

Slack

Strategic Brand Plan

**Team 1: Lauren Chapman, Jonathan Falcon, Adey Gayim,
Kelsey McGinley, Michael Opiela, and Hyeji Son**



Table of Contents

Section 1:

**Brand
Challenge**

Section 2:

**Brand
Framework**

**Brand
Archetype**

Section 3:

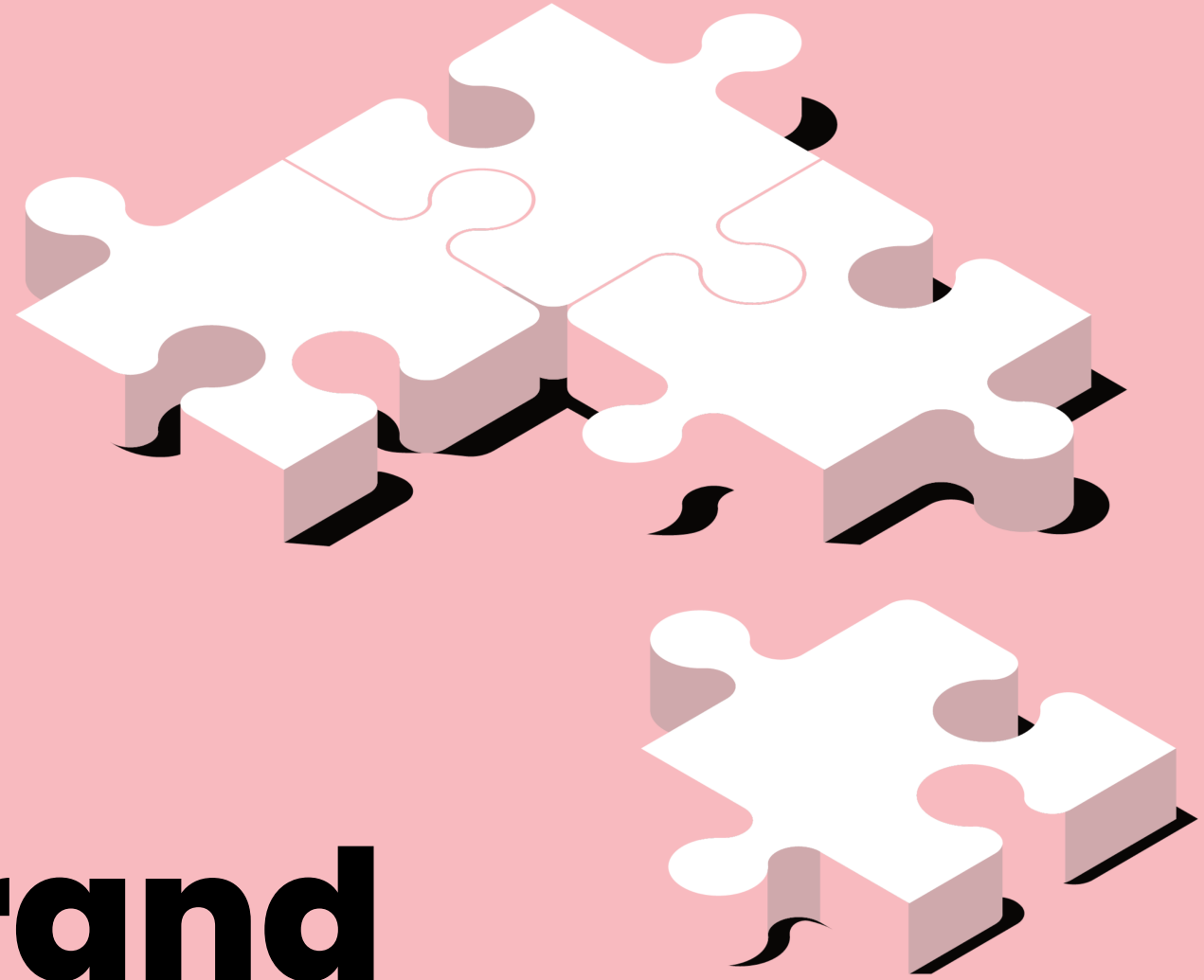
**Brand
Positioning**

**Brand
Narrative**

Section 4:

**Brand
Measurement**

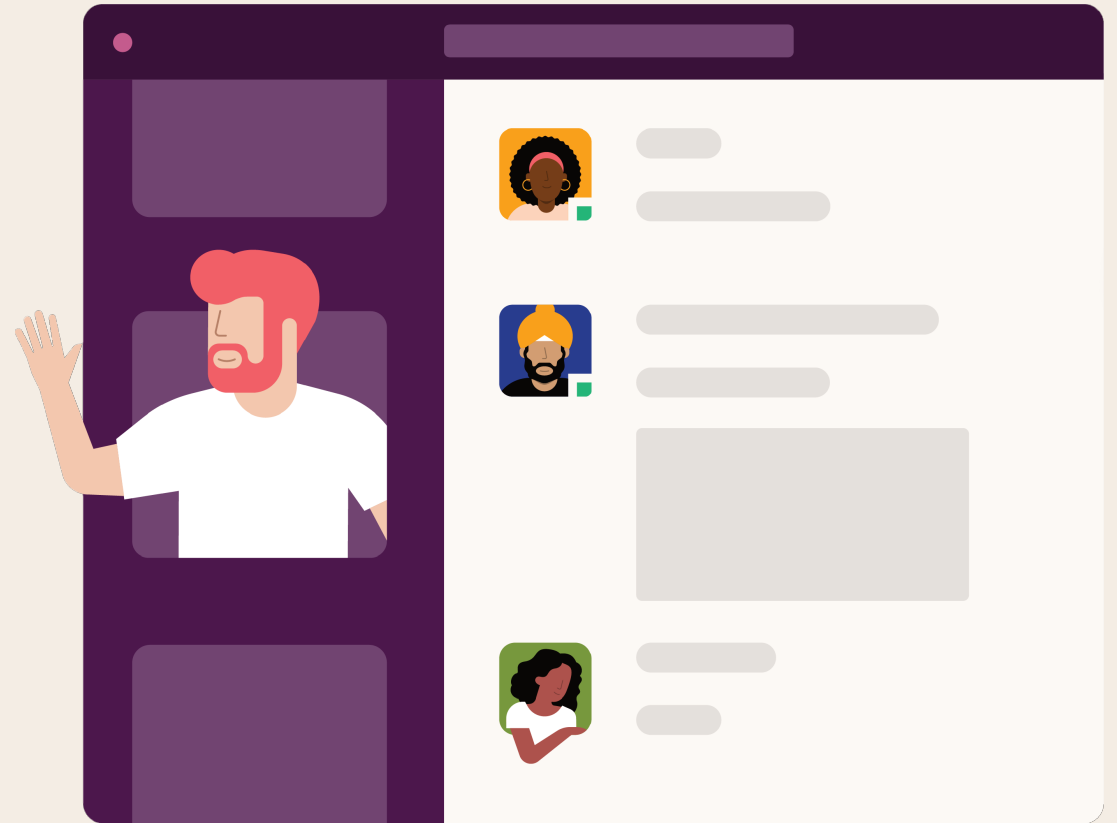
Section 1: Brand Challenge





A little about us

- Started in 2013 as a messaging platform
- Acquired by Salesforce in 2021 “to create a Digital HQ”





A little about us



**200K Paid
Customers**



**Used by 77% of
Fortune 100
Companies**



**Active Daily
Users in 150+
countries**



A little about us

- Slack encounters challenges and misconceptions like
 - Showing investors/prospects a high ROI
 - Proving its features are practical and expandable





A little about us



- Slack has the ambition to remove the need for email by
 - Reducing risk of spam and scam
- Slack also has the scalability of adopting other mainstream workplace software
 - Ex: ServiceNow, Zendesk, etc.

Section 2: Brand Framework





We currently stand for...

- Being a **digital hub**
- Being **easy** and **simple** to use
- Being **safe** and **trusted**
- Being **productive**

We aspire to be thought of as...

- **More seamless** to integrate
- **Less ambiguous** to users
- A tool to **save money**
- A tool for **time-efficient meetings**



Our personality can be described as...

- **Casual** and **vibrant**
- **Fun** and **playful**
- **Trustworthy**
- **Innovative**

In the future, our personality will be described as...

- **Reliable**
- **Always-accessible** and **convenient**
- **Friendly**



We currently sound...

- **Casual** but *informed*
- **Flexible** and **friendly**
- **Well-connected**



We will sound...

- **Trustworthy**
- **Confident.**





We currently appear...

- **Simple** and **intuitive**
- **Colorful** and **playful**
- **Fun** and **trendy**
- **Engaging** and **interactive**



We will appear...

- **More intuitive** and **even smoother**
- **Tailored** to the user's brand
- **Personalized** for the user

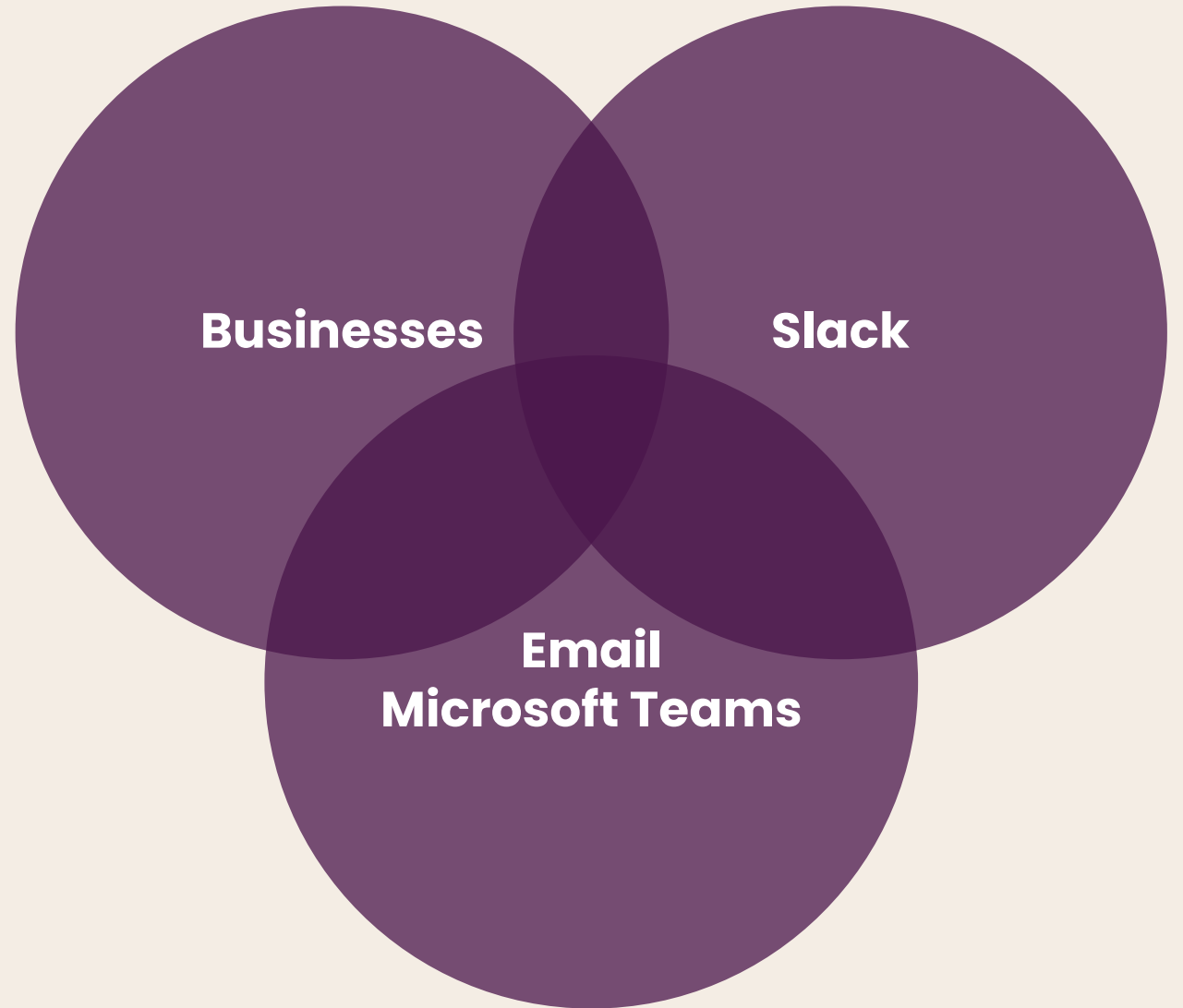
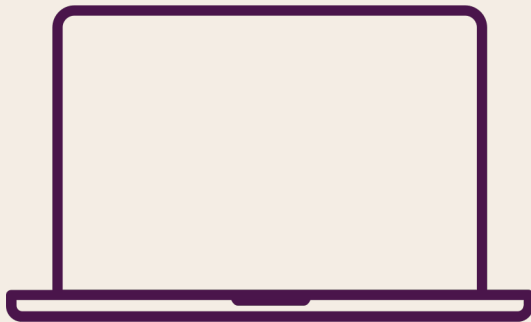


Section 3: Brand Positioning



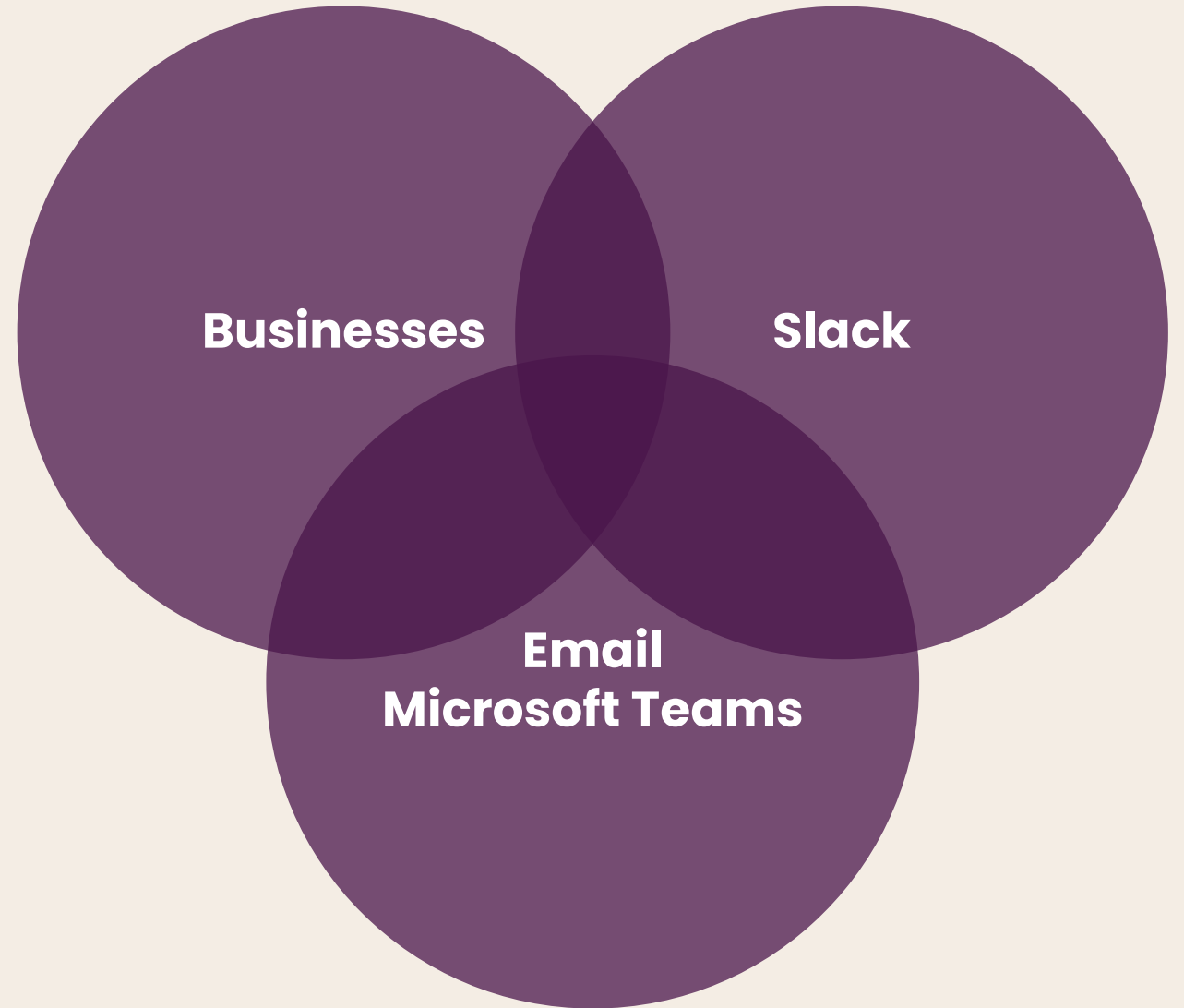
Our points of parity are our...

- Group/individual messaging and conferencing functions
- File sharing abilities
- Visibility of schedule and location/activity status



Our points of differentiation are our...

- Social features (e.g., polling, custom emojis)
- Organized layout with distinct channels
- Fun and playful UX and UI
- Platform's safety and security
- Ability to manage notifications





Section 4: Brand Measurement





Brand Associations

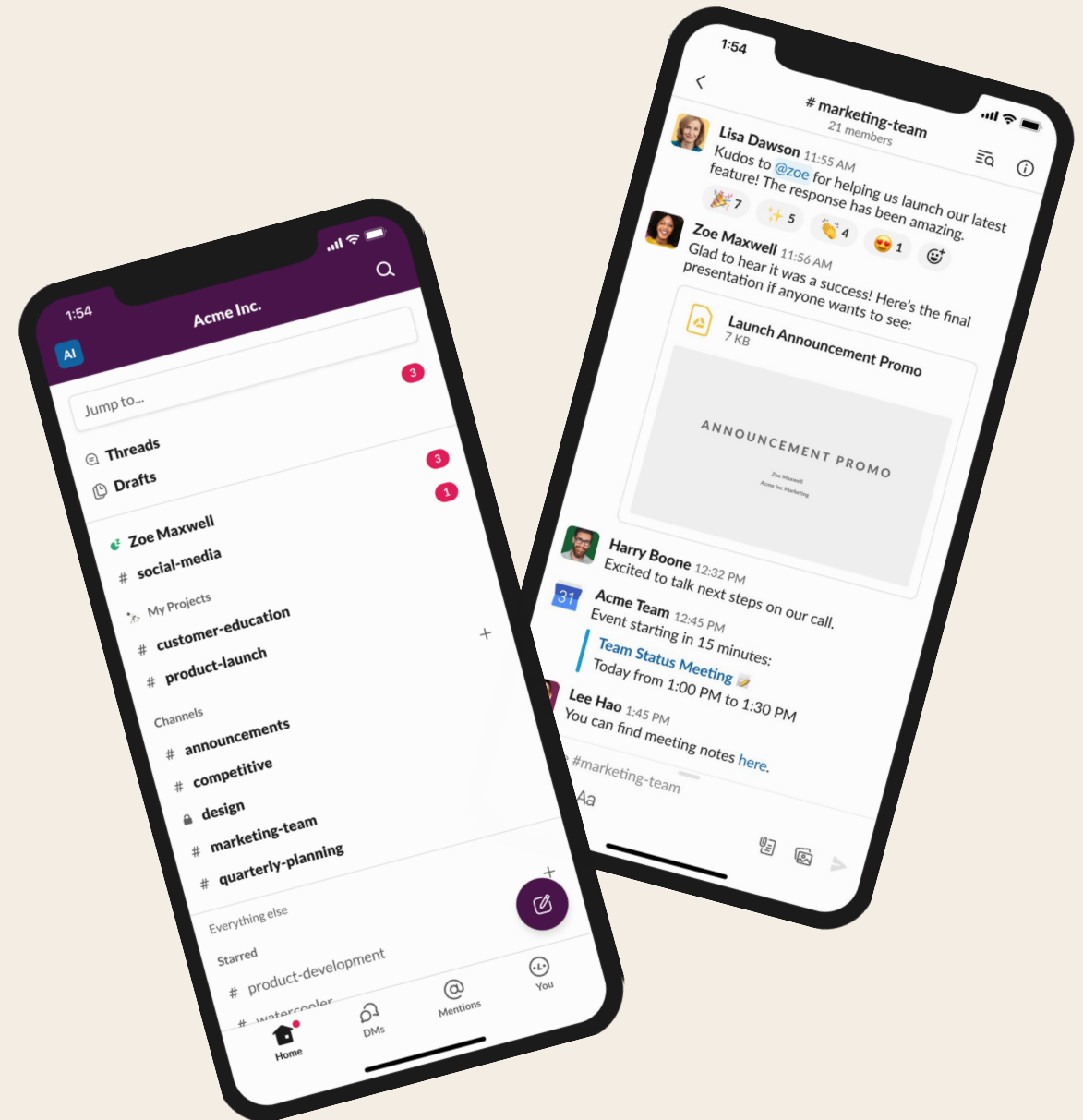
- We aim to create a...
 - **Casual atmosphere** respectful of peoples' time
 - **All-inclusive environment** with video chat, direct messaging, and group messaging





Product Analytics

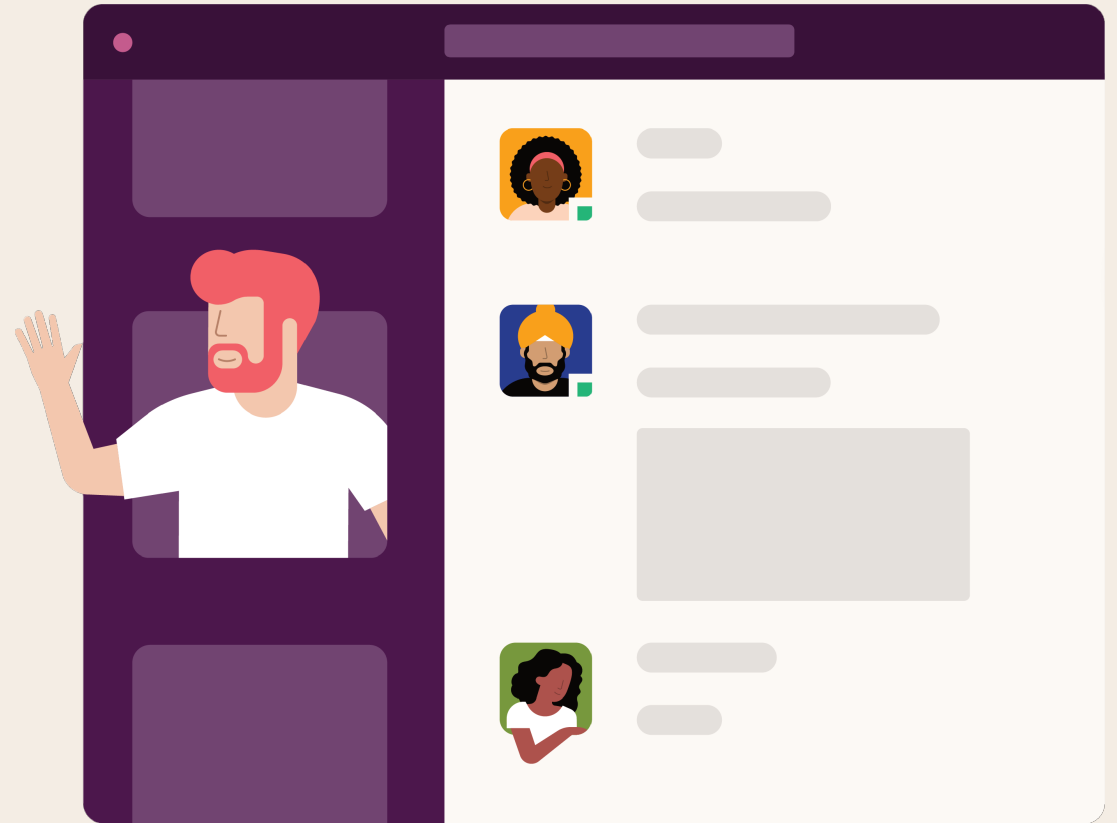
- Our platform allows for...
 - Information and communication in **one easily navigable space**
 - **Minimal dwell time** between receiving messages
 - **Ease forwarding and finding** old messages





Social Sentiment Analysis

- Our platform allows for...
 - **Clear communication** about status
 - Creation of **boundaries**. State when you're out of the office, at lunch, or in a meeting
 - Improvement of **work-life balance**, maintaining that **casualness** of our platform



Thank you

