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The Power of Branding

Presented by
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Agenda

- **What**
- **Why**
- **How**
- **Who**

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- Andrew Baxter & Gavin MacMillan: Badjar Ogilvy
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WHAT IS A BRAND

What is a Brand?

TO **MARK** INDELIBLY
AS A PROOF OF
OWNERSHIP

A **SIGN** OF QUALITY

Source: OED

THE **MARK** MADE
WITH A HOT IRON

A **MARK** (USUALLY
OF INFAMY)

A TRADE-MARK






























What is a Brand?

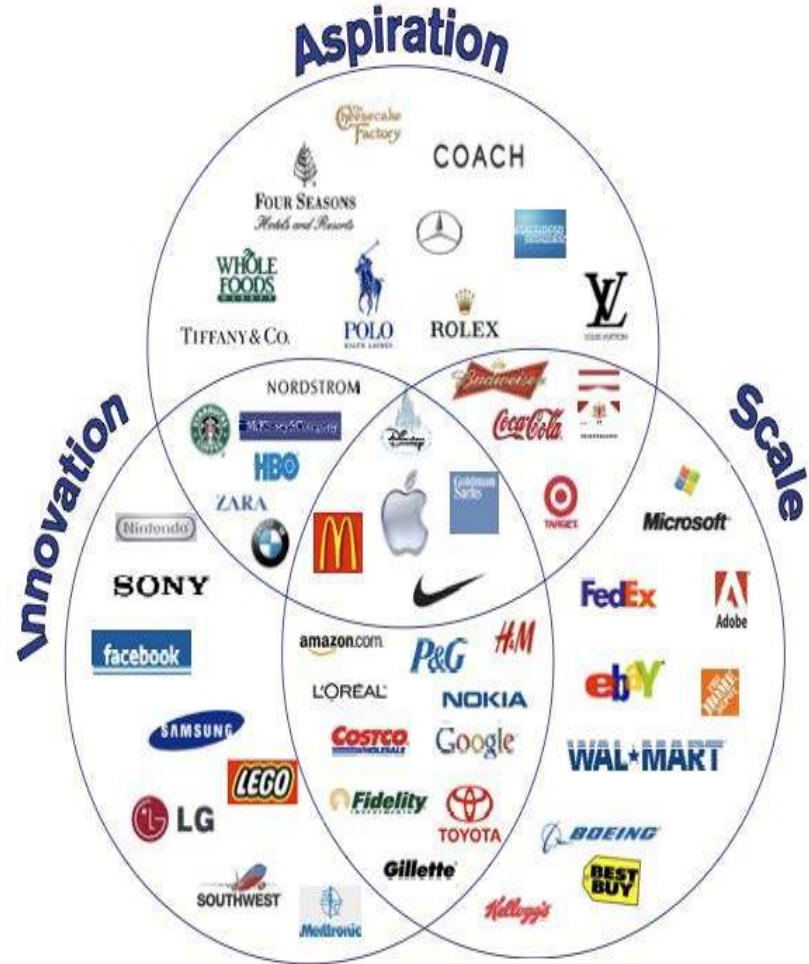


A NAME, TERM, SYMBOL OR DESIGN OR A COMBINATION OF THAT INTENDED TO SIGNIFY THE GOODS OR SERVICES OF A SELLER AND TO DIFFERENTIATE THEM FROM COMPETITORS

• Source: P Kotler

Global Top Brands

Logo	Name	Country
	Apple	
	Google	
	Microsoft	
	IBM	
	Walmart	
	Samsung Group	
	GE	
	Coca-Cola	
	Vodafone	
	Amazon.com	
	AT&T	
	Verizon	
	HSBC	
	NTT Group	
	Toyota	
	Wells Fargo	
	Bank of America	
	McDonald's	
	Shell	
	Intel	





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WHY ARE BRANDS SO IMPORTANT

Brand Equity

Successful brands have very strong **Brand Equity**

Products and services fulfill consumers needs, so **why** do they need brands?

- ✓ Provides meaningful choice
- ✓ Avoid having to make repeated decisions
- ✓ Feel, understands and reflects who they are





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Brand Equity

Successful and strong brands offer many advantages:

- ✓ Increased sales
- ✓ Additional & sustainable profit margin
- ✓ Loyalty
- ✓ Invulnerability to competition
- ✓ Corporate image contribution
- ✓ Less “systematic” business risk
- ✓ Willingness to try a product or service = market share
- ✓ Willingness to pay a premium price and less sensitive to price increases
- ✓ Willingness not to compete = barrier to competitor entry



PHILIPS



As a result, they deliver, bigger more stable cash flows and create substantial shareholder value = ROI

Brand Equity

Drivers of Brand Equity

- *Perceived* quality
 - Awareness
 - Loyalty
 - Association
- = **consumer engagement**

Andthey *must*
match corporate strategy
and corporate behaviour
and fulfil promises to the
customer





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HOW TO CREATE AN ENDURING BRAND

Brand Management

For long term success

It is indispensable to:

- ✓ Create *opportunities*
- ✓ Create the *value* in the opportunities
- ✓ Think BIG picture
- ✓ Think *long term* - **begin with the end in mind**

and then....

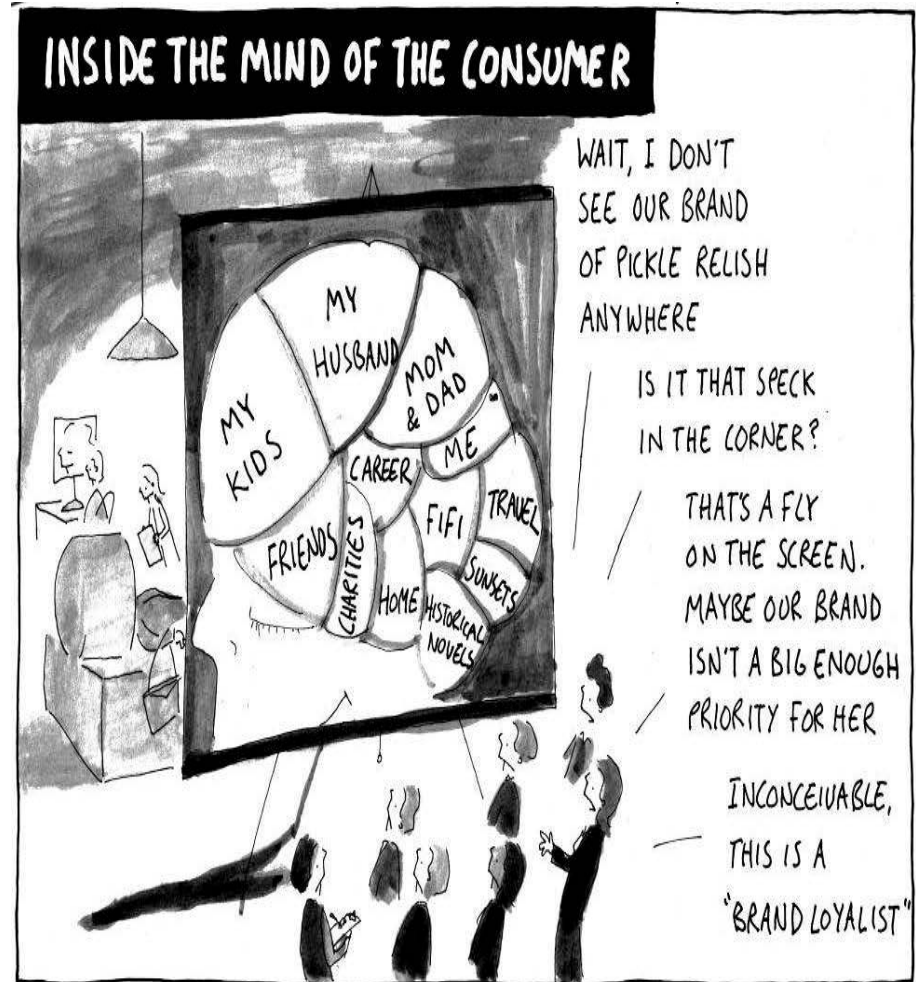
- ✓ Use capabilities to *deliver efficiently*



Consumer Insight

Must understand your
Consumer or End User

....even in a B2B context



Consumer Insight


What is the consumer insight?

- ✓ Often surprising
- ✓ Often simple solutions
- ✓ Emotional connection

Goal: engage, connect & resonate with your Consumer or End-User




The most important reason for lifting patients safely at work...



is not at work at all.

Most people consider their health and safety as their top priority. It's not a surprise that when they work, they want to be safe. But when they lift patients, they often forget their own safety. This is why it's so important to have the right equipment and training to lift patients safely. WorkSafe can help you with that. Visit www.worksafe.com.au for more information.



The most important reason for safe manual handling at work...



is not at work at all.

If you're a professional, you know your equipment is your best friend. But when you lift heavy loads, you often forget your own safety. This is why it's so important to have the right equipment and training to lift heavy loads safely. WorkSafe can help you with that. Visit www.worksafe.com.au for more information.





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Consumer Insight



less about the
car he drives
more about what
drives him



Not about where she lives.....

but knowing **what she lives for**



Brand Foundations

Foundations of a strong Brand

- ✓ Brand name = shorthand for *everything* being offered
- ✓ Make sure the brand resonates and connects
- ✓ Reflects values and attributes that resonate
- ✓ Create and maintain strong perceptions in the minds of customers



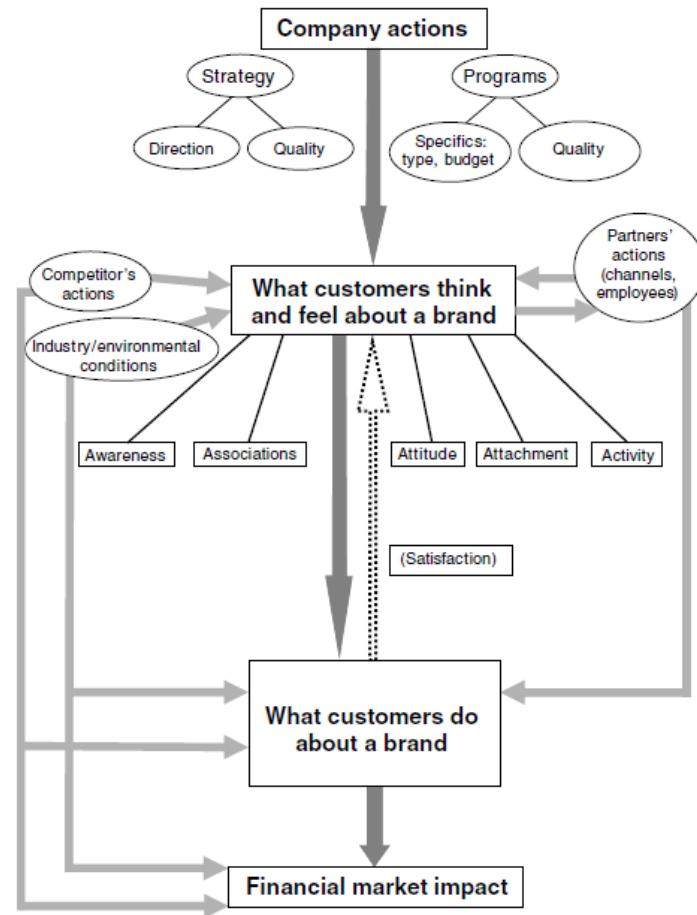
Brand Management

Organisational framework to manage the brand strategy key

Become a brand driven organisation **from the beginning**

- ✓ Planning & development
- ✓ Implementation
- ✓ Evaluation

Many ways to build an enduring Brand....but with limited resources, **must** be very **disciplined and focused**



Brand Management

Building an enduring Brand

....a multitude of elements to take into account so need to be focused on what will deliver

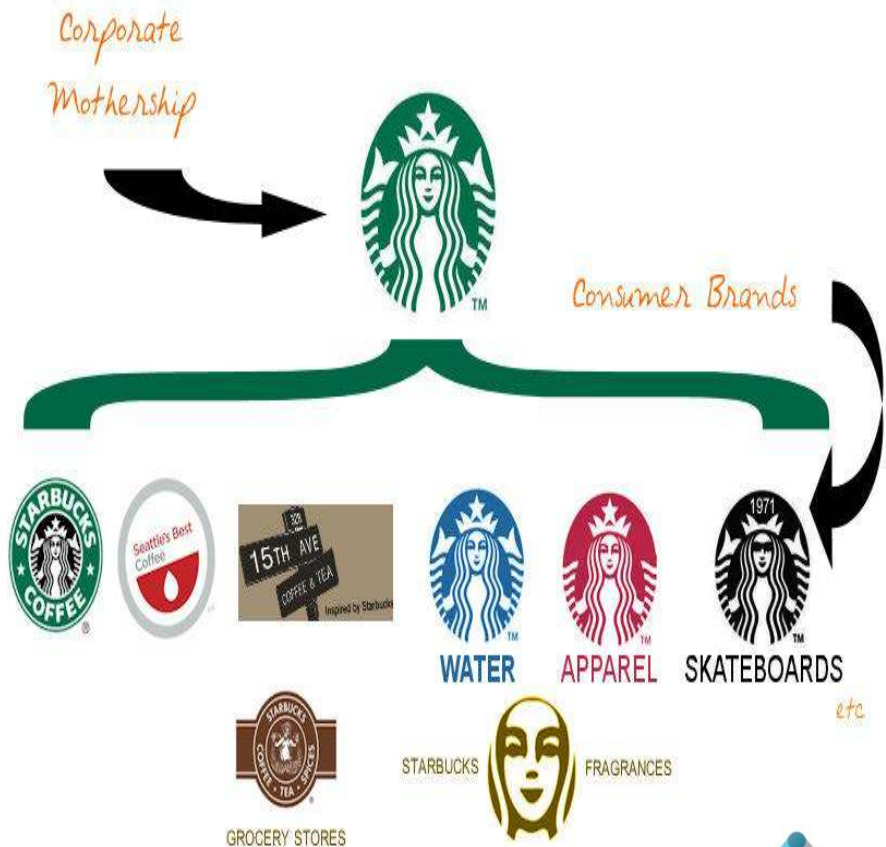


Corporate Branding

Corporate Branding

- ✓ A starting point
- ✓ Umbrella brand which supports the corporate vision, values, personality and image structured for the long term
- ✓ Can add significant value
- ✓ Assists with leveraging intellectual property assets
- ✓ POD to product branding

BUSINESS EXPANSION AND BRAND MANAGEMENT





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Corporate Branding

Umbrella branding:

- ✓ useful for multiple segments and products which may evolve or change over time

Evolution over time:

- ✓ **must** have solid insights and long term strategic view of where and how market may develop



Brand name

What's in a Brand name?

Make it memorable & meaningful

Think about....

- ✓ Association and image
- ✓ Distinctiveness
- ✓ Non stereotypical
- ✓ Logo
- ✓ Tagline / Brand Promise can be useful
- ✓ Emotional connection
- ✓ Look to role models
- ✓ Not “cute” -> should be enduring
- ✓ Distinctive from products





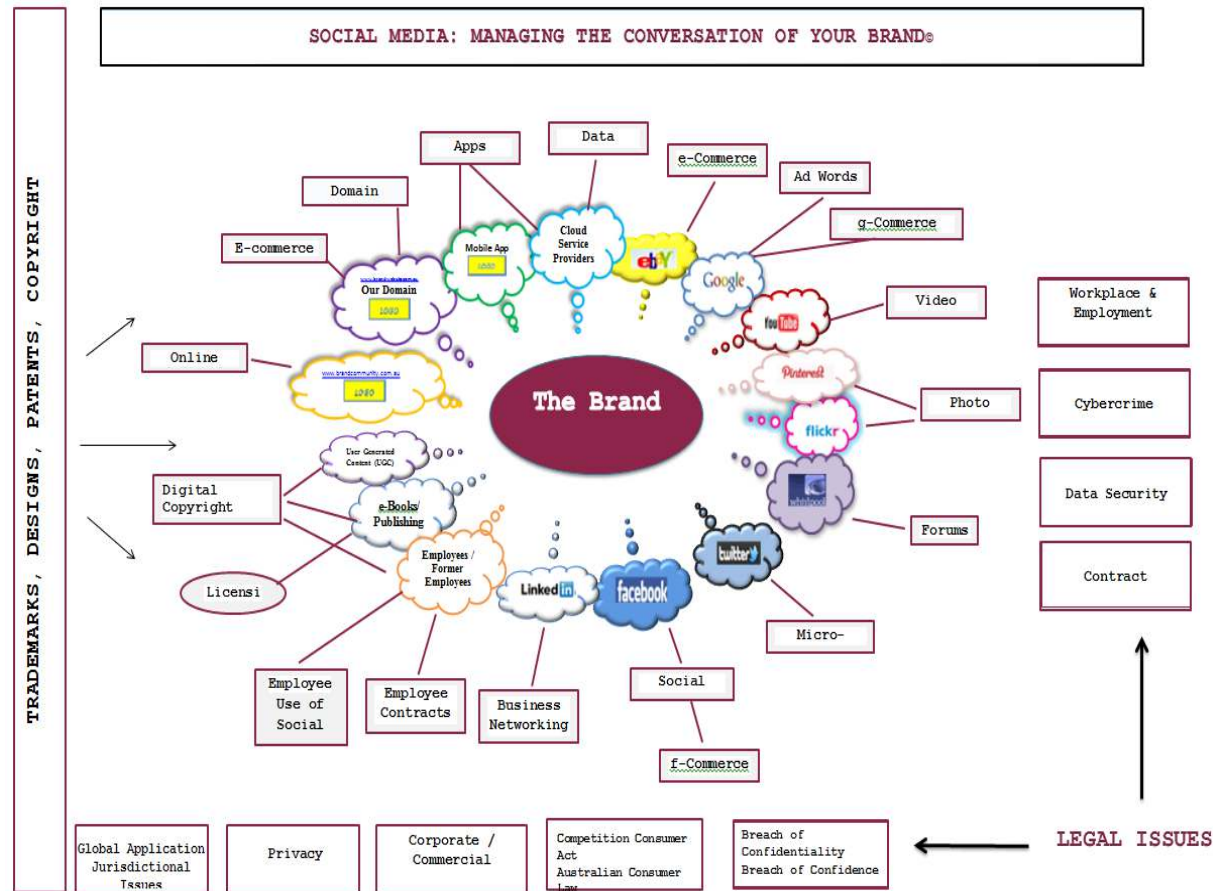
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Brand Communication

Brand building tools

- ✓ Selling
- ✓ Direct marketing
- ✓ PR
- ✓ Trade shows/ Exhibitions
- ✓ Advertising
- ✓ Sales promotions
- ✓ Online
- ✓ Social media
- ✓ Mobile
- ✓ Apps

Irrespective of channel, medium or avenue used, never promise what you cannot deliver



Social Media

Social media



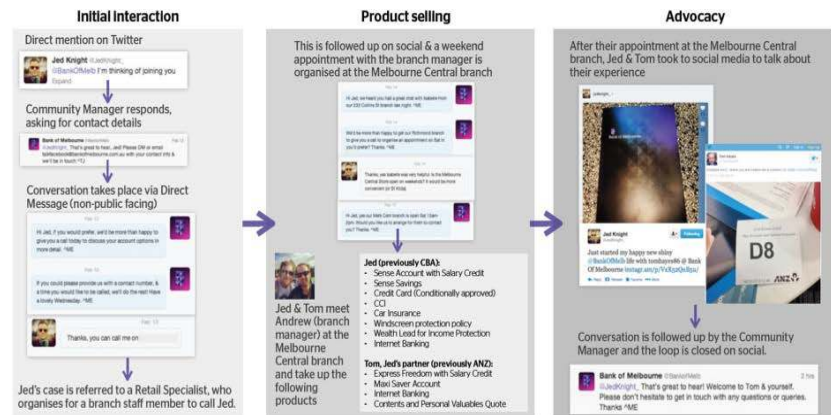
✓ Opportunities:

- Drive brand awareness
- Marketing leverage
- Connect with and learn about customers
- Market research
- Product innovation
- Customer Support

- ✓ NOW! Instantaneous results
- ✓ value for \$ vs traditional media

Social media customer acquisition

Through social conversation and monitoring, we have been able to capture leads, convert sales and close the loop effectively online. Having a structured workflow has enabled the social media, retail and in-branch teams to work together in providing a seamless brand experience for potential new customers online. This is one of our first success stories that captures initial interaction, to advocacy upon acquisition.



Social Media

BUT...

- ✓ Not for the faint hearted
- ✓ Heed the mistakes of others
- ✓ Once seen, never forgotten!
- ✓ Requires careful & ongoing management
- ✓ Regulatory scape challenging
- ✓ Terms of Use = manage with care and strategically
- ✓ Use of content rights
- ✓ Actions available for misuse
- ✓ Polices & Employees

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The new frontiers...

Apps

- ✓ Great way to reach customers and to help build a brand
- ✓ May not be applicable for some products, brands & market segments
- ✓ Reasonably cost effective
- ✓ Potential trade mark issues
- ✓ Strategy key
- ✓ Execution critical
- ✓ Protect
- ✓ Continuous support and improvement



Mobile

- ✓ Everything mobile ...the really new frontier



App Store





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Thank you

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