

Tech TIPS Jam: Rebranding Success?

SECRETS OF
Triumphs
AND THOSE
Not So Good



Building Powerful Apps for the Stars!

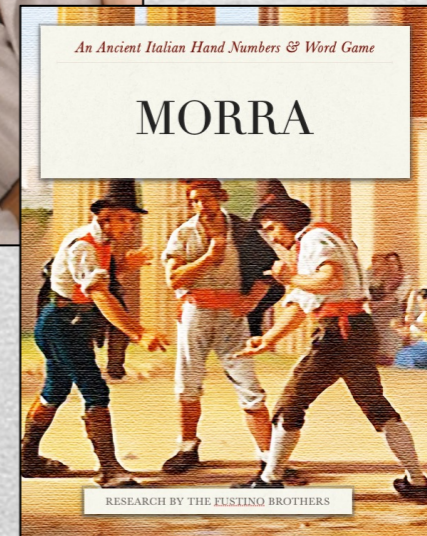
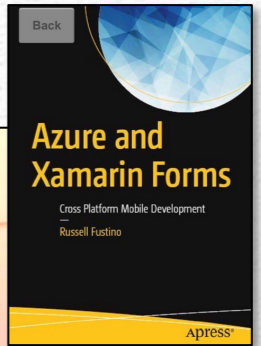
Russ – Programmer (MVP 2013-18)

Gary – Design, Biz Social, Mkg

Rich – Musician, Newsletter & QC

<https://linktr.ee/russellfustino>

<https://linktr.ee/fbiapps>



https://books.apple.com/us/book/_morra/id1588114749

<https://linktr.ee/richardnfustino>





Jethro Tull App
TX 8-265-227
08-04-16



App Stores



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Russell Anthony Fustino
Acting United States Register of Copyrights and Director

Registration Number
TX 8-265-227
Effective Date of Registration:
August 04, 2016

Citizen of: United States
Year Born: 1947

Copyright Claimant: Fustino Brothers, Inc.
PO Box 548, New Port Richey, FL, 34656, United States
Transfer statement: By written agreement

Limitation of copyright claim: _____
Material excluded from this claim: photographs, Videos, Song Lists, Album Covers, Ian Anderson's Likeness, some artwork and preexisting images
New material included in claim: text, computer program, photographs, some artwork and compilation of videos on the playlist

Rights and Permissions: _____
Organization Name: Fustino Brothers, Inc.
Name: Russell Anthony Fustino
Email: russ@fustinobrothers.com
Telephone: (850)365-2212
Alt. Telephone: (727)291-8524
Address: PO Box 548
New Port Richey, FL 34656 United States

Certification: _____
Name: Gary C. Fustino
Date: September 06, 2015

Correspondence: Yes


Title: _____
Title of Work: Jethro Tull
Previous or Alternate Title: Jethro Tull Living Museum
Jethro Tull App
Tull Tribute App
Tull Tribute
App for the Stars
Apps for Celebrities

Completion/Publication: _____
Year of Completion: 2014
Date of 1st Publication: September 12, 2014
Nation of 1st Publication: United States

Author: _____
• Author: Russell Anthony Fustino
Author Created: text, computer program, photographs, some artwork and compilation of videos on the playlist
Work made for hire: No
Citizen of: United States
Year Born: 1956
• Author: Gary Cooper Fustino
Author Created: text, computer program, photographs, some artwork and compilation of videos on the playlist
Work made for hire: No
Citizen of: United States
Year Born: 1951
• Author: Richard Nestro Fustino
Author Created: text, computer program, photographs, some artwork and compilation of videos on the playlist
Work made for hire: No


Page 1 of 2

*Building Powerful Apps
for the Stars!*



DFC May the 4th B with U! ..
\$19.00

Morra: The Game, the Boo..
\$20.00



WOR "Buffalo Pain" Tribute..
\$14.50

WOR "Buffalo Pain" Stainle..
\$29.50




DFC Revenge ..
\$18.00


BILLIE all-over print ban..
\$15.00

FBI Apps Memorabilia


FBI Apps Merchandise & Memorabilia




DFC Festival Survivor Unis..
\$24.50




WORB Recycled Plastic W..
\$28.00




DFC Blizzard Survivor Trav..
\$26.00




DFC Blizzard Survivor Men..
\$25.00




WORB Unisex Long Sleeve..
\$24.50




DFC Hurricane - Black Glo..
\$15.50



DFC Hurricane Unisex Sho..
\$33.00



DFC Hurricane Unisex Sho..
\$28.00



WOR 2023 Flag
\$25.50

FBI APPS \$TØR€

FBI Apps Store - <https://fbiapps.storenvy.com>

Tech T!PS Jam:
Rebranding
Success?

SECRETS OF
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- Mark Zuckerberg Renamed Facebook's Parent Company **Meta**
 - To reflect the company's desire to push into the 'metaverse'.
- Overstock.com Renamed Itself **Bed Bath & Beyond**
 - Piggybacking off a good reputation of Quality Goods
- Warner Brother's Discovery
 - HBO Max Streaming Service to Simply **Max** + New Color **Blue**
(Moving away from Royalty to More Likeable)
- Twitter's feather-friendly logo was "X"ed by Elon Musk for a bold 'X'.
 - Akin to **SpaceX**, **xAI**, etc.
(He Just Likes X)

Tech T!PS Jam: Rebranding Success!

SECRETS OF Triumphs

Factors

- Positive Effects of Inflation
- 59% American Consumers **Increased** Their Food Budget
- Categories with the Most Loyal Consumers Include
- **Beverages, Personal Care, and Beauty**
- Most Important:

Yrs Old	Loyalty Drivers
55+	Well-Known Brand, Manufacturing Origin
25-54	Good Quality, Variety of Products, Comfort Level
16-24	Innovation, Sustainability



Source: Zinklar



Tech T!PS Jam: Rebranding Success!

SECRETS OF Triumphs

Main Emotion (Most Relevant Among Adults)	Yellow
Moderately Important Emotion (Among Consumers)	Light Orange
Important to - Male Consumers	Light Blue
Important to - Female Consumers	Light Red
Relevant to - Young Consumers	Light Green

Emotions Aroused by Favorite Brands

	Food	Beverages	Personal Care & Beauty	Household Care	Pharmacy
Trust	✓	✓	✓	✓	✓
Confidence			✓	✓	✓
Happiness	✓	✓	✓		✓
Pleasure	✓	✓	✓		✓
Gratification		✓			✓
Calm			✓		✓
Family					✓
Friendship	✓				
Status	✓		✓		
Nostalgia			✓		

Source: Zinklar

Tech T!PS Jam: Rebranding Success!

SECRETS OF Triumphs

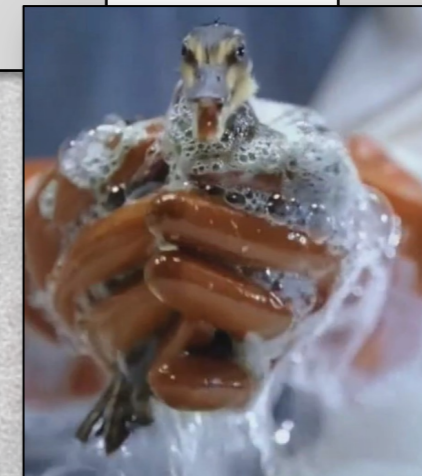
Factors:

- Builds on
 - Reputation
 - Loyalty
- Plays off
 - Emotions

* *Especially
Important Amount
Older Consumers*

Brands With the Most Loyal Consumers

	Food	Beverages	Personal Care & Beauty	Household Care	Pharmacy
Brand					
					<i>Source: Zinklar</i>
					



Tech T!PS Jam: Rebranding Success!

SECRETS OF Triumphs

Important to - Male Consumers	
Relevant to - Young Consumers	

Factors:

- Plays off
- Nostalgia

Decisions from Brand Recommendations

	Food
Friends	✓
Family	✓
Youth	✓

Source: Zinklar



For the food category **male** and **younger** consumers are most influenced by friends and their family's recommendations

“You Rule”

A New Take on
“Have It Your Way”



Tech T!PS Jam: Rebranding Success!

SECRETS OF Triumphs

Keys to Brand Engagement

Loyalty

- Only 45% of consumers are willing to **change brands** easily
 - *More are younger than older*
- 60% eagerly participate in **loyalty programs**
 - *This is very popular among the "40-somethings"*
- Plus, 58% of consumers are willing to **pay more** for their preferred brands

Innovation

- Innovation is important for the 25–44 yrs old consumers

Advertisement

- 4 out of 10 are **influenced** by advertising



Source: Zinklar

Tech T!PS Jam: Rebranding Success!

SECRETS OF Triumphs



The letter 'i' icon represents a "skinny" human character.
- The icon plays off early Olympic logotypes
(Representing a slim physically-fit figure of strength)

Human figures integrated into a logo design are common for healthcare-related businesses, including Cigna.



old



New!

Tech T!PS Jam:
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Success!

SECRETS OF
Triumphs



Android

New!



Google is making the
Android logo more
dynamic and **playful**



android 

Tech T!PS Jam: Rebranding Success

THOSE MAYBE
Not So Good

Factors

- Negative Effects of Inflation
 - Only 46-49% Have Maintained Their Budget on **Beverages, Personal Care, and Beauty**
- Recommendations Lose Importance in the **Beverage** Category
- Categories Missing the Mark on Loyal Consumers are
 - **Household, Pharmacy, and Food**
- Least Important:

Yrs Old	Loyalty Drivers
55+	Innovation, Sustainability
25-54	Well-Known Brand, Manufacturing Origin
16-24	Variety of Products, Comfort Level



Source: Zinklar

Tech T!PS Jam: Rebranding Success



THOSE MAYBE

Not So Good

Factors:

- Too Simplified



Johnson & Johnson

Johnson & Johnson

The over 100-year-old **Johnson & Johnson** logotype (**top**) has been replaced by a simplified design (**bottom**)

Tech T!PS Jam: Rebranding Success

The Jury is Out!

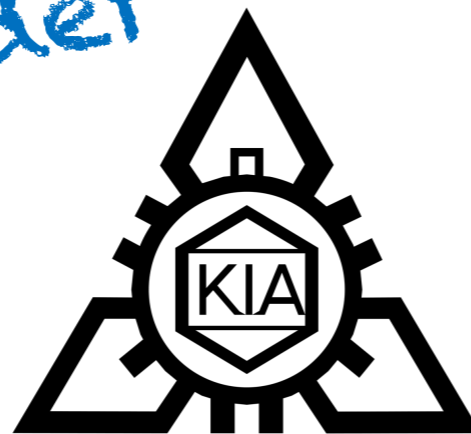
old

New



Is it KIA or **KN** ?

older



THOSE MAYBE
Not So Good

Factors:

- Breaks from Tradition

Tech T!PS Jam:
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Success

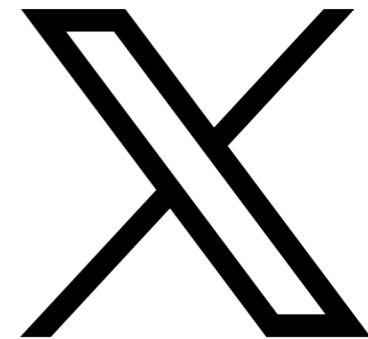
The Jury is Out!

Older



twitter

The New



THE X FILES



Mac OS X

THOSE MAYBE
Not So Good

Factors:

- Departs from Brand -
- Font, Color, and Shape
- Upsets Comfort Level
- Too Broad of Appeal
- Not Unique



GAMES

FedEx

TED X



XBOX



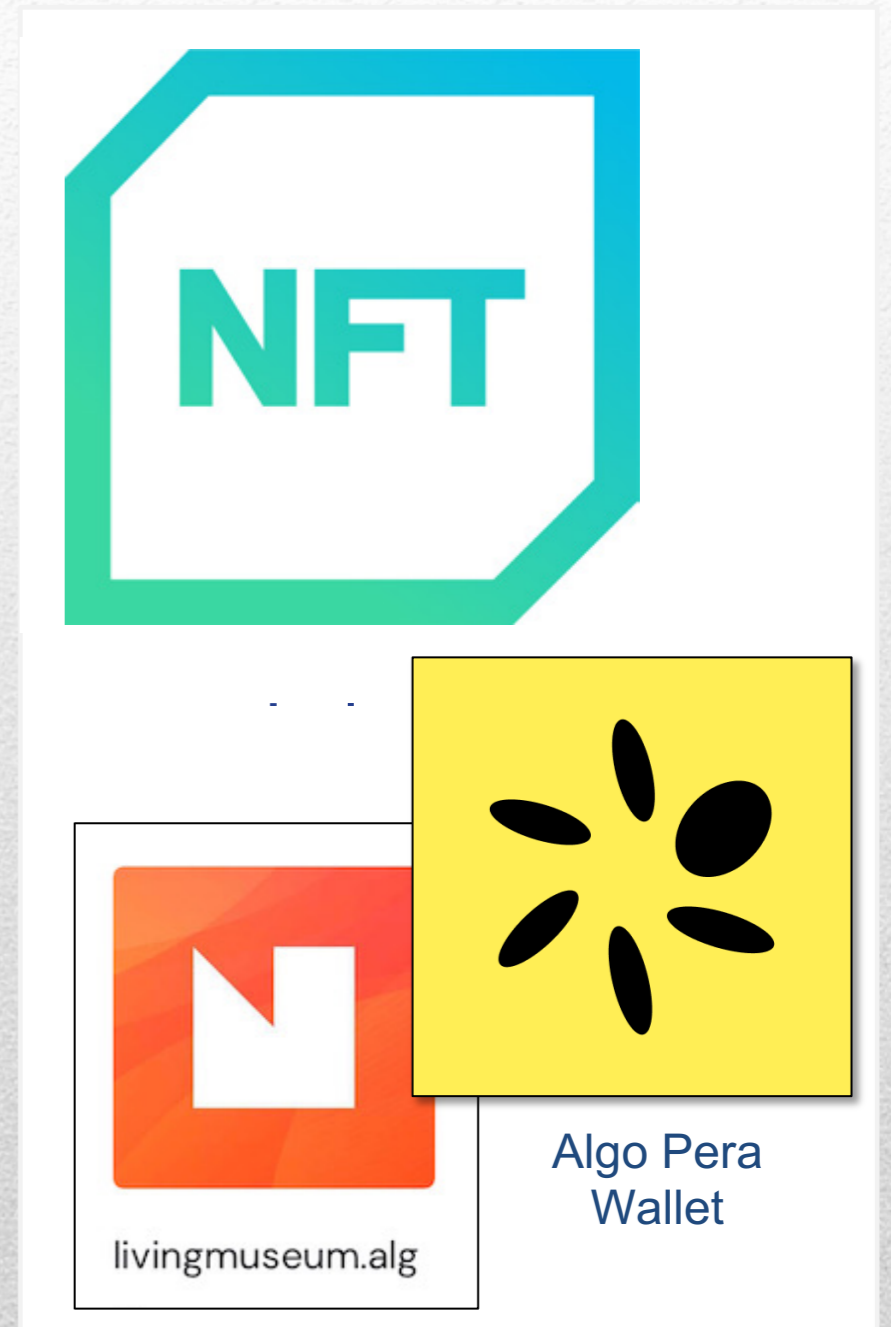
THE MATRIX



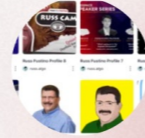
How to create NFTs

Russ will walk through the following:

1. How much will this cost me?
2. Setup a crypto wallet using **Pera Algo Wallet**
3. Create an account
4. Practice on **TestNet**
5. Fund the account from **dispenser**
6. Connect the account to a minting service
7. Create an NFT using **dAppFlow**
8. Switch to **MainNet** in the Wallet
9. Buy **Algos**
10. Create your own website and gallery with **NonFungible Domains**














LINKS



<https://linktr.ee/algonft>

NFT Minting resources

-  Algorand Standard Assets (ASAs) - Algorand Developer Portal
-  Pera Mobile Wallet
-  Pera Web Wallet
-  Recovery Phrase Backup
-  Create a New Algorand Account on Pera Wallet
-  Generate Algorand Accounts Video
-  Connecting to TestNet Developer mode
-  Algorand TestNet Dispenser
-  Dappflow | Algorand Developer Suite
-  NFD | russ.algo
-  SIAE represents authors' rights as digital assets

1. Argo Para Wallet
2. dAppFlow
3. NFDs (**D**omains)



[Create your own NFT, in Layman's Terms | Algorand Developer Portal](#)

NFDs are used to create a unique, immutable identity for users on the blockchain by associating data with wallet addresses

Algo Pera Wallet – <https://perawallet.app/>

Secure.
Simply the best Algorand wallet.

Pera Wallet is the easiest and safest way to store, buy and swap* on the Algorand blockchain.

Download on the
App Store

GET IT ON
Google Play

Download Pera Wallet

Download Pera
ASA Verification

Pera Explorer
QR Generator

9:41

Portfolio Value ⓘ

\$76,006.15

Algo Holdings	Asset Holdings
A \$33,664.63	\$42,854.00
<div style="background-color: yellow; padding: 5px; border-radius: 5px; width: 100%;">Buy ALGO</div>	

Accounts

Q QKZ6V2..2IHHJA 5 assets	\$60,000.06
L Ledger Account 1 asset	\$16,000.09

<https://dappflow.org/>

- Mint FT & NFTs (ARC 3 / ARC 69)
- TestNet/MainNet
- **Wallet** supported
✓ Pera



Asset details

Name *

Unit name *

Total supply *

Decimals

Url

Metadata hash

Asset management

Manager

Reserve

Freeze

Clawback

Note

Create

NFT Standard
 ARC69 ARC3

Name

Unit name

Description

Properties

Key Value +

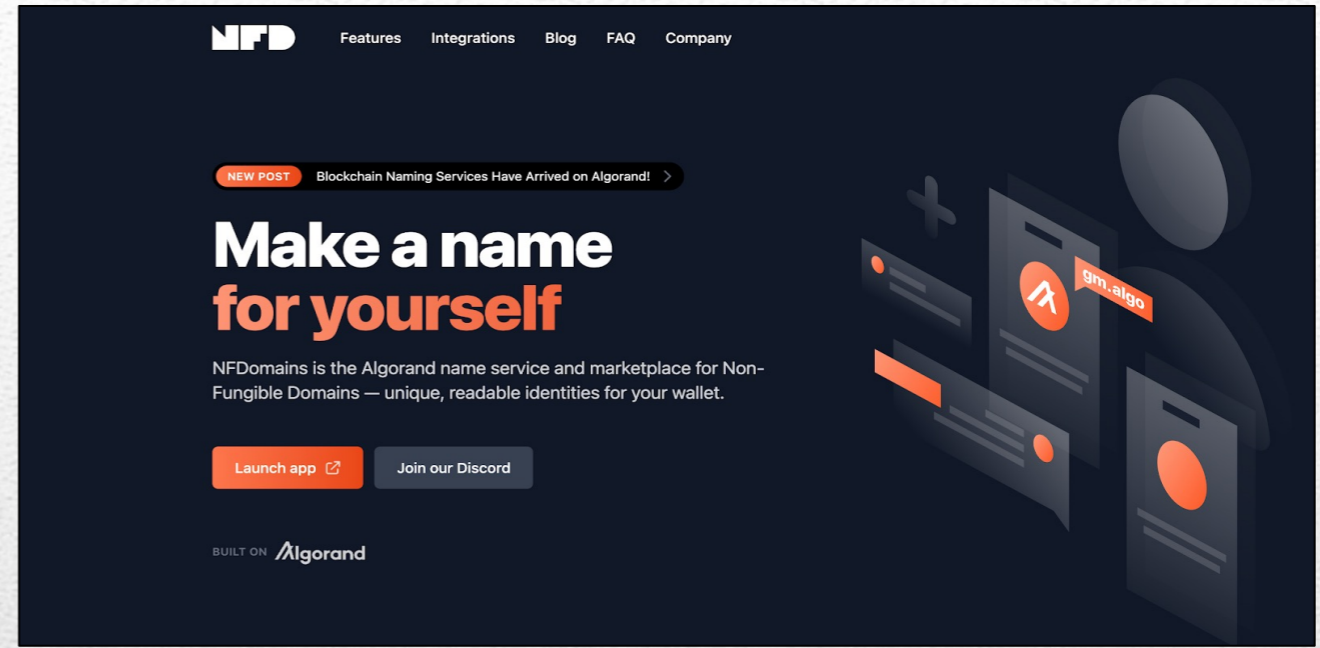
Mint

NF.Domains (NFDs)

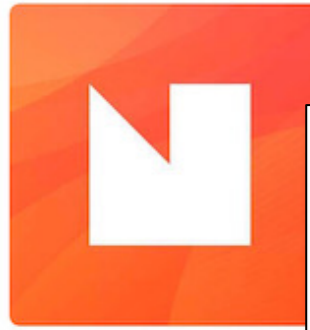
<https://nf.domains/>

- **NFDomains** is the Algorand name service and marketplace for **Non-Fungible Domains** — unique, readable identities for your wallet
- Turn machine readable addresses into human readable ones like `charity.algo`

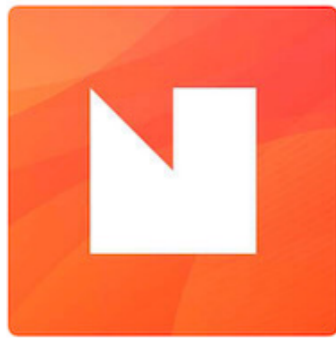
<https://fbiapps.algo.xyz/>



NFT Collectibles:



livingmuseum.algo



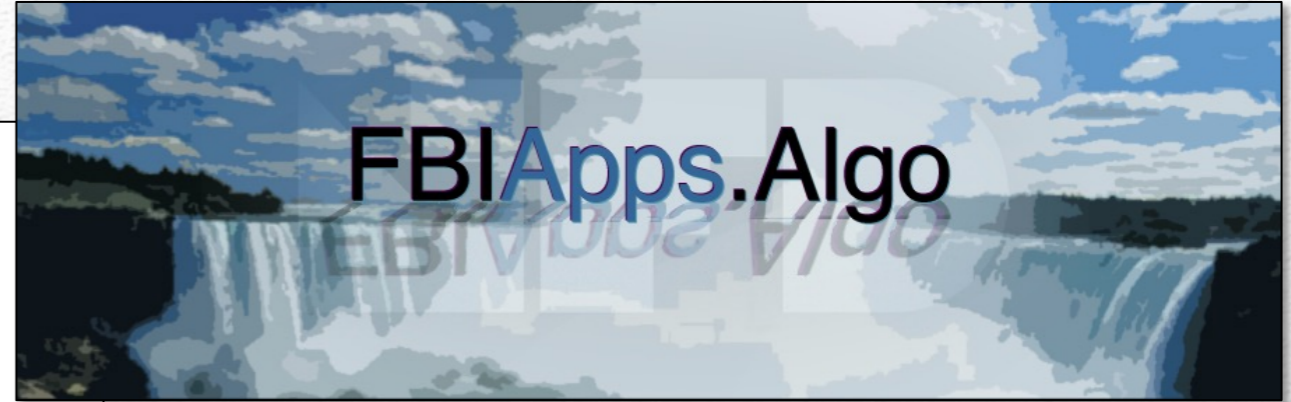
jethrotull.algo



morrafbiapps



Buffalo Pain
Music Vocal



<https://fbiapps.algo.xyz/>



Buffalo Pain Song
Cover



fbiapps.algo

Guitar Lesson... “The Pink Panther”

Brands:

Owens Corning's Pink Insulation
The Pink Panther – The Movie Theme





Guitar Lesson...

The Pink Panther

Words & Music by-
Henry Mancini

Transcribed by-
Richard N. Fustino

The Pink Panther Theme

by Henry Mancini
Transcribed By Richard N. Fustino r1

Tempo 110

Intro **Dm** **Dm** **Bb7**

Guitar **TAB**

7 **Dm** **Eb7**

Gtr. **Dm** **Bb7** **Dm** **Bb7**

Gtr. **Dm** **Bb** **Dm** **Bb** **A**

13 19 26

4 x's

Outro

The sheet music is presented in a system of four systems, each with a treble clef staff for the melody and a guitar tablature staff below it. The first system covers measures 1-6, the second measures 7-12, the third measures 13-18, and the fourth measures 19-26. Chord diagrams are provided above the treble clef staff for various chords: Dm, Bb7, Eb7, Bb, and A. The tablature includes fret numbers and techniques like triplets (indicated by '3' over notes) and bends (indicated by a curved line over a note). The piece concludes with a double bar line and a final chord diagram for A.

©09/26/2023 by Richard N. Fustino



*Music Media & Guitar Lessons
by Online Order or Appointment*

Sign-Up / Register at-

<https://www.weekofrock.com/lessons.html>

WOR: Lessons & Media

Instructions:

Please complete the form. An email will be sent back to you confirming your lesson day, date and time. Thank you for your business.

"Rock On," Def Leppard

Enter Your Information Here (For Lesson and/or Media Purchase)

Note: Lessons are given Monday through Saturday. So... "You're Never Too Old to Rock N Rock," Jethro Tull

* Indicates required field

Name (Lesson or Music for): *

First Last

First Last

Email *



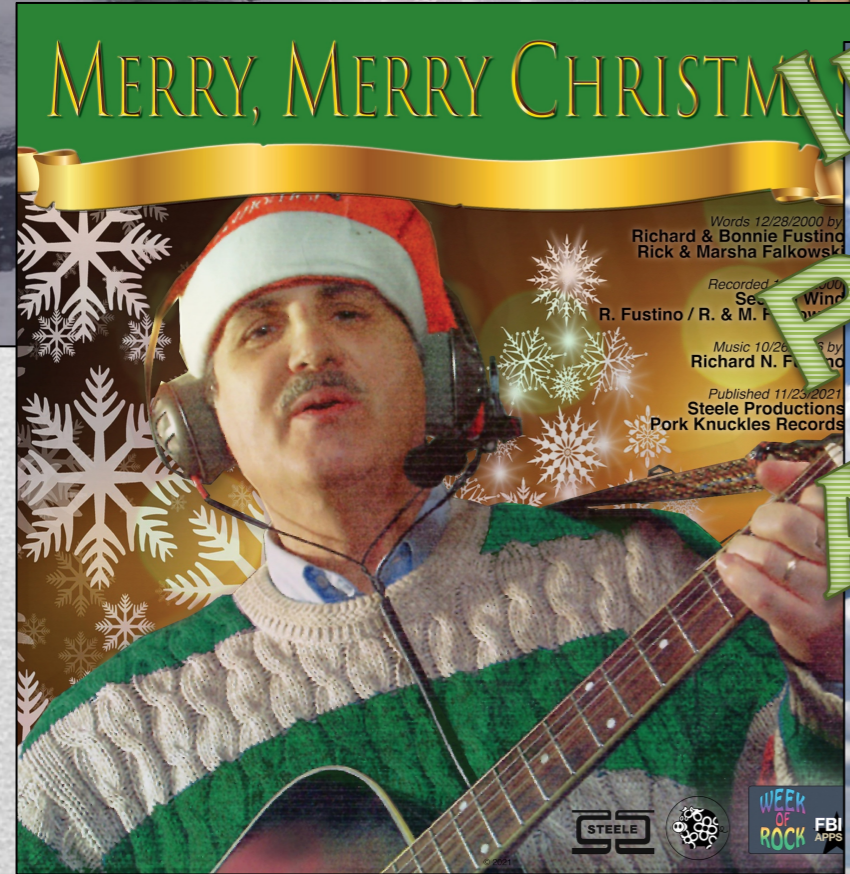
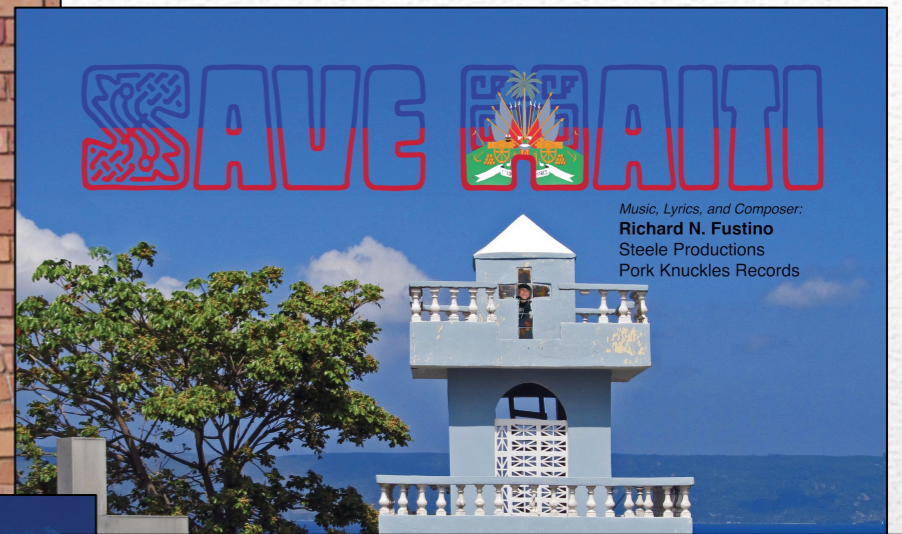
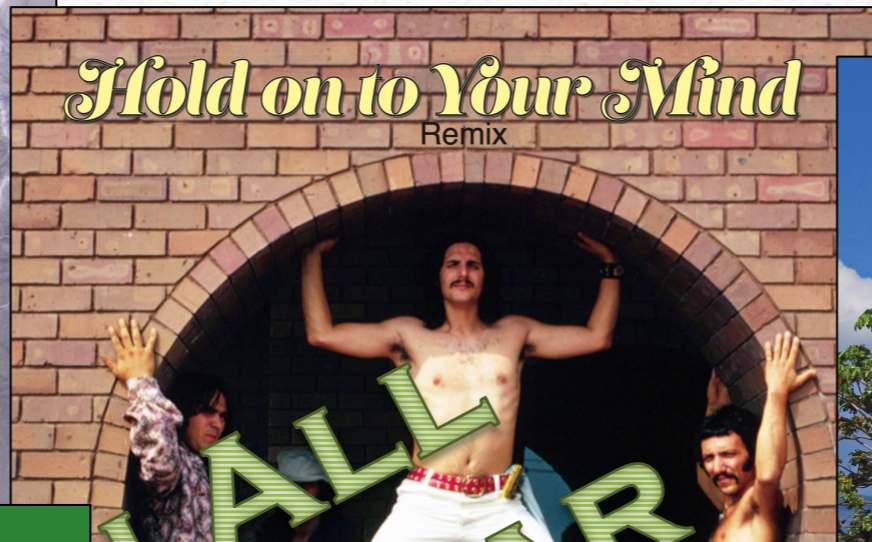
Schedule a Lesson

with

Rich N. Fustino

for:

- Acoustic Guitar
- 12 String Guitar
- Electric Guitar
- Bass Guitar (4 & 5) String
- Ukulele



Fustino Brothers, Inc.

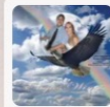
www.FustinoBrothers.com | @FustinoBrothers
FBI: 850.366.3232 | Fax: 1.856.267.1568

LINKS



<https://linktr.ee/richardnfustino>

Richard N. Fustino



Eagles Wings



Buffalo Pain



Hold on to Your Mind (Remix)



Merry, Merry Christmas

...



Save Haiti



White Lightning, Storm 2000

Richard N. Fustino Coming Soon...

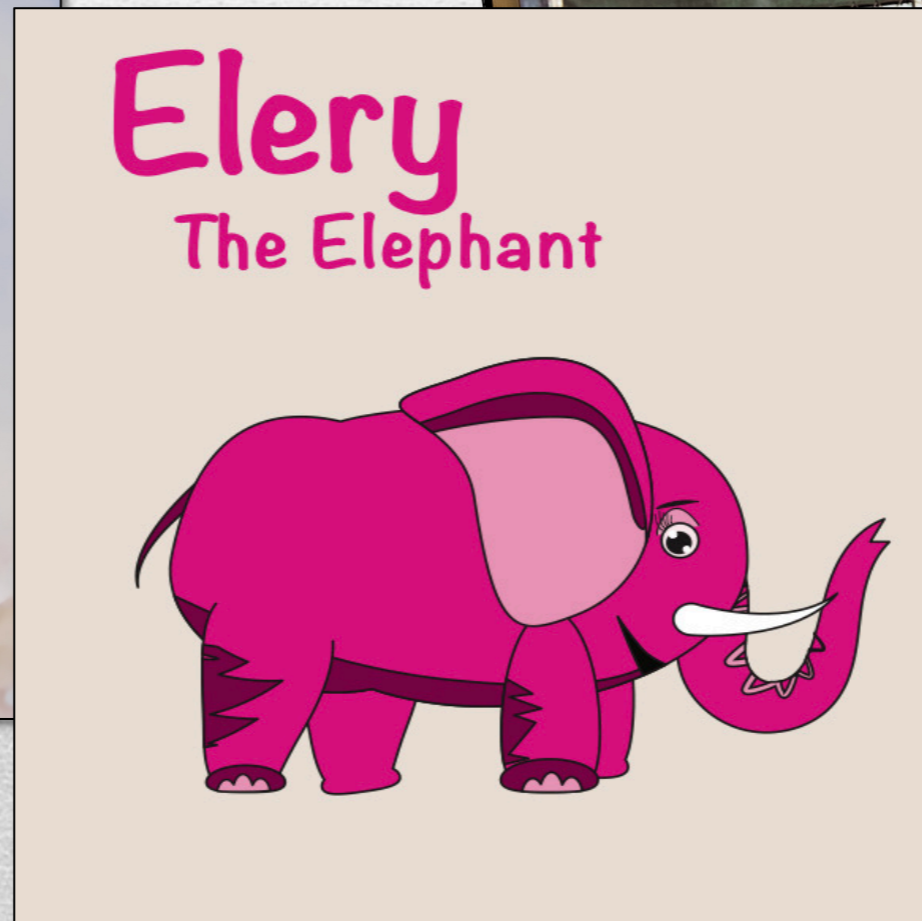


Photo by:
Larry Boscarino

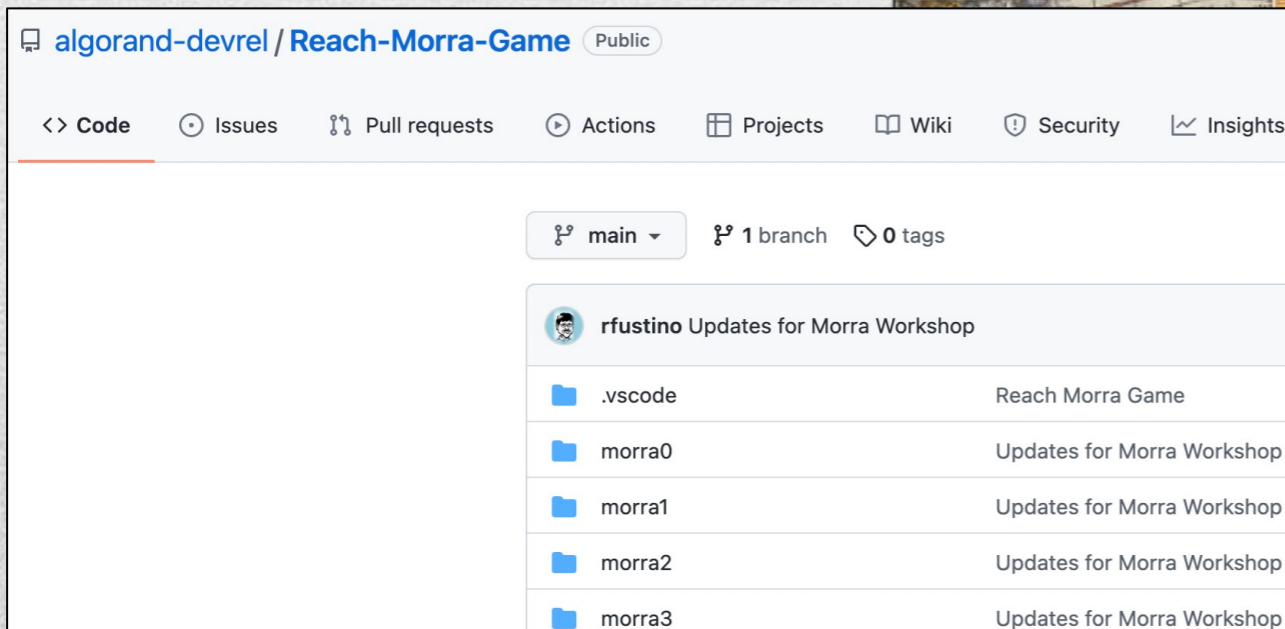
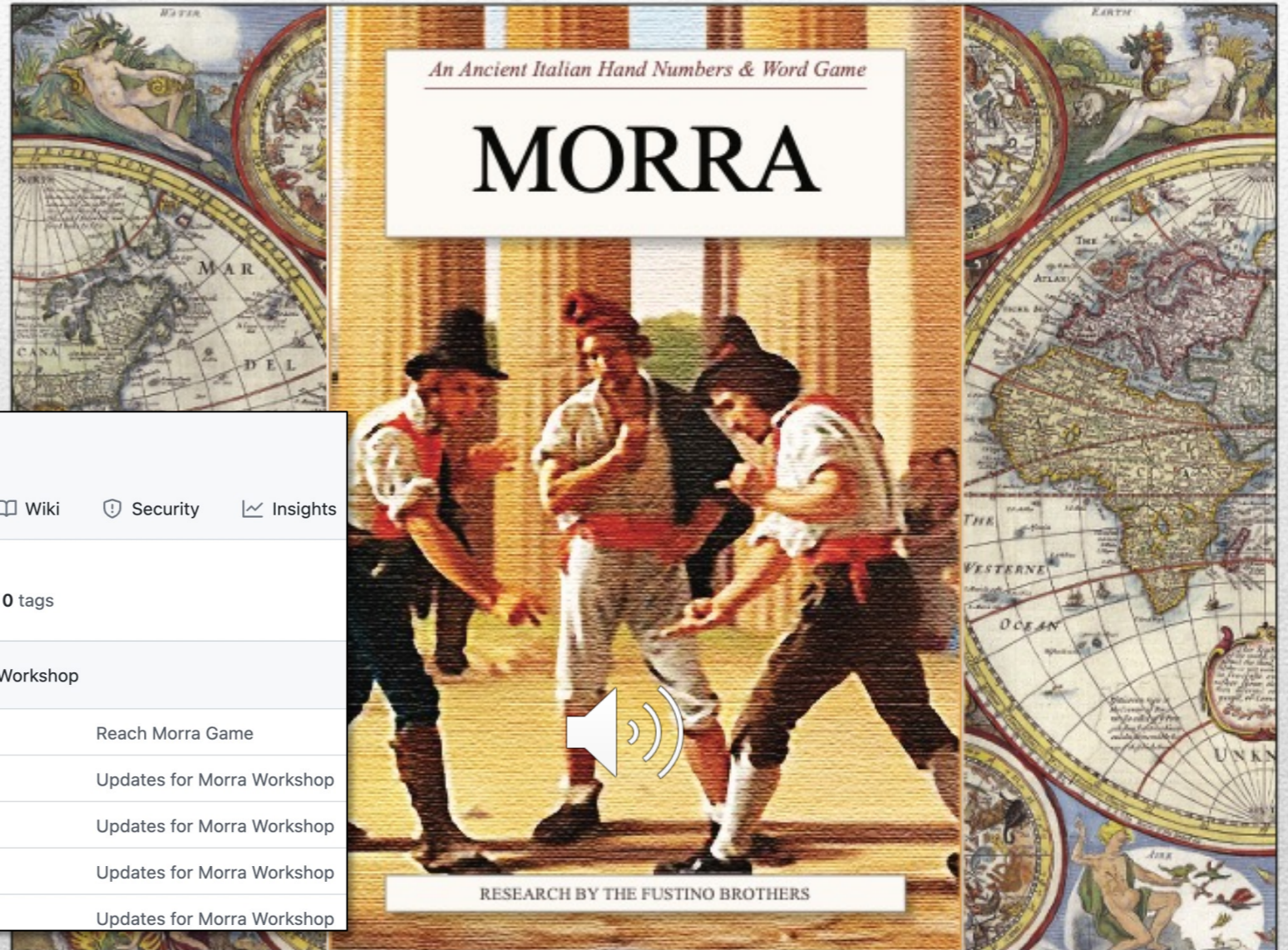
- Song
- Book
- App

Gary Fustino – <https://www.morraappgame.com>

Morra / The Book

Apple **iBook**, Kobo **eBook**
and in **Print** (at the Book Patch)

Russ Fustino –
Morra / **Github**



<https://github.com/algorand-devrel/Reach-Morra-Game>

Use *T*echnology to *!*ntroduce Your *P*roducts and *S*ervices

T!PS™

T!PS Blog (Where the Webinars are Archived)
<https://www.inbusinessseo.net/tps-blog>

Coming Back Soon...

T!PSnBYTES

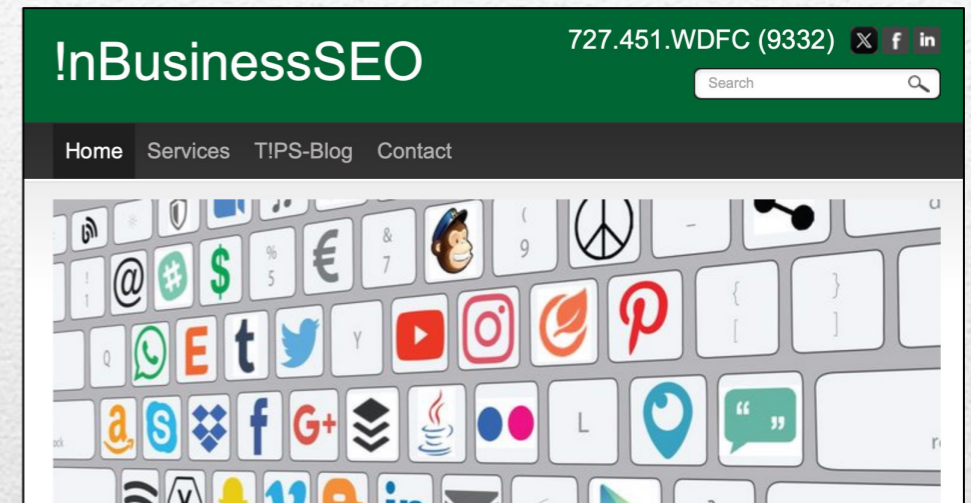
SEO & Biz Social Media ‘Best Practices’

FBI Apps Software Daily

IoT, Tech, Programming, & “.Net” News

WOR News by FBI Apps

Week of Rock News & Entertainment



Tech T!PS Jam: Rebranding Success?

SECRETS OF
Triumphs
AND THOSE MAYBE
Not So Good

Rebranding Success:

- Great for Developing a **New Audience**
- Concurrent Advertising Addresses the Marketing **Needs** and **Values**
- Builds on
 - **Reputation** and **Loyalty**
- Plays off
 - **Emotions** and **Nostalgia**

Rebranding Challenges:

- Too **Simplified**
- Breaks from **Tradition**
- Departs from the Brand
 - **Font, Color, or Shape**
- Upsets **Comfort Level**
- Too **Broad of Appeal**
- **Not Unique**

NFTs:

- Embedded Identification
- Representation of **Ownership**
- **Secure** Wallet for Brand Logos, etc.
- Collectibles / **NFDs**



<https://linktr.ee/fbiapps>



*Our Next Free
Webinar –
January 8, 2024*

Credits / Resources

NYC Times Square Image (Pixabay)
Zinklar Report (Game of Brands in the US)
X Formerly Twitter Brand
Brands with X (Logo World)
Meta (Parent Brand of Facebook, Instagram, etc.)
Android (Alphabet / Google)
Ford / KIA (Their Respective Motor Company)
JCPenny, Burger King, Johnson & Johnson, Kellogg's, Heinz, & Walmart (Their Company)
Ozempic / Cigna (Their Respective Health Care Entities)
The Pink Panther (Music - Henry Mancini) and (Insulation by Owens Corning)
NTF / NFD Graphics (Algorand)
Para Wallet & Algodesk Graphics (Algorand)
Gary C. Fustino (Morra – iBook, eBook, and the Printed Book)
Russell A. Fustino (Algorand/Github – Reach-Morra-Game)
Richard N. Fustino (Elery the Elephant – Author, Songwriter)
Richard N. Fustino (Releases/Music: Pork Knuckles Records, Steele Productions)
Jethro Tull App & Shortcuts Apps (Fustino Brothers, Inc.)
Jethro Tull (Likeness – Ian Anderson Group of Companies, LTD)
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