

Why brand?

A brand makes you stand out from the competition, adds value to your offering and helps you connect with your customers.

Branding



What relationship do you have with your customers?

Are you loved, do you make your customers smile, are you a tick that just delivers or even a question mark people are unhappy with?

Where are you and how can you move your brand across this spectrum?

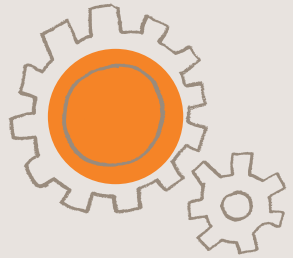
A great brand is more than just a product; a great brand is something that people want to be part of and share in.

Brand Components

Together these define your brand

Core Idea · Vision · Mission · Values · Personality

Core Idea · Vision · Mission · Values · Personality



Core Idea What differentiates you?

Vision Where are you going?

Mission How will you get there?

Values What do you believe in?

Personality How do you express yourself?

Brand is all the attributes, both tangible and intangible that spring to mind around the brand name that together make that offer distinctive.

One of the biggest responsibilities of management is to look after the corporate DNA.

Andrew Rolfe, CEO, Pret A Manger

Core Idea

What differentiates you?

Core Idea · Vision · Mission · Values · Personality



Core Idea

- Different** You stand out
- True** You can deliver on it
- Simple** Your people get it

What do you always deliver?

How do you make people feel?

What can you be loved, famous for?

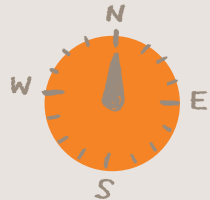
Customers must recognize that you stand for something.

Howard Schultz, Starbucks

Vision

Where are you going?

Core Idea · Vision · Mission · Values · Personality



Where do you want to go?

What's the opportunity?

How can you challenge, grow and change the market sector you are in?

Two vision statements:

Creating a better everyday life for many people.

IKEA

As the first airline to introduce low fares, Ryanair has revolutionised European air travel and the revolution is set to continue.

Ryanair

*Success means never letting the competition define you.
Instead you have to define yourself based on a point of view
you care deeply about.*

Tom Chappell, Tom's Of Maine

Mission

How will you get there?

Core Idea · Vision · **Mission** · Values · Personality

How will you get there?

Can be an action-oriented statement

Or a five year plan



Two mission statements:

By offering a wide range of well designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

IKEA

Low fares and friendly, efficient service – that's our way.

And how do we do it? Superb cost management.

Ryanair

Make your work to be in keeping with your purpose.

Leonardo da Vinci

Values

What do you believe in?

Core Idea · Vision · Mission · **Values** · Personality



Most companies have the same 10 values

Integrity/quality

Openness/transparency

Innovation/being first

Individual responsibility

Fairness

Empowerment/Passion

Respect for the individual/
mutual respect

Flexibility

Teamwork

Pride/satisfaction

Source: SDL/The Research Business
International, 1999

What do you as a company believe in?

Define what values mean precisely to you.

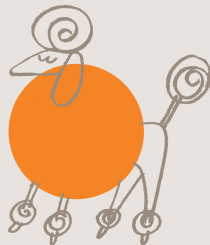
Purposes and values are not created, they exist – the issue is how well they are articulated and embedded.

Nicholas Ind, Living the Brand

Personality

How do you express yourself?

Core Idea · Vision · Mission · Values · **Personality**



How do you express yourself?

If your company was a person, what personality traits would you have?

One unique personality is worth a thousand mission statements.

Rick LeVert

Brand to Life

Brand to Life · Identity · Touch Points



Brand Identity

Brand to Life · Identity · Touch Points

Brands are designed to be recognisable in their visual identity.

Think of the way the different design components make these brands stand-out.



Name Google

Shape Toilet Duck

Colour Aer Lingus

Typography Cadbury

Character Tayto

Product Dyson

Touch & Feel Orangina

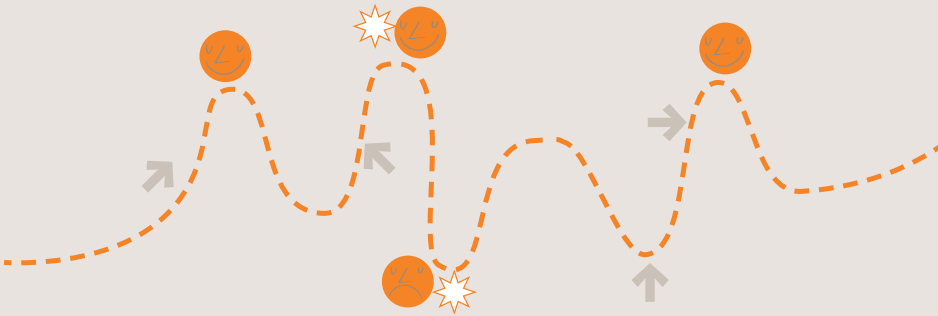
Photography Hilti

Smell Dettol

Sound Intel

Customer Touch Points

Understanding the customer touch points



→ touch point

●● moment of delight/disappointment

★ disproportionate impact

A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.

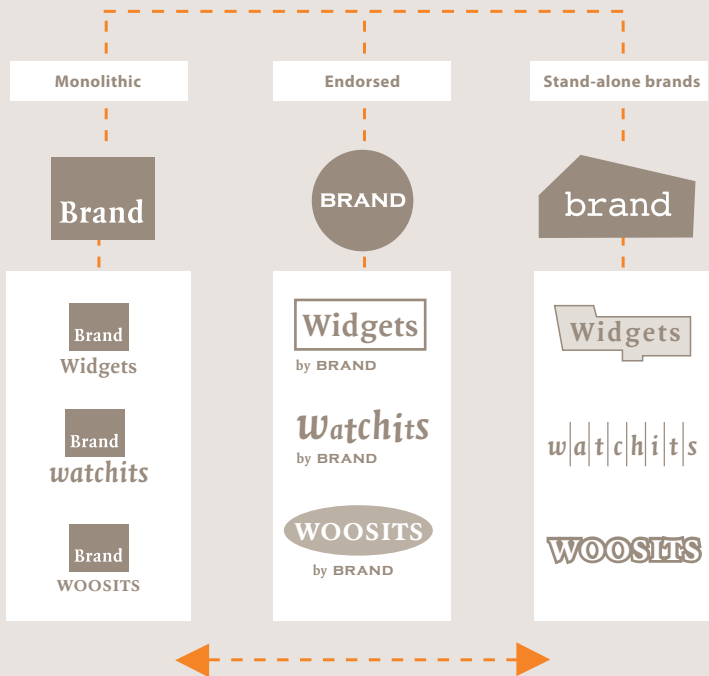
Michael Eisner, CEO Disney

Brand Architecture

Monolithic
Endorsed
Stand-alone brands

Branding

Brand architecture spectrum



The position on the spectrum reflects the degree the brands are separated in brand strategy execution