



Welcome!

My name is Tom Holownia and I'm Blended Thinking's Principal & Brand Strategist.

"The Blend" is intended to share with you the world as I see it, as I move around in it. The world thru a Branding Guy's eyes - if you will.

Thru my interactions with the good, the bad and the ugly of branding, I hope to extract some nuggets that will help you stay, "on strategy and on brand," with your own endeavors.

Since these are just my observations and my opinions, you may or may not agree or even like what I have to say! But whether you are in vehement agreement or think I'm just full of it, either way I've succeeded in stimulating a reaction!

So, grab your coffee, relax and enjoy!



A little more of one. A little less of the other, please.

Like many small business owners, I've come to rely on both FedEx and Kinko's, and their coming together was nothing short of brilliant. But recently I've found my Kinko's experience in need of some rub-off from FedEx.

On two separate occasions, at two separate locations, the Kinko's order I placed online, was absolutely, positively not ready when it was supposed to be. And while I know some people never run late and always leave plenty of time to allow for such a breakdown, alas, I wasn't amongst you!

Kinko's failed to live up to its brand promise to me - what I've come to rely on them for and it's not just a place to, "design, print, bind and ship." It's a partner who helps me succeed as a small business owner and on these occasions, my partner dropped the ball.

So what?

Consider this ...

1. Fool me once. Shame on you. Fool me twice ... Loyal customers can be extremely forgiving but only for so long and they'll vanish without you ever knowing why. They won't ring you up to say, "Good-bye."

2. Shop your own goods and services from time to time. I followed all the steps in placing my online orders, even calling the locations to ensure the orders were received and my instructions understood. I did my part. They failed their part.

3. Leverage brand expertise. FedEx's logistical expertise is unsurpassed and sold to other companies, to my knowledge. Perhaps they can take a look at Kinko's logistics in receiving and filling its orders.

4. Beware negative rub-off. Am I now less trusting of FedEx because of my Kinko's experience? No. But I may not trust my package to that Kinko's location thus defeating at least one purpose of joining the brands to begin with.

Staples is promoting 39-cent color copies these days and Office Depot binds and ships too. Maybe I should try them out?



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