



Visual Hammer: Nail your brand into the mind with the emotional power of a visual

Laura Ries

Download now

[Click here](#) if your download doesn't start automatically

Visual Hammer: Nail your brand into the mind with the emotional power of a visual

Laura Ries

Visual Hammer: Nail your brand into the mind with the emotional power of a visual Laura Ries

When my dad, Al Ries, wrote “Positioning: The Battle for Your Mind” in 1981, he overlooked one important idea. The visual.

Positioning is a totally verbal concept. You build a brand by owning a word in the mind.

Yet the best way into a mind is not with words at all. The best way into a mind is with visuals.

But not any visual. You need a “visual hammer” that hammers a verbal nail. The Marlboro cowboy. Coca-Cola’s contour bottle. Corona’s lime.

The cowboy hammers “masculinity.” The contour bottle hammers “authenticity.” The lime hammers “genuine Mexican beer.”

A trademark is not a visual hammer. Almost every brand has a trademark, but fewer than one out of a hundred brands have a visual hammer. A trademark is a rebus which communicates nothing except the name of the brand.

A visual hammer, on the other hand, communicates the essence of the brand.

Visual Hammer is the first book to document the superiority of the “hammer and nail” approach to branding. Some examples.

The pink ribbon that made Susan G. Komen for the Cure the largest nonprofit foundation to fight breast cancer.

The Aflac duck that increased Aflac’s name recognition from 12 percent to 94 percent.

The green jacket which made the Masters the most-prestigious golf tournament.

The polo player which made Ralph Lauren the largest-selling high-end clothing brand.

The bottle which made Absolut the largest-selling high-end vodka.

The watchband which made Rolex the largest-selling luxury watch.

The red soles which made Christian Louboutin the leading luxury-shoe brand.

The chalice which made Stella Artois the fifth largest-selling imported beer.

Colonel Sanders who made KFC the world’s largest chicken chain.

Why are marketing plans usually nothing but words when the best way into a mind is with the emotional power of a visual?

After reading Visual Hammer, you might want to tear up your current marketing plan and start fresh.

 [Download Visual Hammer: Nail your brand into the mind with ...pdf](#)

 [Read Online Visual Hammer: Nail your brand into the mind wit ...pdf](#)

Download and Read Free Online Visual Hammer: Nail your brand into the mind with the emotional power of a visual Laura Ries

From reader reviews:

Helen McCormick:

This Visual Hammer: Nail your brand into the mind with the emotional power of a visual book is not ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is information inside this book incredible fresh, you will get info which is getting deeper a person read a lot of information you will get. This Visual Hammer: Nail your brand into the mind with the emotional power of a visual without we realize teach the one who looking at it become critical in thinking and analyzing. Don't be worry Visual Hammer: Nail your brand into the mind with the emotional power of a visual can bring when you are and not make your bag space or bookshelves' come to be full because you can have it with your lovely laptop even cellphone. This Visual Hammer: Nail your brand into the mind with the emotional power of a visual having great arrangement in word in addition to layout, so you will not sense uninterested in reading.

Patrick Richards:

Can you one of the book lovers? If so, do you ever feeling doubt when you are in the book store? Aim to pick one book that you never know the inside because don't ascertain book by its handle may doesn't work the following is difficult job because you are scared that the inside maybe not while fantastic as in the outside look likes. Maybe you answer could be Visual Hammer: Nail your brand into the mind with the emotional power of a visual why because the amazing cover that make you consider regarding the content will not disappoint you actually. The inside or content is usually fantastic as the outside as well as cover. Your reading sixth sense will directly show you to pick up this book.

Maurice Neely:

Beside this Visual Hammer: Nail your brand into the mind with the emotional power of a visual in your phone, it could give you a way to get more close to the new knowledge or information. The information and the knowledge you may got here is fresh from oven so don't become worry if you feel like an old people live in narrow small town. It is good thing to have Visual Hammer: Nail your brand into the mind with the emotional power of a visual because this book offers to you personally readable information. Do you sometimes have book but you do not get what it's facts concerning. Oh come on, that wil happen if you have this with your hand. The Enjoyable option here cannot be questionable, just like treasuring beautiful island. Techniques you still want to miss it? Find this book in addition to read it from right now!

Daniel Love:

That publication can make you to feel relax. This book Visual Hammer: Nail your brand into the mind with the emotional power of a visual was colourful and of course has pictures on there. As we know that book Visual Hammer: Nail your brand into the mind with the emotional power of a visual has many kinds or type. Start from kids until young adults. For example Naruto or Private investigator Conan you can read and think

you are the character on there. Therefore , not at all of book are make you bored, any it offers you feel happy, fun and rest. Try to choose the best book to suit your needs and try to like reading this.

**Download and Read Online Visual Hammer: Nail your brand into the mind with the emotional power of a visual Laura Ries
#BW8Q9LUITC3**

Read Visual Hammer: Nail your brand into the mind with the emotional power of a visual by Laura Ries for online ebook

Visual Hammer: Nail your brand into the mind with the emotional power of a visual by Laura Ries Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Visual Hammer: Nail your brand into the mind with the emotional power of a visual by Laura Ries books to read online.

Online Visual Hammer: Nail your brand into the mind with the emotional power of a visual by Laura Ries ebook PDF download

Visual Hammer: Nail your brand into the mind with the emotional power of a visual by Laura Ries Doc

Visual Hammer: Nail your brand into the mind with the emotional power of a visual by Laura Ries Mobipocket

Visual Hammer: Nail your brand into the mind with the emotional power of a visual by Laura Ries EPub