



Extreme Makeover: Brand Edition.

Sarah Bull.

Barbie.



before.

Unrealistically Perfect, Material Girl.

Barbie's unrealistic body image and narrow minded portrayal of beauty, sexualized and objectified women. And, at the time, Barbie seemed to embody many demeaning female stereotypes - For example, Barbie's inability to do anything without the help of Ken.

Wake-Up Call: Barbie seemed to be stuck in the past, making her less relevant as time went on. Barbie was eventually seen as a negative influence that parents no longer wanted their children to look up to. On top of that, Barbie sales decreased quarter after quarter.

“She became less and less relevant and somewhere along that line, went from being less relevant to being a negative influence.”

Barbie.

Inspiring, Empowered Role Model.

Barbie underwent a total transformation that would reconnect them with the target audience they had previously been ignoring (the parents). The brand stopped emphasizing its plastic product over its purpose and turned to Barbie creator, Ruth Handler, who wanted Barbie to teach girls they could be anything they wanted to be. The new Barbie encourages having a positive self-image, that empowers females. Additionally, the brand diversified their doll's look in a way that represents and celebrates women from all walks of life, and have even introduced a new campaign aimed at Dads.

after.



Lego.



before.

Obsolete Bricks.

Hindered by an intense lack of innovation and a decade without valuable additions to their portfolio, Lego found themselves in massive amounts of debt and on the brink of bankruptcy.

Wake-Up Call: Barbie represented a somewhat unsavory past, making her less relevant as time went on. Barbie was viewed as a negative influence that parents no longer wanted their children to look up to. Sales decreased quarter after quarter.

Lego.

The Apple of Toys.

Lego realized it had to rebuild the company brick by brick, starting with consumers. By redirecting their focus onto the consumer, Lego was able to evolve alongside them. And, by taking advantage of new digital channels, Lego was able to create meaningful content that tells a story consumers want to listen to.

after.



Covergirl.

COVERGIRL[®]
easy breezy beautiful

before.

Easy, Breezy, Beautiful.

Covergirl's 60-year-old slogan, describes beauty as something that is sweet and simple. However, if the world has taught us anything, it's that beauty and the way it is defined is complicated, but incredibly powerful.

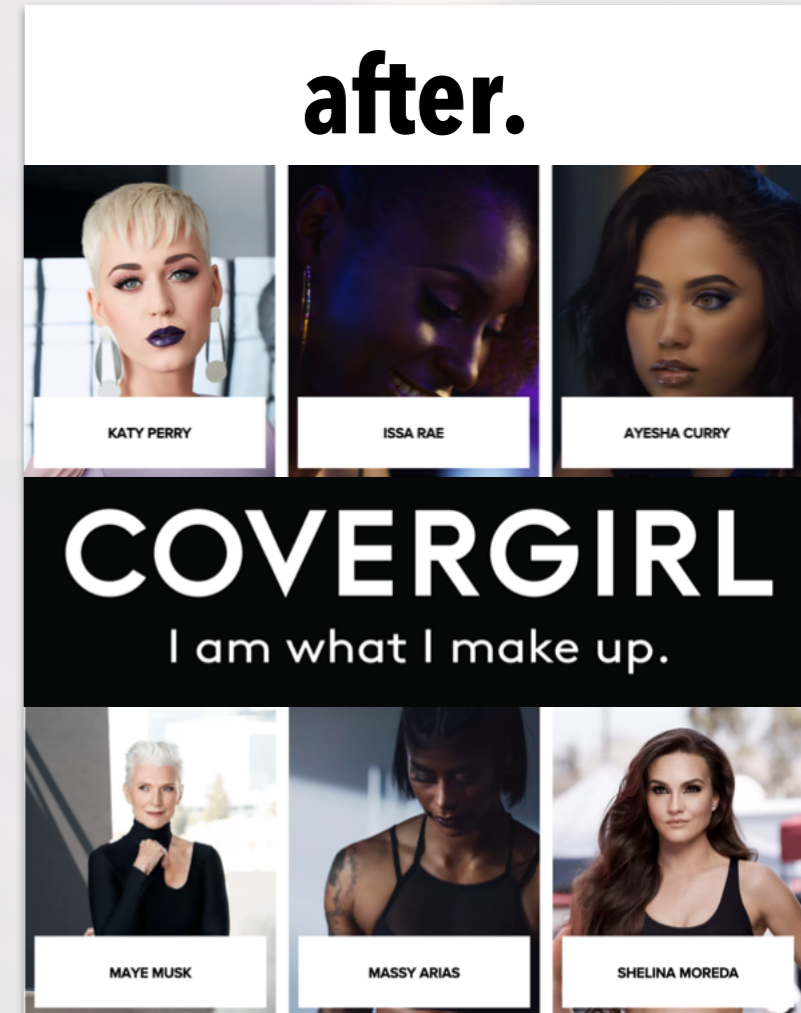
Wake-Up Call: CoverGirl realized that there is no longer one, singular definition of beauty.. So, following Coty's semi-recent purchase of the brand (and others like it), CoverGirl has finally found the right time to reinvent.

Covergirl.

I Am What I Make Up.

Starting with an introduction of a freshly unique group of CoverGirls and a new tagline, Covergirl demonstrates that they are about more than just looking beautiful. Covergirl's new campaign, "I Am What I Make Up", embraces modern day, multidimensional definitions of beauty. The brand aims to celebrate authenticity and diversity, whilst championing makeup as a tool for self-expression and transformation.

The Campaign's First Video: [Made In The Mirror](#)



Axe.



before.

Hyper-Masculinity.

In the past, Axe has presented itself as the brand version of a douche, Frat Star. Since the beginning, the messaging presented by Axe has suggested that by applying the product to your body, beautiful, naked women will flock around you.

Wake-Up Call: Barbie represented a somewhat unsavory past, making her less relevant as time went on. Barbie was viewed as a negative influence that parents no longer wanted their children to admire. Sales decreased quarter after quarter.

Axe.

Open-Minded Axe.

Axe has finally decided to grow up with its new campaign, "Find Your Magic". The campaign is all about casting aside the traditional notions of masculinity, and embracing one's unique understanding of manliness. The commercial's [YouTube Video](#) description below, describes Axe's new take on masculinity pretty well: "Who needs a six pack when you have your own thing? No must-have, must-be, fashion norms or body standards. The most attractive man you can be is yourself. So find what makes you, you. Then work on it."

after.



Cadillac.



Only one car can make a Cadillac owner look twice. Longtime Cadillac owners, accustomed to the finest, have high regard for the spirited glamour of the 1968 Fleetwood Eldorado—the world's finest personal car. While they may prefer one of Cadillac's traditionally styled models, they admire the bold concept of the Eldorado. For it reflects the fresh vitality of each of Cadillac's eleven great new body styles for 1968, all powered this year by the new 472 V-8—biggest, smoothest V-8 engine ever put into passenger car production. Shouldn't you, too, give Cadillac a second look?



before.

Your Great Grandpa's Car.

In the 1950's and 60's, Cadillac was the coolest of cool. Today, however, at 114-years-old, Cadillac is a tired, almost forgotten brand.

Wake-Up Call: After repeatedly losing to competitors, Cadillac decided it was time to do something new. When current CMO, Uwe Ellinghaus, was hired in 2013 and immediately called for a reinvention of the brand.

"If you don't find the brand relevant, you won't even go into the dealership." (AutoNews)

Cadillac.

American Luxury, With a Twist.

Cadillac's new CMO, Uwe Ellinghaus, plans to revamp the brand completely. It's going to take a while, but Ellinghaus plans to reach a younger audience eventually. Here's how:

- Moved Cadillac HQ from Detroit to NYC, the "epicenter of luxury"
- Staying far, far away from auto ad cliches - Some of Cadillac's latest ads don't even show the car.
- Brought in staff with no auto experience, but experience in other luxury categories.
- Opened the Cadillac House, a brand-experience center.

Ellinghaus plans to show the world that Cadillac "walks the talk when it comes to luxury".

after.

The screenshot shows a webpage from Adweek. At the top, there are several promotional banners: "25 Years of Living Color" for Adobe, "Subscribe to Adweek" for a full year of print and tablet editions for \$99, and "Great American Odysseys" for Sperry shoes. Below these is a navigation bar with categories like "THE PRESS", "TELEVISION", "TECHNOLOGY", "ADVERTISING & BRANDING", "ADFREAK", "VIDEO", and "SUBSCRIBE". The main article headline reads "Ad of the Day: Cadillac's 'Dare Greatly' Launch Spot Has Teddy Roosevelt but No Car Teaser sets the stage for an extensive Oscars push" by David Gianatasio. The article features a large image of a New York City street with the Manhattan Bridge in the background. Below the image is a caption: "Views of NYC, but not (yet) a Cadillac vehicle". The article text begins with "I'm not sure Cadillac's 'Dare Greatly' spot—ushering in a big new campaign that will break Sunday on the Oscars—will ever win any awards. But the commercial, among the automaker's first efforts from Publicis, is distinctive and represents a shift from Caddy's approach a year ago." To the right of the article is a sidebar with advertisements for "TOUCH OF MODERN" products: a "Firefly Laser Lamp // Emerald" for \$32.99 and a "Dino Pet" for \$39.99. At the bottom of the sidebar is an advertisement for "Dart Portable Power Bank".

**So, how do brands
stay...**



Ten Brand To-Dos:

- 1. Identify their purpose.**
2. Stay true. Remain authentic.
- 3. Take a stand on social issues - incorporate when possible.**
4. Humanize themselves. "If [brand] was a person, it would be..."
- 5. Know who they're talking to. Master how you talk to them, and predict how they may respond.**
6. Be transparent, or be considered a suspect.
- 7. Innovation is key. A brand must evolve and grow with the world around it.**
8. Form a partnership with consumers. Engage with them. Listen to them.
- 9. Don't be afraid to take risks. Especially in seemingly negative situations.**
10. Don't be a sheep. When other brands are trying to stand out by zigging away from the zag, a great brand should zog. Do something that has never been done before.