Establish to your own brand

apple

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Brands are much more than logos

What is a brand ?

A traditional scenario of market

Company A

Company B

Company C

Product / services →

Consumer

In a traditional market scenario, the company is catering to the consumer.

The number of competitors are small.

In these markets the companies can come with advanced technologies and other strategies to capture more market share.

(The size and power of the players is important.)

What is a brand ?

Company A

Company B

Company C

Product / services →

Consumer

In complex markets, the differences between companies are not much.

The companies can not differentiate much themselves from others on the basis of quality and technology etc. factors as all the companies are competent enough.

This scenario explains the need for the differentiation for the companies.

What is a brand ?

Branding is an effort to give a unique identity to the company's products and create emotional associations with consumers.

It is a form of marketing.

A brand is a set of associations that are linked to a product range, a division, or company.

These associations reside in the memory of customers.
These associations help customers understand

what the brand or company is,

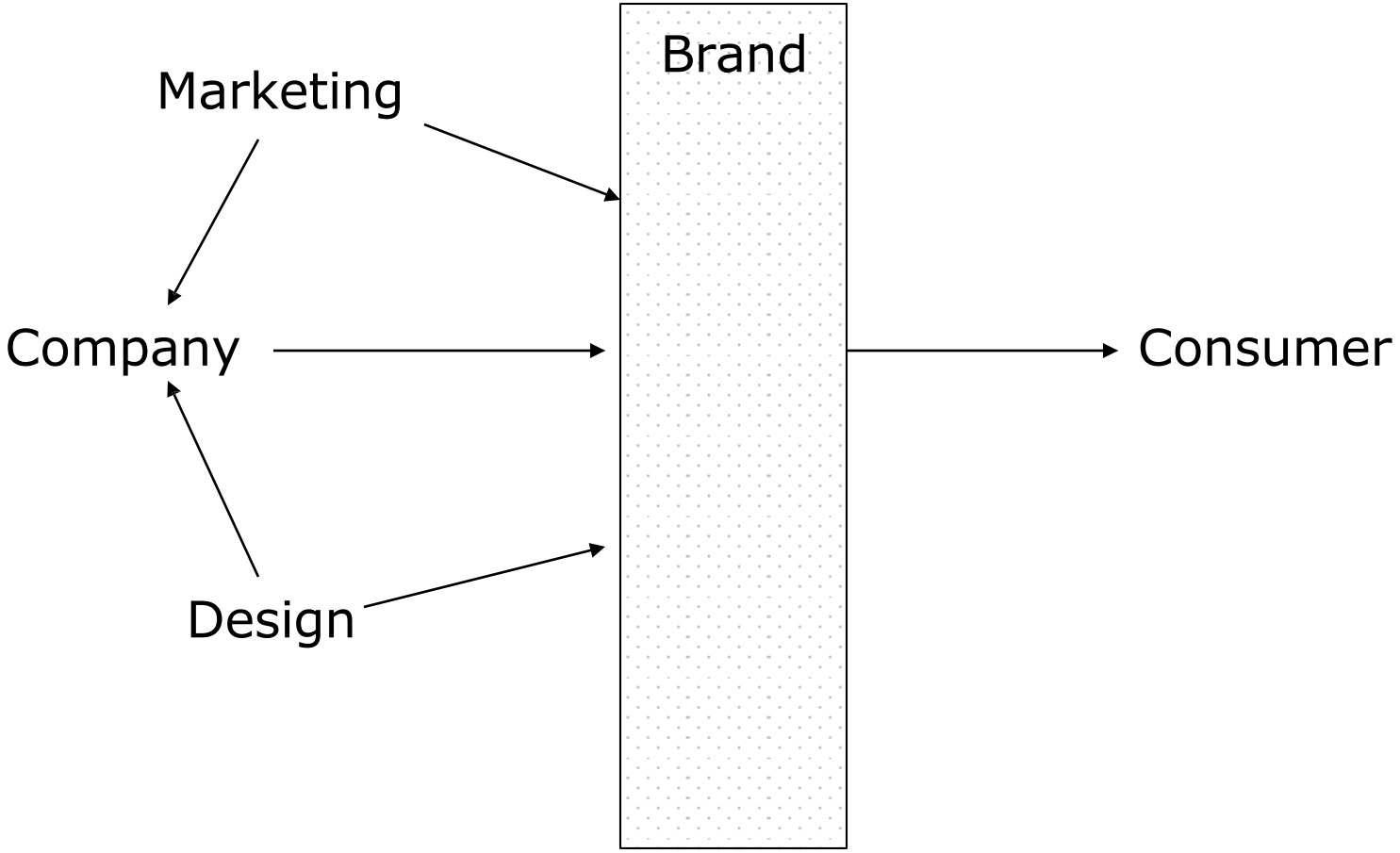
why it is potentially relevant to them,

how it is different or similar to other products made by the company,

and how it is similar or different from competitor's products.

What is a brand ?

Branding is a combined effort of the company which is projected to the consumer.



What is a brand ?

What a brand means to common person ?

In 'blind' taste tests, people prefer the taste of Pepsi over the taste of Coke. However, if the test s not 'blind' and the tasters know which beverage s which, they prefer the taste of Coke over Pepsi! hat is the emotional power of a brand. The oca-Cola brand has the power to actually hange an individual's taste!

Coca-cola is the no.1 brand in the world.
The first shape that was registered is the coca cola bottle.

Broccoli and Cauliflower

Top producers: China, India, Spain, Mexico, USA, Italy

UK Broccoli mostly comes from Spain or Italy. How far away is that?

Spain: 800 miles Italy: 900 miles

What is a brand ?

(1) Products and services have become so alike that they fail to distinguish themselves by their quality, efficacy, reliability, assurance and care. Brands add emotion and trust to these products and services, thus providing clues that simplify consumers' choice.

(2) These added emotions and trust help create a *relationship* between brands and consumers, which ensures consumers' loyalty to the brands.

(3) Brands create aspirational lifestyles based on these consumer relationships. Associating oneself with a brand transfers these lifestyles onto consumers.

(4) The branded lifestyles extol values over and above the brands' product or service category that allow the brands to be extended into other product and service categories. Thus saving companies the trouble and costs of developing new brands, while entering new lucrative markets.

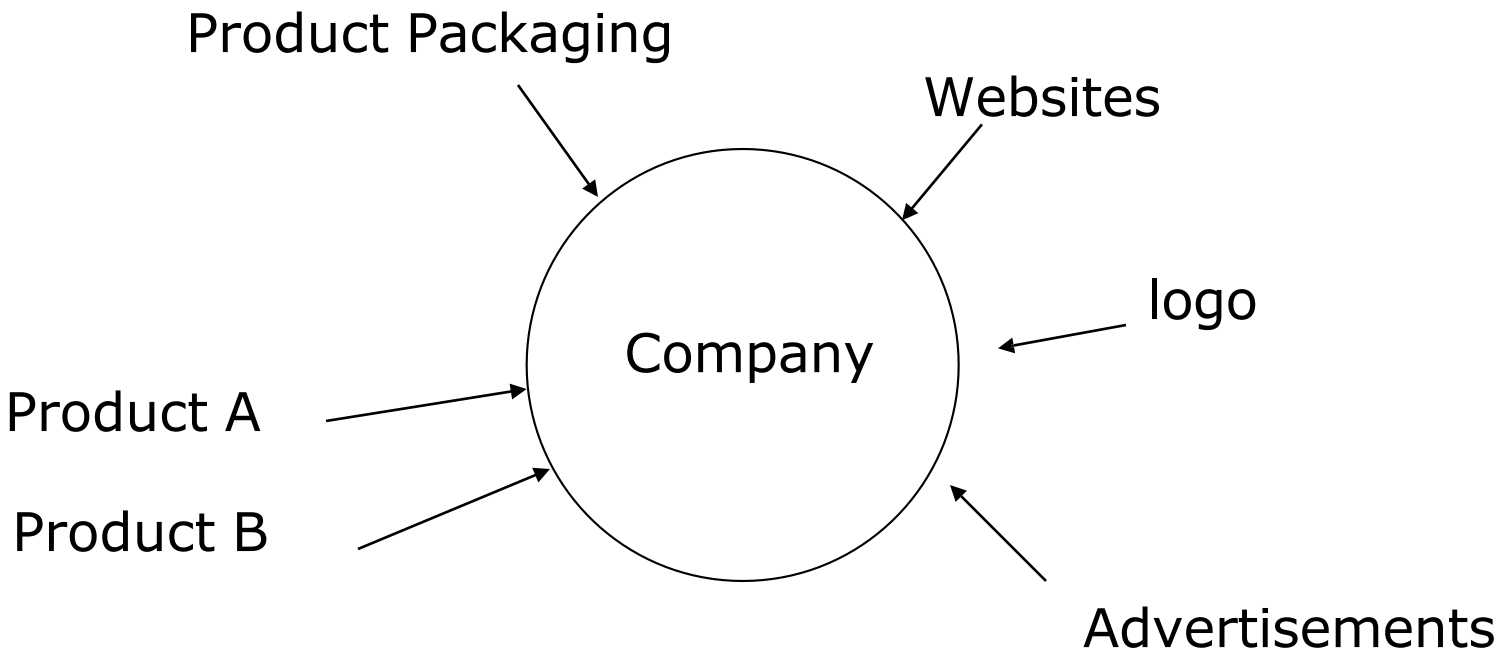
(5) The combination of emotions, relationships, lifestyles and values allows brand owners to charge a price premium for their products and services, which otherwise are barely distinguishable from generics.

Oranges

Top producers: Brazil, USA, China, India, Mexico, Spain

UK oranges mostly come from Spain. How far away is that? 800 miles

Integrity of Brand



A brand is a promise. A promise to achieve certain results, deliver a certain experience, or act in a certain way. A promise that is conveyed by everything people see, hear, touch, taste or smell about your business.

Bananas

op banana producers: India, China, Philippines, Ecuador, Brazil

K bananas mostly come from the Caribbean. How far away is that? 4600 miles!

Company / Service → People

BRAND

The market

A traditional market scenario is in market a company or service is catering to consumers After there are plenty of players who are competing against each other, the market becomes complex

At this time companies start fighting against each other to capture a large market share with lot of Efforts in various fields.

Like using advanced technology, giving quality products etc.

This all is possible when there is a lot of variation in sizes of the companies

But when all the companies are quite competitive this difference doest work.

Here advertising and branding comes as a major player.

What goes in to making a Chocolate Bar?

Cocoa

Sugar

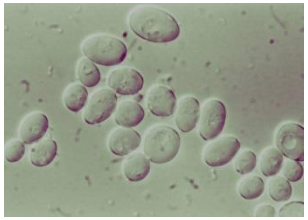
Calcium sulphate

Wheat

Palm oil

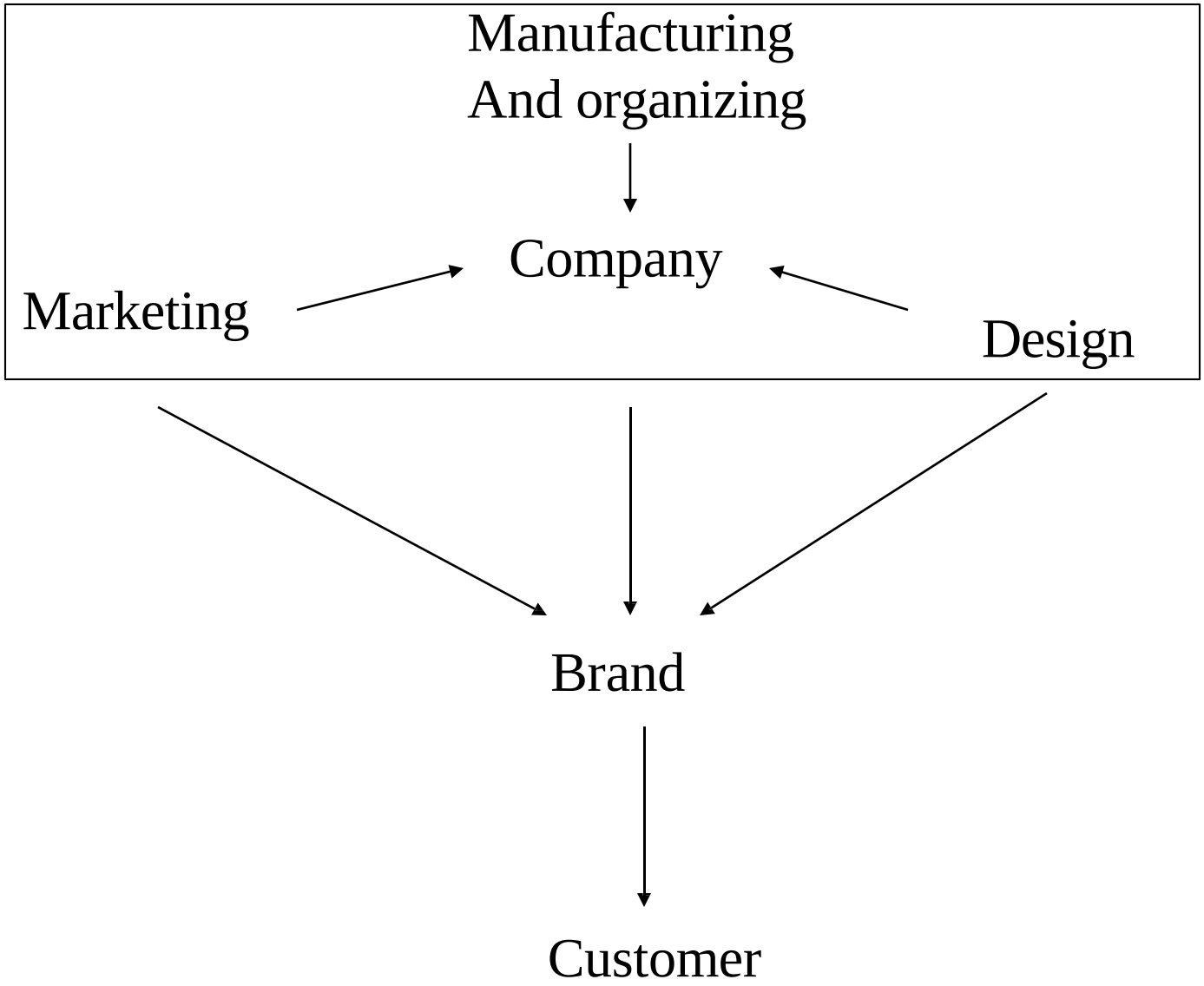
Soya

Salt



Yeast

Milk


Manufacturing
And organizing
Company
Marketing
Design
Brand
Customer

Where do the ingredients come from?

Cocoa:	West Africa	**Milk:**	EU	**Palm oil:**	SE Asia
Sugar:	Caribbean	**Yeast:**	Europe	**Soya:**	Brazil/Argentina
Wheat:	East Anglia	**Salt:**	China	**Calcium Sulphate:**	India

Brand

Aesthetics –integrated family look
Style of use
Style of design ??
Some functions → Design features

Interface design
May be a unique way to operate mobile phone

How far have the ingredients travelled?

Cocoa:	3100 miles	**Milk:**	500* miles	**Palm oil:**	6500 miles
Sugar:	4600 miles	**Yeast:**	500* miles	**Soya:**	5600 miles
Wheat:	200* miles	**Salt:**	4700 miles	**Calcium Sulphate:**	4700 miles

Total food miles: ~30,400

Points

What is brand?
Why is it necessary?
What makes a brand?

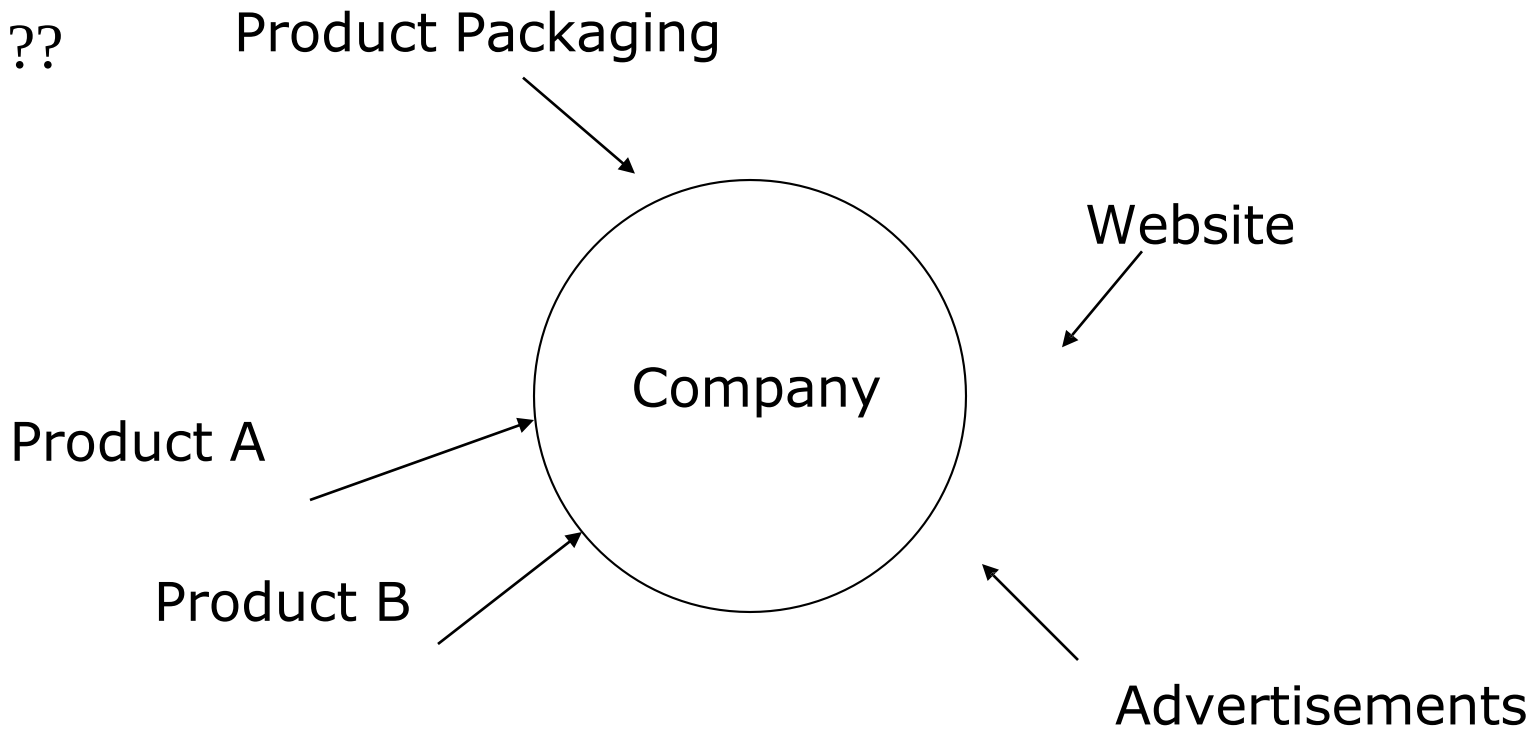
What are the efforts
And a lot of examples
of each and every type of branding

What might increase the food miles even further?

- **Transport routes: sometimes transport stops at other countries on the way**
- **Processing and packaging are sometimes done in other countries… more miles!**

Form
Agri business
Company strategies

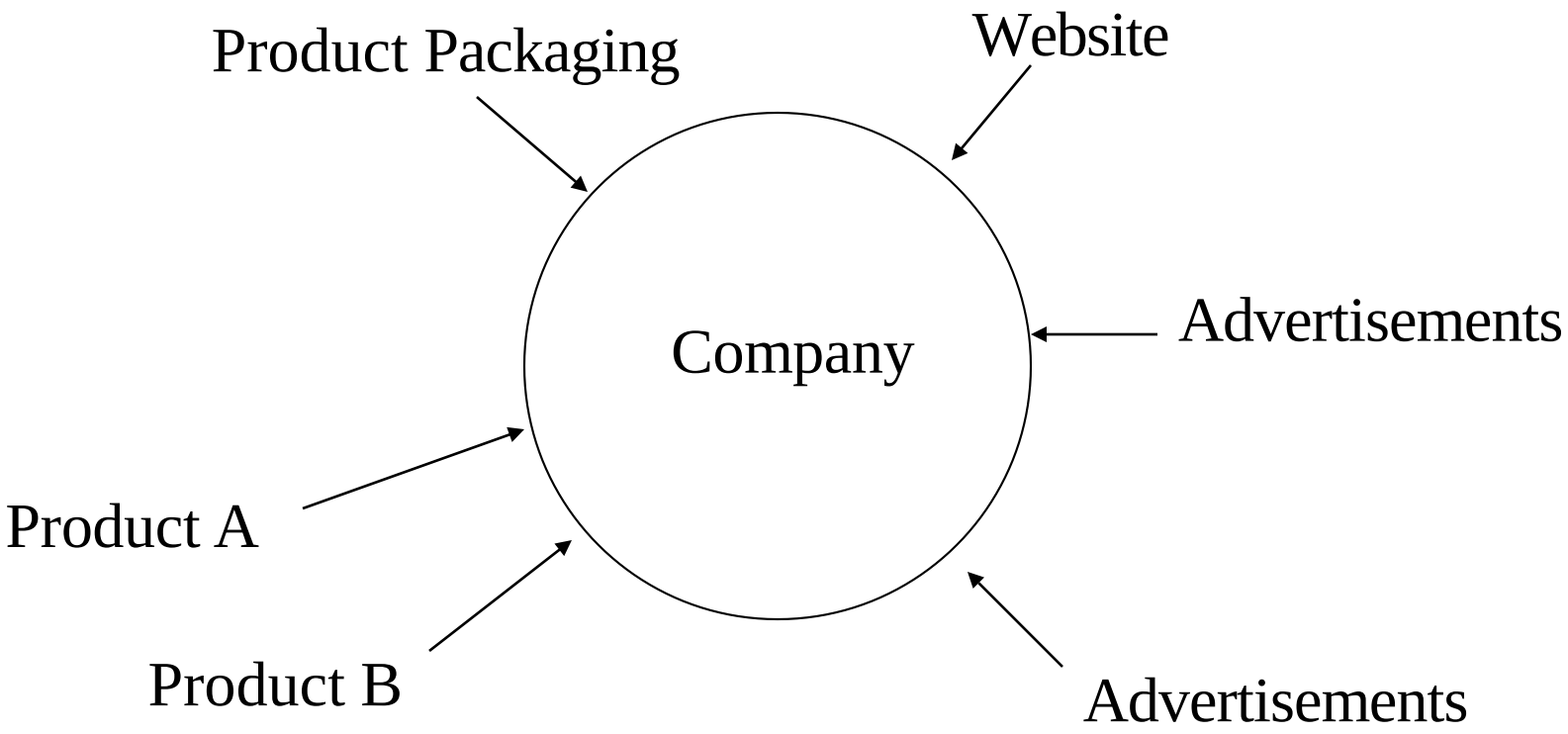
Product
Service ??



Why do we source our food from so many different countries?

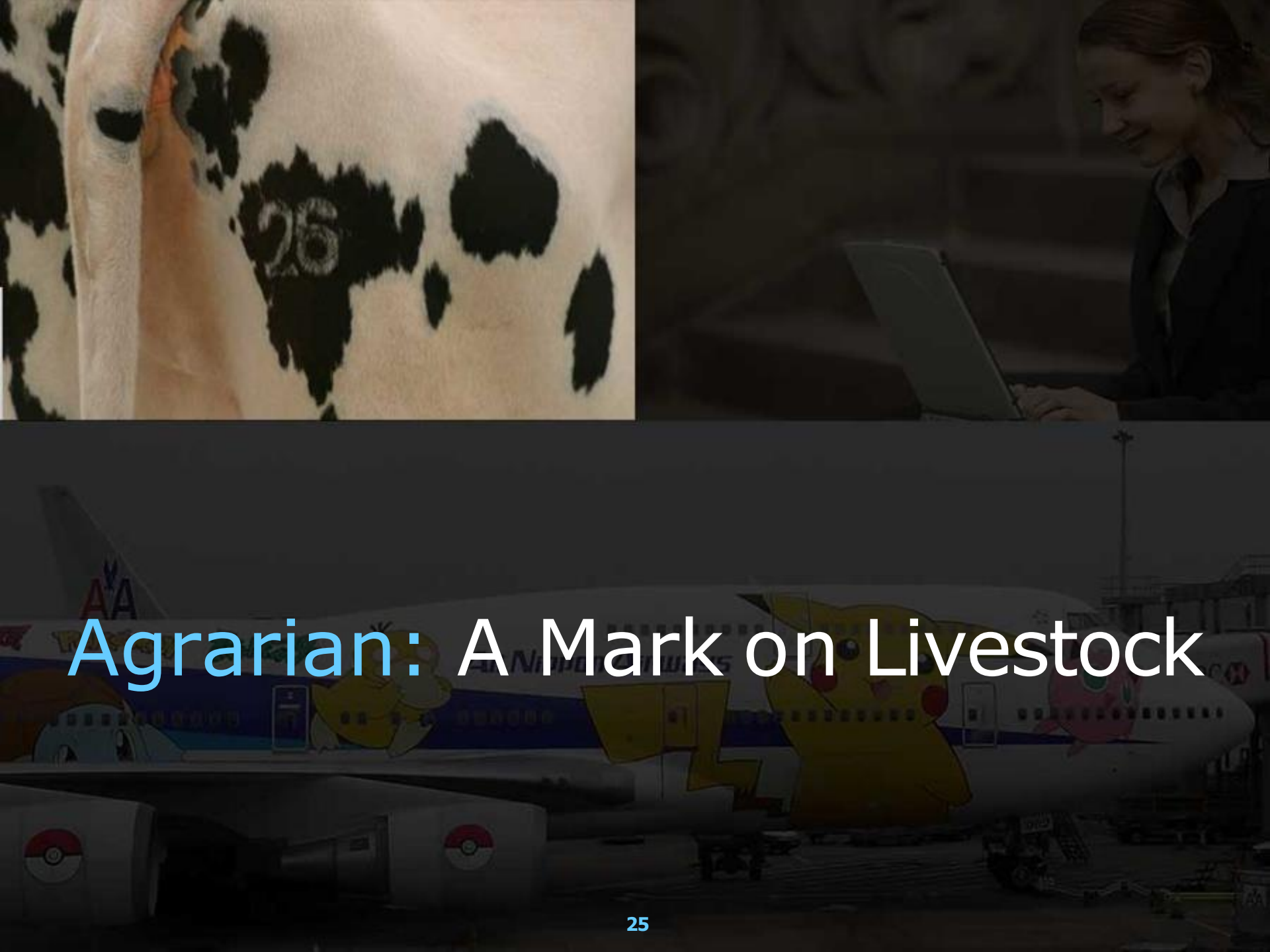
- Climate – we can’t grow them here
  - Many ingredients need to be grown in particular climates
  - Soya can only handle a 1.4 degree temperature change so climate change would affect production
- Space
  - Agriculture needs a lot of land
- Expertise
- Cost of production
  - Countries with a lower cost of living can produce food more cheaply

Integrated image and promise form the company



Objectives

- What is Branding? Understand its importance in the fullest sense.
- Understand your personal brand promise and how your distinct talent contributes to the strategic direction of your team and organization.
- Design your personal brand to better distinguish your talent and contribution and to deliver inspired performance.



Agrarian: A Mark on Livestock

Industrial: Identifying Labels on Products

Information: An Extraordinary Customer Experience

What is my distinct brand?

What do I want to be known for?

You have a brand whether you are aware of it or not!

Your Life Experiences

↓

Your Point of View and Actions

↓

The Way Others Perceive Your

↓

Your Default Brand

Your Distinction

Your Brand Promise

Your Distinct Contribution/ Talent

Your Default Brand

Your Actions and Points of View

Brand Choices

STARBUCKS
COFFEE
®

DUNKIN'
DONUTS
®

NORDSTROM

macy's

TOYOTA

“A great brand taps into emotions. Emotions drive most, if not all, of our decisions. A brand reaches out with a powerful connecting experience. It’s an emotional connecting point that transcends the product.”

Scott Bedbury, Nike/Starbucks

Distinct?

or

Extinct?

Why Do People Choose You?

For Projects? Teams?

Tasks?

Four Descriptive Words

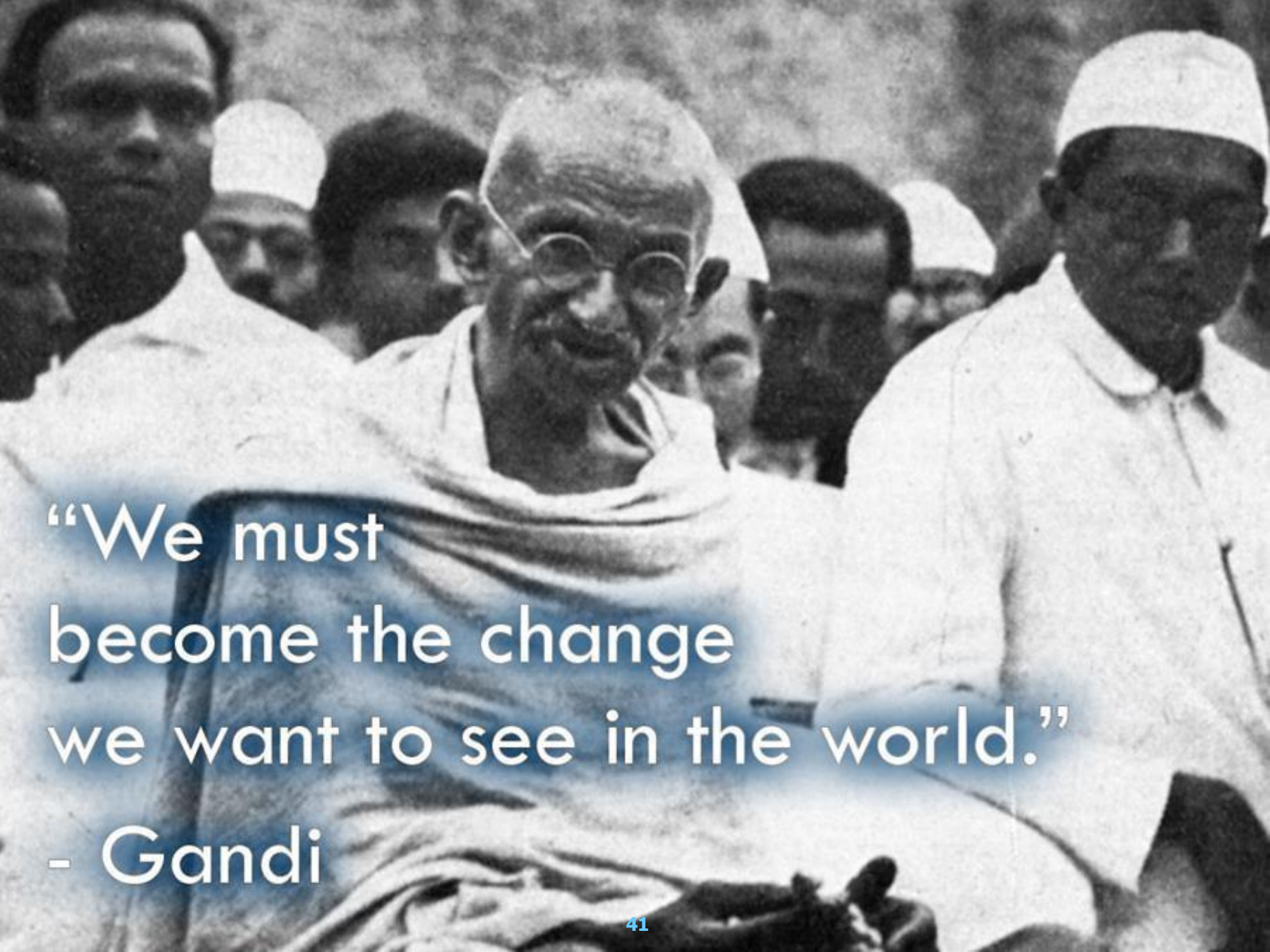
- In the pre-work we asked you to collected four distinct words from 4 - 6 people who know you and your work.
- If you did not do the pre-work think of what others might say about you to come up with at least 16 words.
- Reflect on feedback from any recent 360 or your last performance review.

In pairs, discuss…

- Is there anything you think others missed or might miss?
- Is there anything that might surprise you in what others have said.

Your Brand?

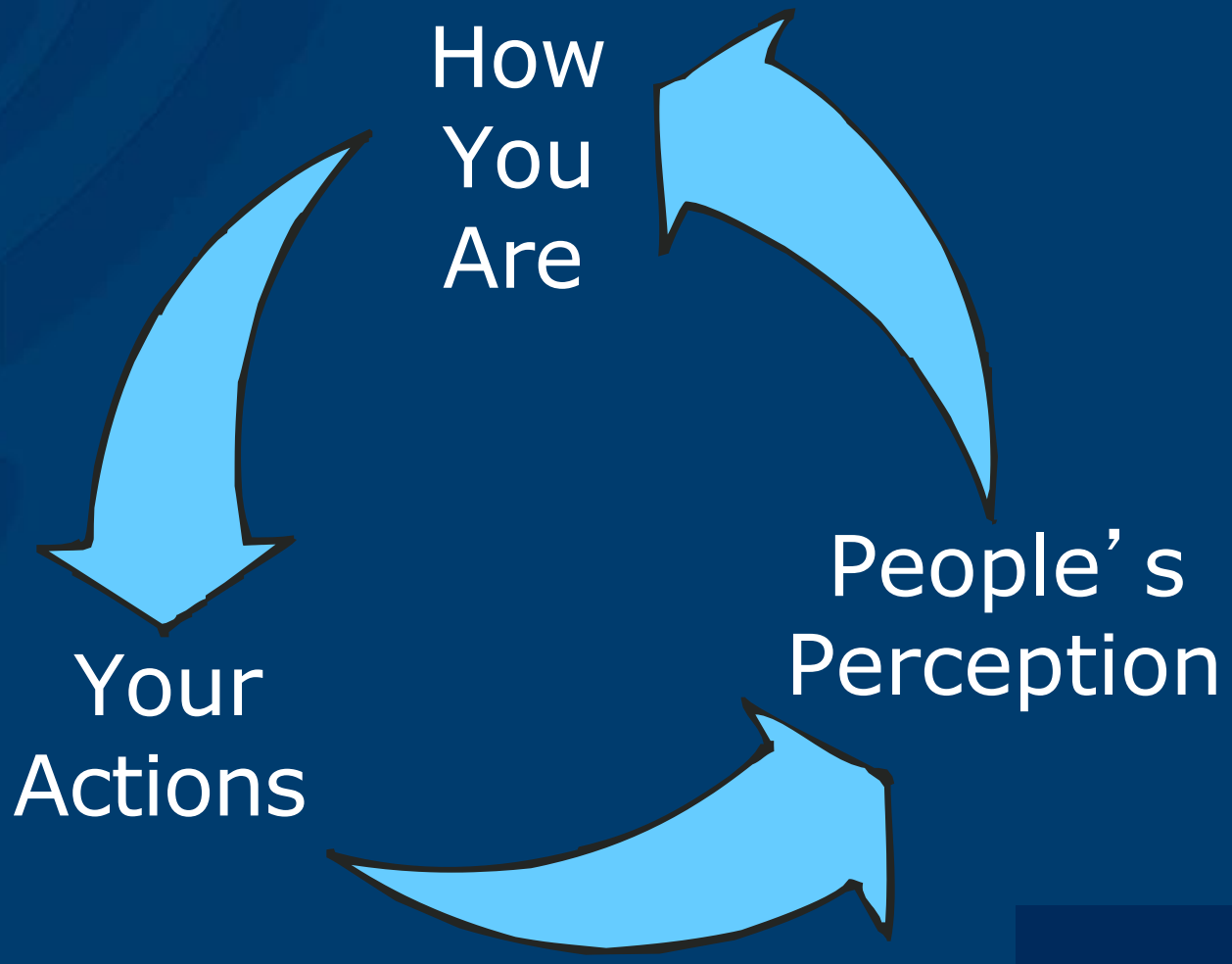
- Am I aware my default brand?
- Do I like it?
- How would I change it if I could?
- What opportunities does it open or close for me?


"We must
become the change
we want to see in the world."
- Gandi

Distinct Contribution/Talent

- Have I received the highest Performance Review I could receive?
- What areas do I want to develop?
- If I fully developed myself in the areas I am committed to developing, how would people describe me?
- Would this description match the sixteen distinct words from my current Default Brand?
- What is the gap and the opportunity for development?

Why: Perception is Everything



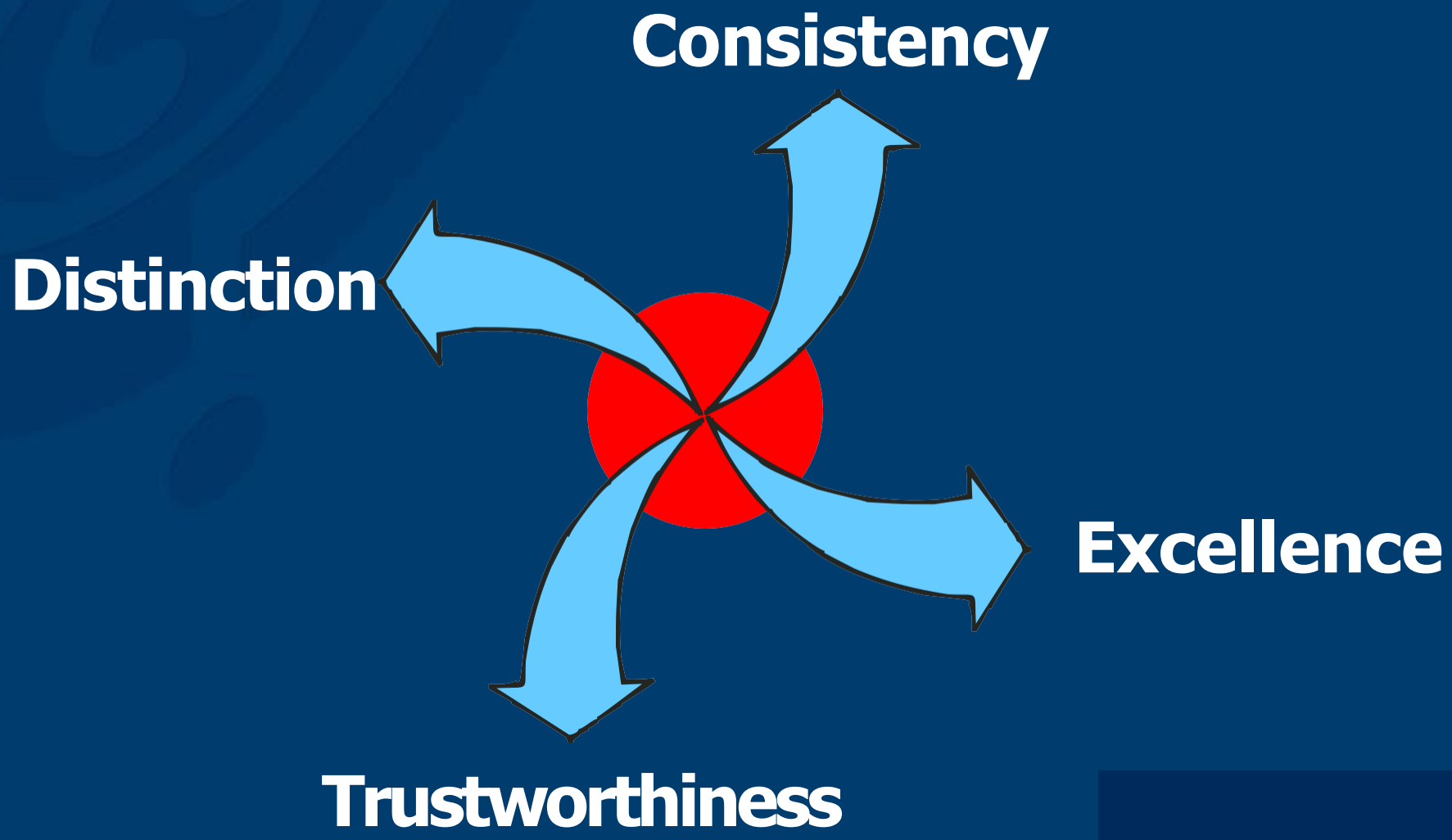
Building Your Personal Brand

Commitment to Inventing a New Personal Brand

Accurate Perception of Current Default Brand

What Makes a Brand Distinct?

Brand is Defined By



“If there is nothing very special about your work, no matter how hard you apply yourself, you won’t get noticed and that increasingly means you won’t get paid much, either.”

Michael Goldhaber, Wired

Contribution/Talent Inventory

- What are my aspirations?
- What am I passionate about?
- What are my special strengths?
- What is my contribution to my work, my team, my organization, and it's strategic goals?

WEST Advancing Women in the Business of Science & Technology

Top Brands

A brand analyst and strategy company (Millward Brown Optimor) annually ranks the world's most powerful brands measured by their dollar value

1. Apple
2. Google
3. IBM
4. McDonald's
5. Coca-Cola
6. AT&T
7. Microsoft
8. Marlboro
9. VISA
10. China Mobile

Top Brands

Top sports/entertainment industry related brands of 2013 according to Millward Brown Optimor's annual rankings

1. Apple
7. Microsoft
14. Amazon
28. Disney
56. Nike

Thanks