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9 wins
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The Road Less Travelled

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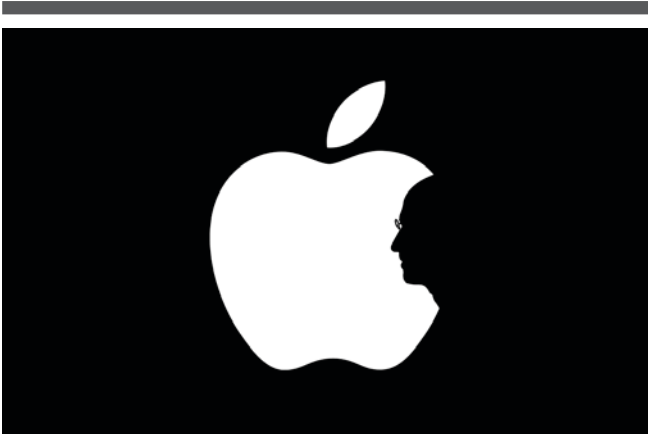
Honey is a brand and communications agency. We deliver brand and design solutions for some of the UK's best known companies. Our 9 Design Effectiveness Awards bear witness to the commercial effectiveness of what we do.

Honey is chosen by our clients because we are:

- Collaborative** Working with our clients to achieve their aims, curious, challenging but supportive
- Commercial** 9 Design Effectiveness Awards prove our commercial understanding and awareness of the reality of sales and marketing
- Connected** Honey is part of a group that includes an innovation business and a sales and distribution business.

The Road Less Travelled

In the last section I suggested that entrepreneurs worked in a very different way to major brands and how this difference explained their success.



The first startling realisation is that Steve Jobs and his team, Elon Musk and his three teams, Jean-Paul Gaillard at Nestle, Jerry Greenfield and Ben Cohen, the list goes on - had no brand or marketing expertise or experience. Some of them did employ marketing sooner or later, and what they created emerged as brands, but their success had nothing to do with conventional brand development, with its associated toolkit: market research, NPD, product development etc or its conventional methods: segmentation, positioning, category language etc.

“If they don’t get excited, why the hell should the consumers.”

What they do is ask themselves ‘how do we make better products?’, or better still how do we make this “Insanely great” to quote one of the greatest. Steve Jobs’ phrase captures the passion with which all great entrepreneurs approach what they do.



Passion rules everything. They don’t parse this passion through an abstract language that distances practitioners from the real world. If they don’t get excited, why the hell should the consumers. This passion extends so far into every decision the company makes it effects all aspects of development at launch.

Absolutely no compromise is tolerated. This extends to everything from Apple developing a new steel alloy for its iPhones to the launch date of the latest Tesla car, the crossover SE-X model (it was named at a party Elon attended) which has been pushed back due to difficulties getting the falcon wing-doors just right. “We want that to feel like a work of art,” Musk said of the doors.





Some of you might have examples of companies who also hold quality dear. But that would be to underestimate the degree to which passion dictates everything in entrepreneurial brands. Just consider the Tesla SE-X model in a little more detail. The launch of a revolutionary new high volume car, which is key to Tesla's emergence as a major rather than a niche player, has been delayed because the doors don't feel right yet. The tools are still, the newly built factory is idle, the staff are finding work to do while the doors are refined. Yes you are talking millions in terms of lost opportunity cost. Now try halting your brands production because the mouth feel isn't right.

Does this remind you of something because it does me?

It is exactly the sort of passion and crafting that you will see in any design studio, and is fundamental to all creative professions. This passion for something insanely great drives entrepreneurs, designers, marketers, inventors, and engineers. It's the source of all that is great about us, and its time to let it take control and shape how we work.

That's what has happened in these entrepreneurial brands and companies. This passion has defined how these companies are organised and function. It has shaped their hierarchy, their production methods, their R&D, their investments and even their architecture. Perhaps surprisingly our study has revealed that if we look at what these companies do, the observable actions that they take, we find that from Aerospace to Vacuum cleaners they do the same thing. Its very different to convention, which is to be expected, but it's a system. This is insanely great news, it means we can codify how they work and apply it to our own projects.

In the third and final part of this article I am going to look at the entrepreneurs codex, the core of the entrepreneurial difference.

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