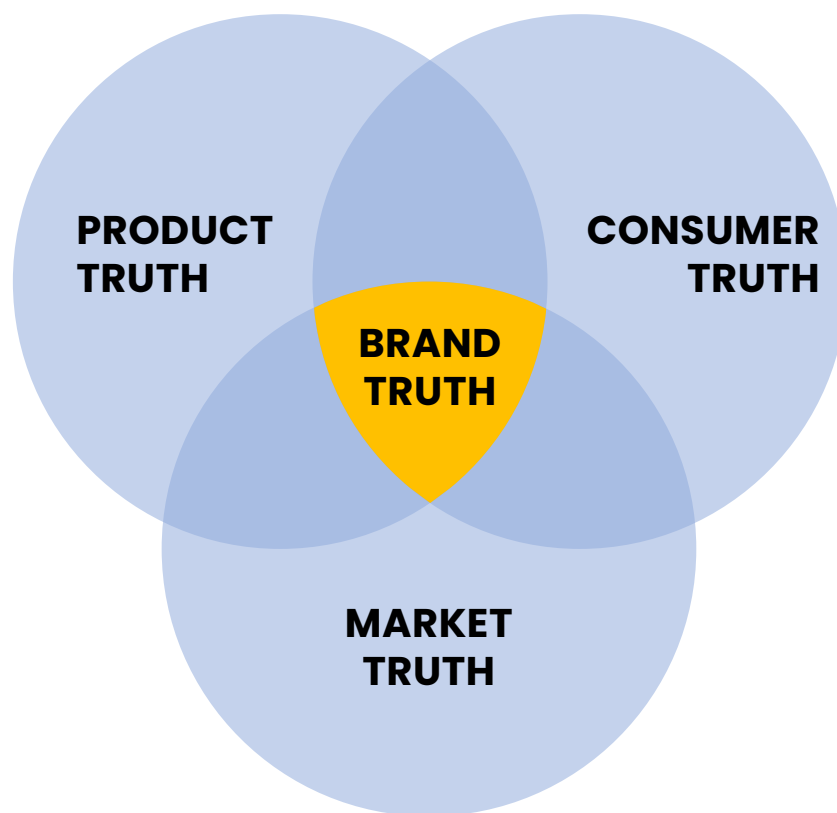
Brand
Truth

品牌真章



品牌真章
Brand Truth

产品/服务功能
Product/Service Function
差异化
Differentiation
感官性
Sensation
情感性
Emotion



消费者隐藏需求
Consumer's Hidden Need
消费者的
Demographic &
Psychographic

有差异化/没人做
With differentiation/ Untapped Market

价值主张

Value Proposition



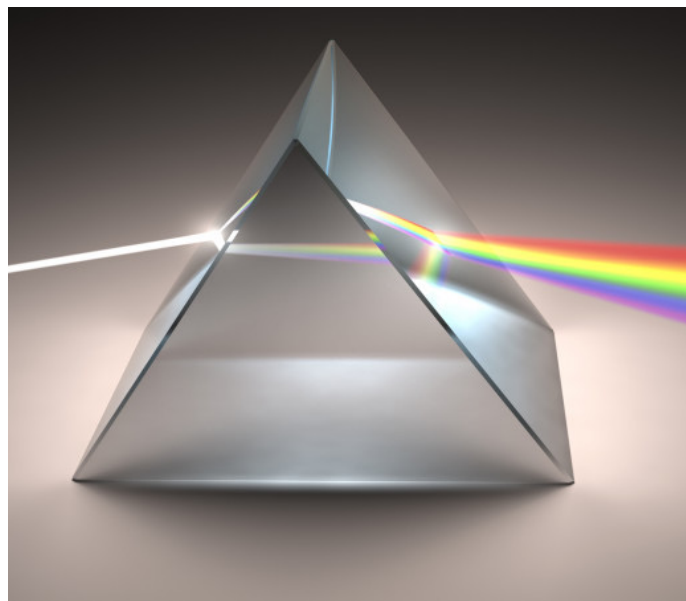
价值主张

**价值主张是一个简单的称述，
总结了客户为什么会选择您的产品或服务。
它清楚传达客户购买后所得带的明显好处**

**A value proposition is a simple statement that
summarises why a customer would choose your
product or service. It communicates the clearest
benefit that customers receive from you**

品牌识别棱鏡

Brand Identity Prism



外在化 EXTERNALISATION

物质 PHYSIQUE:

What are the physical characteristics of your brand? (Colors, Shapes, Design Elements, Slogan)

关系 RELATIONSHIP:

How is the relationship between your brand and your consumer?

反映 REFLECTION:

Who do you portray as a target group for your brand?

内在化 INTERNALISATION

个性 PERSONALITY:

What is your brand's character? (Tone, Language, Persona)

文化 CULTURE:

What are the values and guiding principle of your brand?

自我形象 SELF IMAGE:

How do consumers perceive themselves when engaging with your brand/product?

发出者
Your Company



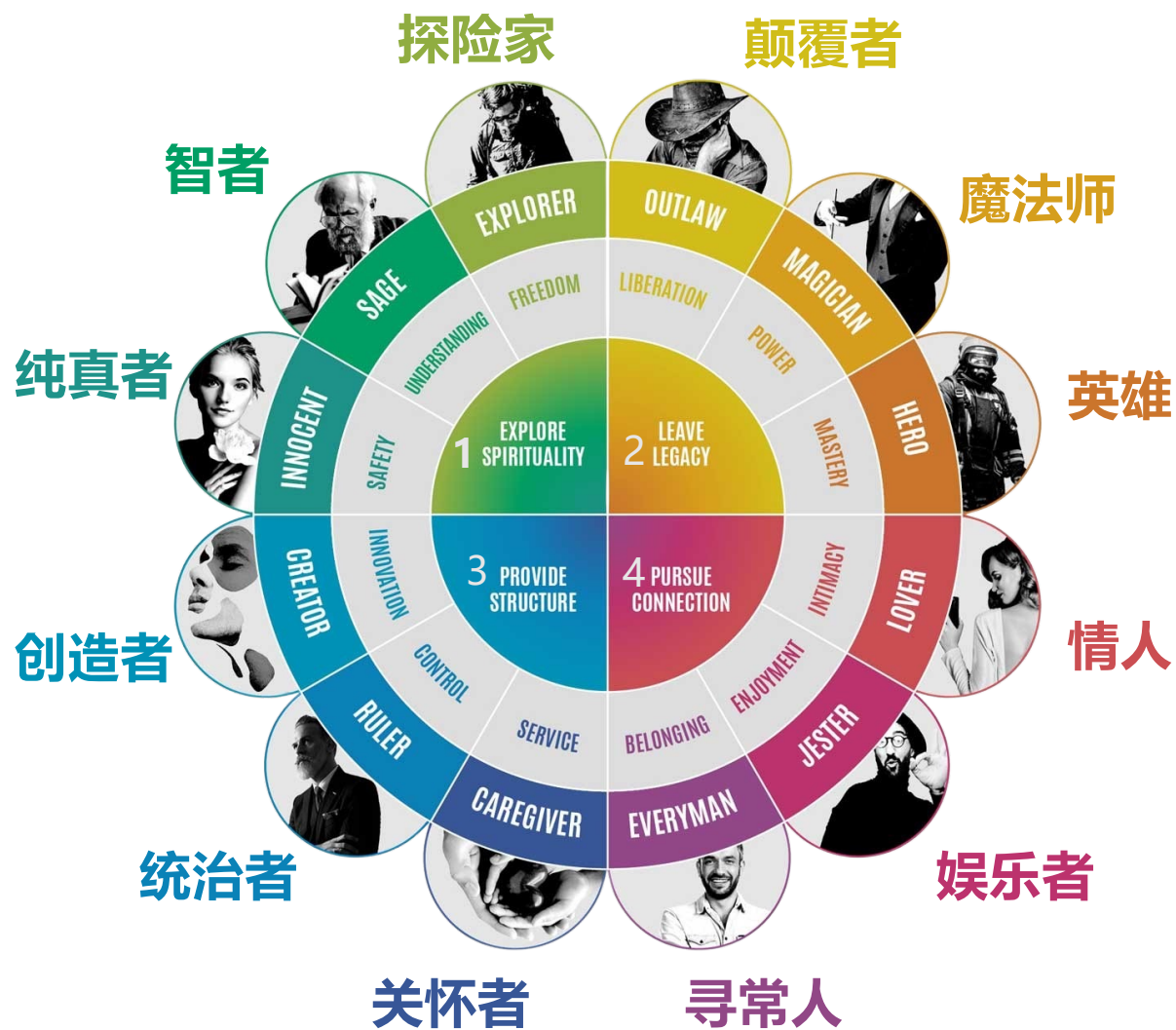
你的品牌
YOUR BRAND

接收者
Your Customer



品牌原型

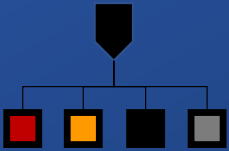
Brand Character





品牌架构

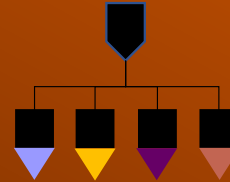
品牌伞 Branded House



E.g.,
Samsung,
FedEx

- 一个主品牌从而获得高品牌资产
 - 如果负面情绪溢出，风险很高
 - 降低品牌开发成本
 - 无品牌混淆
- One master brand thus high brand equity
 - High risk if negativity spillover
 - Lower cost of brand development
 - No brand confusion

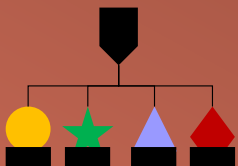
子品牌 Sub-brands



E.g.,
Apple, Lego,
Amazon

- 主品牌仍然是高度可见和一致的
 - 如果负面情绪溢出，风险中等
 - 适度的费用来管理多个品牌
 - 品牌混淆度低
- Master brand is still highly visible and consistent
 - Moderate risk if negativity spillover
 - Moderate expenses to manage multiple brands
 - Low brand confusion

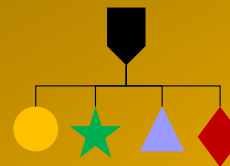
担保品牌 Endorsed Brand



E.g.,
Marriot,
Kellogg's

- 个人品牌优先于主品牌
 - 负面溢出风险低
 - 品牌开发成本高
 - 主品牌认知度低
- Individual brand prioritised over master brand
 - Low risk if negativity spillover
 - High cost of brand development
 - Low awareness on master brand

多品牌策略 House of Brands



E.g.,
Unilever, P&G
Nestle

- 提供众多不相互关联的品牌
 - 如果负面情绪溢出，风险最低
 - 品牌发展成本最高
 - 品牌混淆
- Offers numerous brands that are not interlinked
 - Lowest risk if negativity spillover
 - Highest cost of brand development
 - Brand confusion