

The Brand
is your Stage to the World...
...whether you compete in China
or internationally...

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Products are created in
factories.....



Brands are created in customers'
minds and hearts.....

What is the brand experience?

▶ The company offer

- Market intelligence
- Product development
- Brand communication
- Retail skills
- Product supply

▶ The customer expectation

- Needs (solve problem)
- Habits
- Experiences
- Perceived image
- Knowledge

The Brand

- ▶ A collection of experiences and observations by the customer
 - Before, during, and after the purchase
 - During the product's usage
 - After sale services

Two brand concepts

▶ The corporate brand

- All messages related to a company



▶ The product brand

- All messages related to a product the company sells



The brand content

- ▶ The product per se, the innovative aspects
- ▶ The product functioning
- ▶ The look, the design
- ▶ The access
- ▶ The price, more importantly the value
- ▶ The quality
- ▶ The after sales services

The brand as a competitive edge

- ▶ Several ways to compete:
 - Via price
 - Via technology
 - Via size, clout
 - Via geographical presence
 - Via a mix of these or others

These ways can not be owned;

They can be imitated

The brand as a competitive edge

▶ A real brand is

- Ownable and unique
- Creates a strong emotional relationship
- Reassures customers
- Best money can buy
- Can outlast temporary crisis

The brand is your stage to the world

Whether you are competing in
China or internationally

Whether you compete in China or internationally?

- ▶ Growth markets flatten out, competition stiffens
- ▶ The earlier you start preparing for this stiffer competitive environment, the better
- ▶ You compete with foreign companies who have plenty of experiences in this practice

The visual expression



A brief history of visual branding

A western perspective



« To understand a man you have to walk 10 miles in his moccasins »

The original form of branding



It was territorial, and said « hands off »

Message « hands on »



This visual shorthand became a pattern for commercial branding:

Business is identified and recognised,
a way of determining choice, establishing trust.

The brand as self expression



Rolex and self expression

► Rolex stands for

- Success
- Richness, luxury
- Expensive
- Sophisticated
- You are an individual
- Belonging to an elite
- It is a badge



The brand as an experience



Consumers are shaping brands themselves

The brand as a visual expression



ROLEX of GENEVA

- ▶ The symbol
- ▶ The name
- ▶ TheMessage



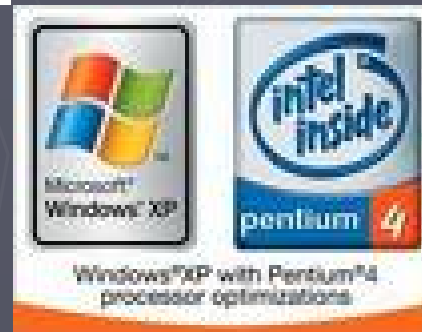
A Crown to Every Achievement

The brand logo

- ▶ Symbol
- ▶ Word
- ▶ Message



The ingredient brand



A brand message



You and Us, UBS

AUDI a premium car brand

▶ 30 years ago.....

Audi was the ugly duckling on the car scene.

▶ Audi decided to get into the premium segment.

▶ Today Audi competes with Mercedes and BMW

The Brand Logo



AUDI: « Vorsprung durch Technik »

► « Advantage through technology » defined:

- Vorsprung means you are in front
- You are sporty, competitive
- You are progressive
- You are high quality

AUDI: « Vorsprung durch Technik »

► « Advantage through technology » the proof:

- Audi developed the first mid engine F1 car
- Audi was first to pass 400 km p/h speed (1938)
- Audi introduced the Quattro (permanent 4 wheel drive passenger car)
- Audi introduced Multitronic gear shift

Vorsprung durch Technik.



► Today AUDI stands for

- Design
- Premium quality
- passion



Global leader in Mobile telephones





Nokia: The name, The Logo, The message



The power of the brand: consumer perspective

- ▶ Competitive edge, cements the relationship
- ▶ Part of consumer's life
- ▶ Captures imagination
- ▶ Helps consumers demonstrate their identity
- ▶ Provides authority and credibility
- ▶ Allows to drive a price premium

The Power of the Brand: a company internal perspective

- ▶ Unifying rallying point, it is a flag to follow
- ▶ Focuses energy within the company
- ▶ Guiding star

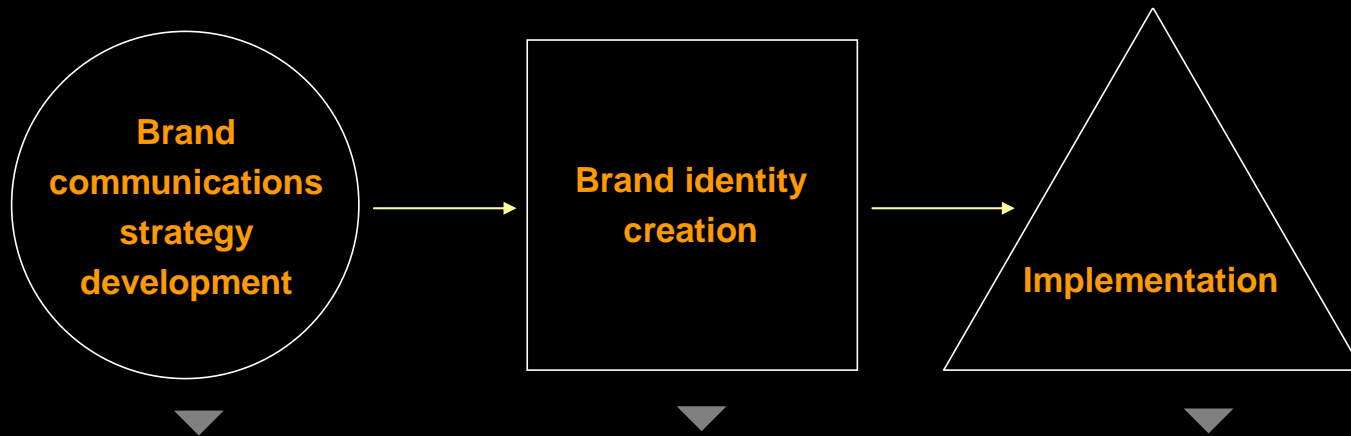
Managing the brand communication process



To know, or To know how to

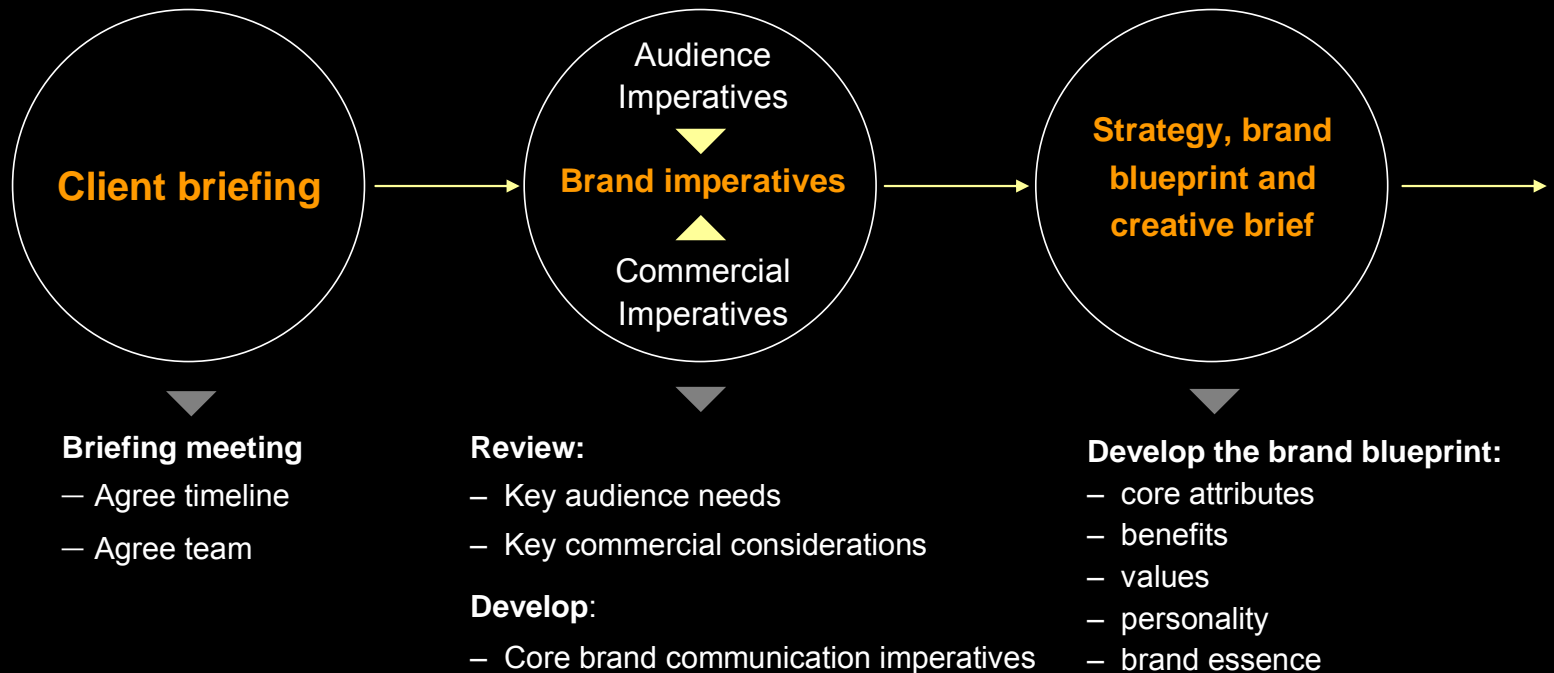
- ▶ Importance of Cooperation between company and agency
- ▶ There are many ways to describe a fundamentally similar process
- ▶ Difficulty is not to know, but to know how to

Different concepts, all requiring the same company attention



STAGE 1 – BRAND COMMUNICATIONS STRATEGY DEVELOPMENT

Evaluate to identify



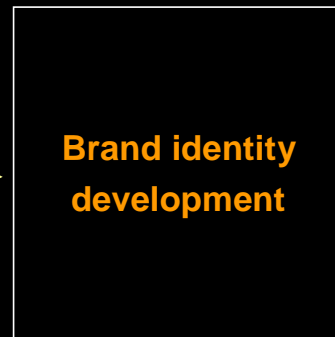
STAGE 2 – Development of a Brand Identity

2 (a)



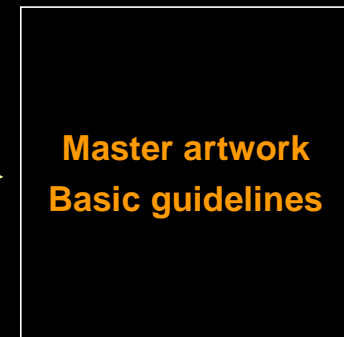
Development of a range of identity concepts with supporting visual languages

2 (b)



Agreement and refinement of one creative route with one visual language, demonstrated across key print, screen, 3-D applications

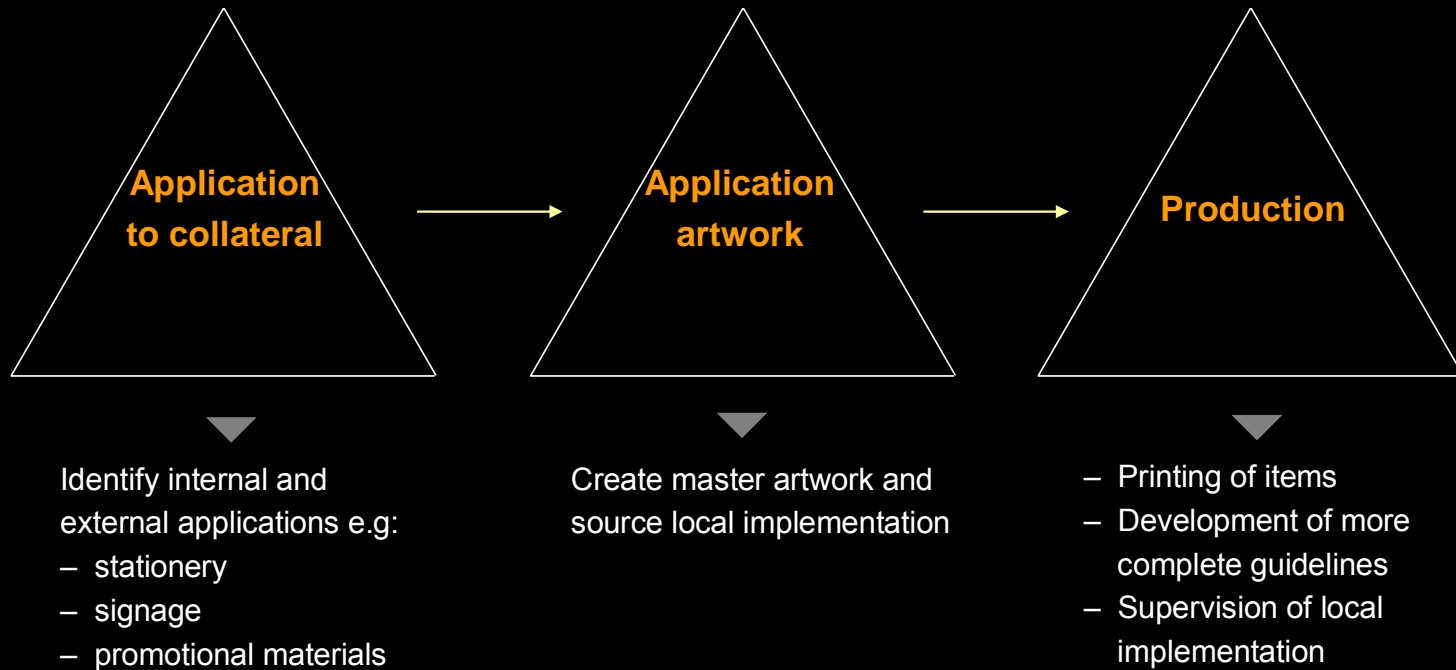
2 (c)



Master artwork creation
Delivery of simple paper-based logo application guidelines



STAGE 3 – IMPLEMENTATION



In summary:

- ▶ Brands are created in customers hearts and minds
- ▶ Brands are a collection of experiences
- ▶ The visual aspects of a brand are a powerful tool
- ▶ Managing the process is hard work, requires management attention and experience
- ▶ Branding is easy to know in theory, but it is challenging to know how to translate it into the market....
- ▶ **The rewards by far outweigh the effort**