

Test Of A Good Brand: Is it a Big Idea that will work in any media?

Rebanding Blue Shield and Sun
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(Skip the fine print if you want.)

Logos are not brands

Neither are words. Or colors.

Brands are Ideas. Logos, words, colors, et cetera are expressions of ideas.

Well expressed ideas increase the value of a company and make it more social, remarkable, clear, current.

Brands are ideas.

Here's an example. The cover of a book, the writer's name, the reviews, the stories, et cetera, are all part of the brand of a product called "an author".

Norman Mailer said, "Writer's write books. Authors make a big splash."

Let's dive in.



**Imagine a company
with far too many
ideas.**

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In 2003, a team of two (including myself) at the branding firm Wolff Olins turned the idea of “too many ideas” into a positive brand expression for Sun.



**“Too many ideas”
meant many fun ads.**

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Rebranding Sun as a company of ideas.

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Believe the idea of a kinder, simpler health insurance company?

The internal branding team at Blue Shield of California generated three brand expressions which sought to communicate the idea of “no more confusing health plans”.



**I wrote this line to
say: simple & nice**

Jeff Goldsmith, Marketing,
jeffreygoldsmith.com

The shield was a grammatical device to express simplicity, security and simplicity.

Focus groups clearly “got” the idea.

a side effect of 
is peace of mind

blue  of california

blueshieldca.com

**I wrote this to express
the same idea. It was
mailed to millions of
Californians.**

Jeff Goldsmith, Marketing,
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Enough said.

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It's a good brand that expresses a big idea in outdoor, print, direct mail, collateral, online advertising – even insurance forms – and increases the value of a company.

Further Reading

Books

A Quick Read: [The Brand Gap](#)

Many Books: [Brand Channel](#)

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