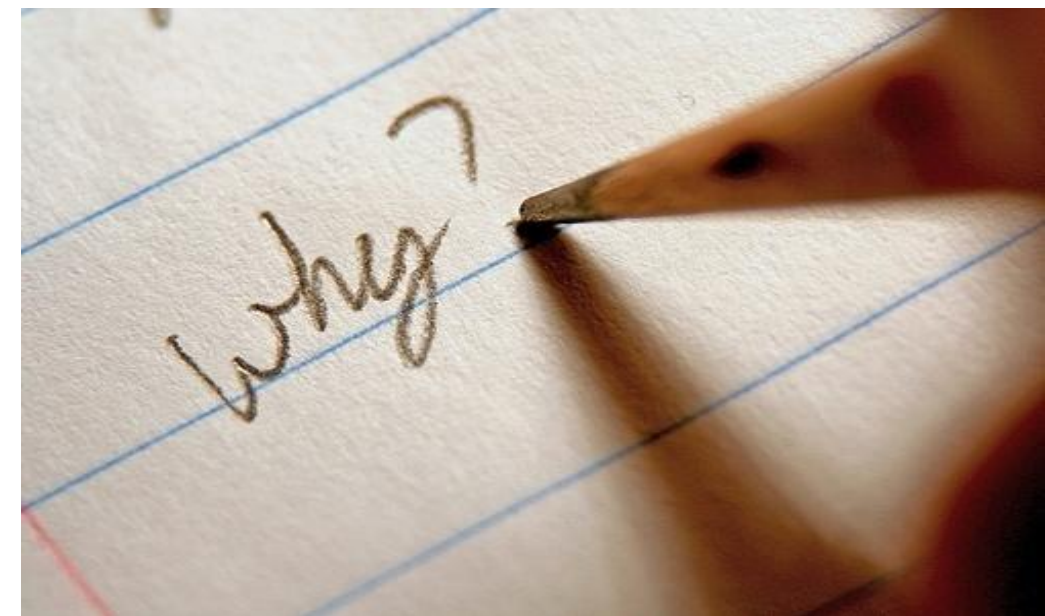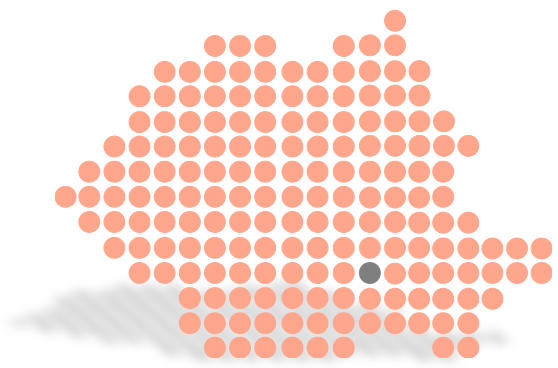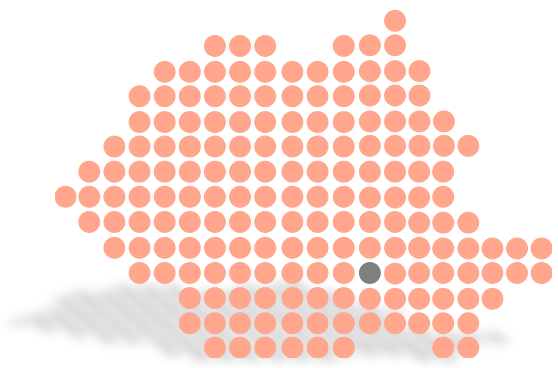# Paul J.R. Renaud
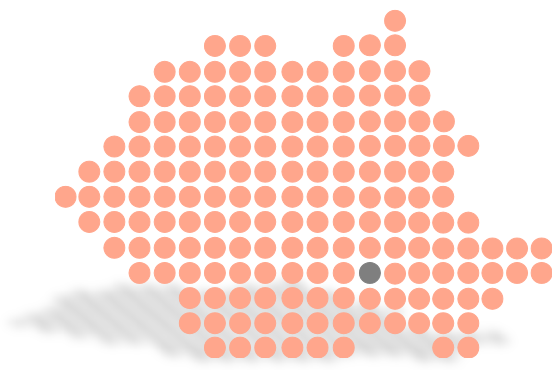## Adjunct Lecturer of Marketing

Brand Buzz

April 14, 2011

Objective

- Establish effective compelling brand

- Successful branding = higher sales, improves brand equity

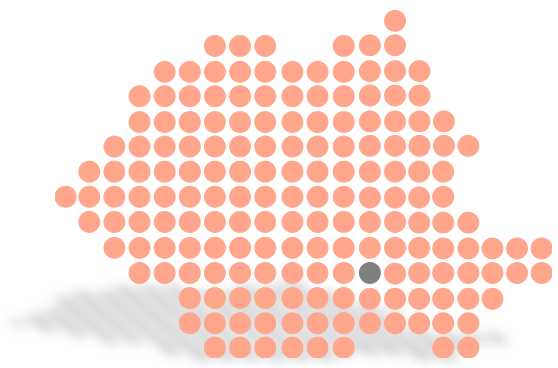- Provide structured, thorough approach to successful Brand development.
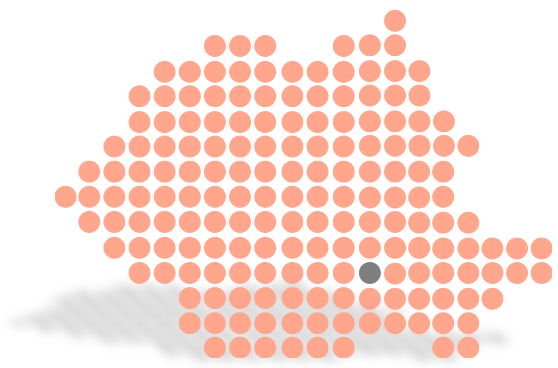
Step. 0

Who is my client ?

Brand…

- Brand consistency

- Brand character(Essence)

- Brand proposition

- Brand architecture

- Brand equity

- Brand values

- Brand design

- Brand strategy

- Brand Police, Brand building, co-branding, global brand strategy, Brand attributes, celebrity brands.

Branding and industry terms

What is the difference between:

Advertising Agency:
  - McCann Erickson, Leo Burnett, Headvertising

Strategic brand consultancy / Brand development agency:
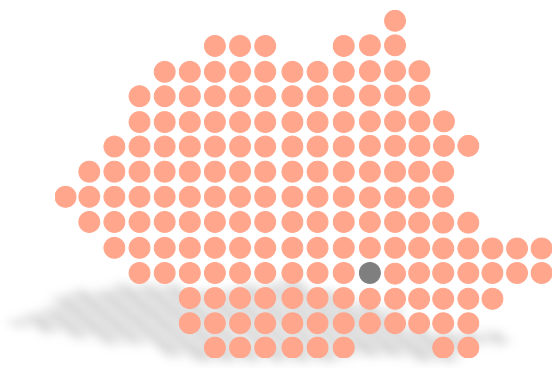 - Siegel +Gale, Wolff Olins

PR Agency:
  - V+O Communication, Ogilvy Public Relations Worldwide

Media Buying Agency:
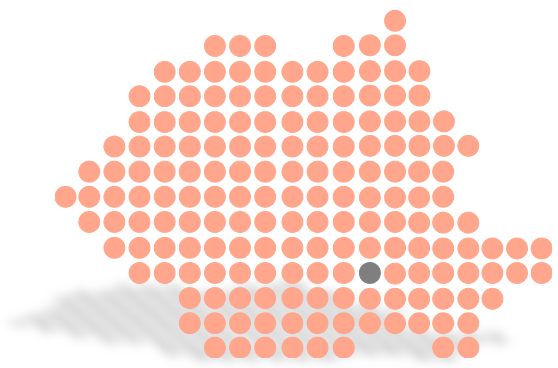 - Universal McCann, United Media, MediaCom

Brand Design Agency:
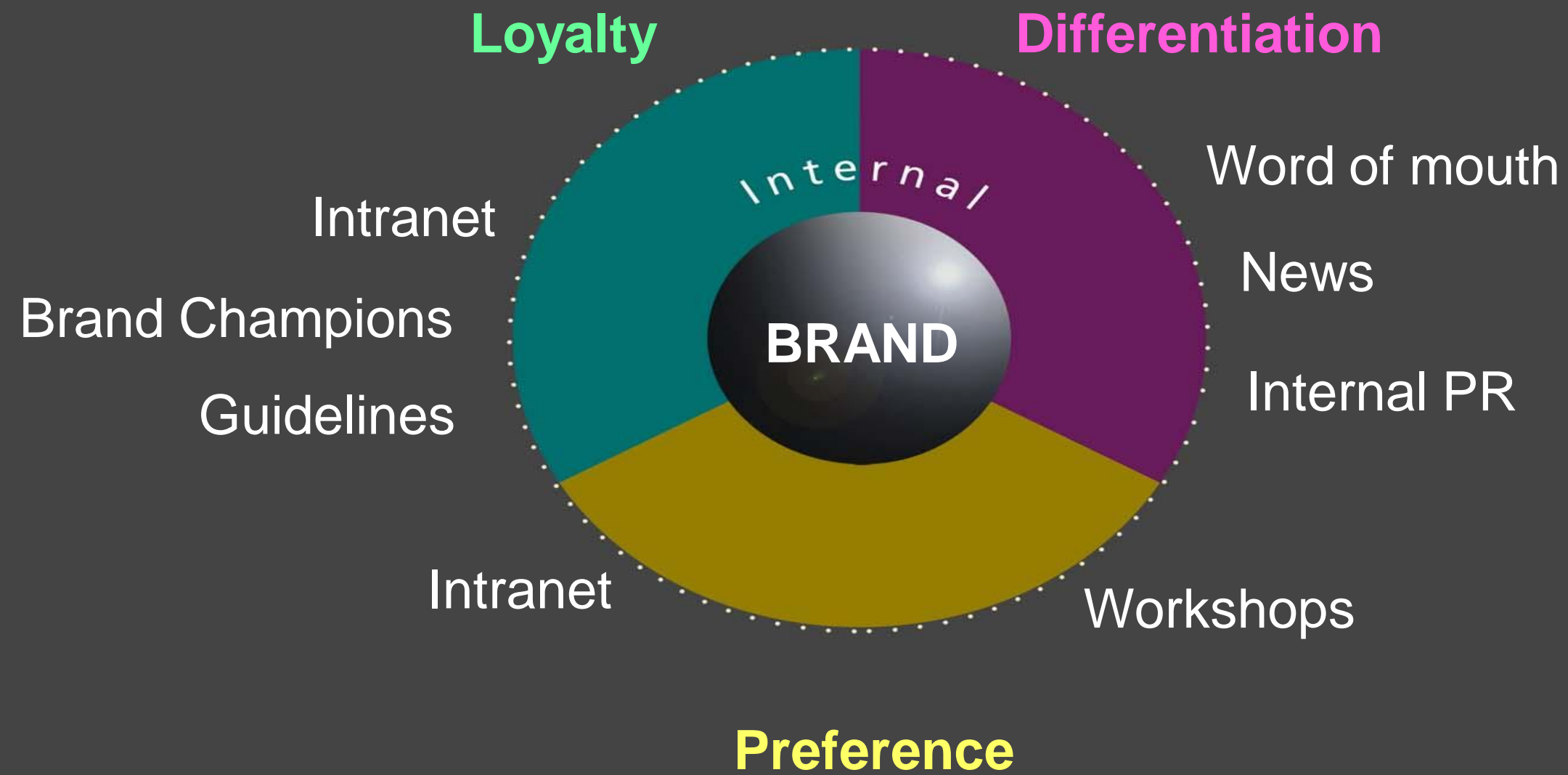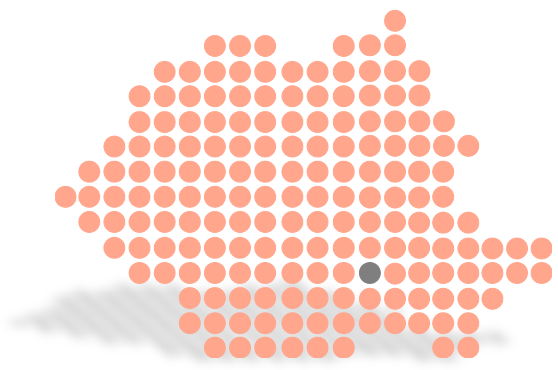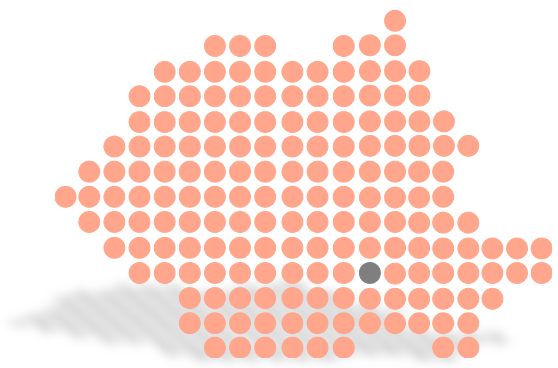 - Ampro, Brandient, Firestarter
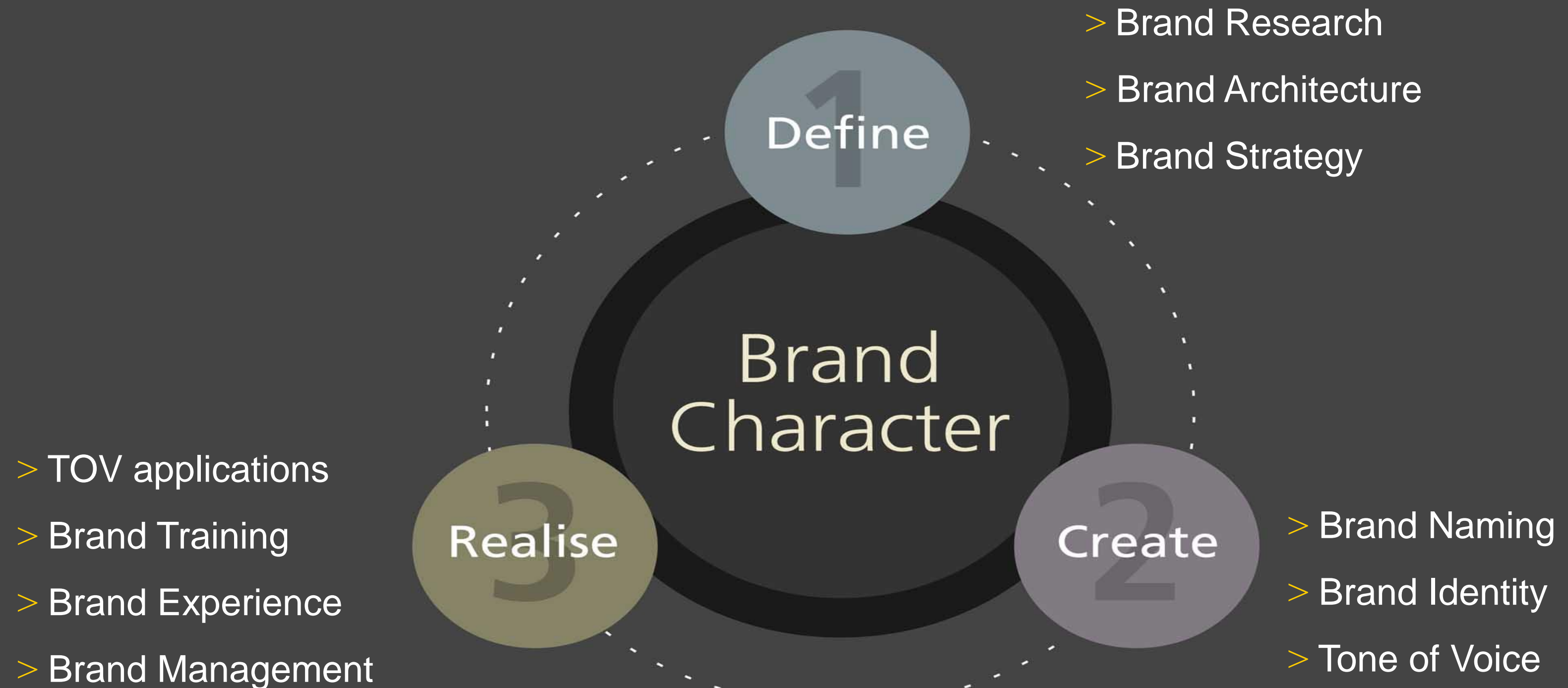
Brand Experience tool

BRAND

Brand Experience tool

Brand Experience tool

How to build strong brands

> Brand Research

> Brand Architecture

> Brand Strategy

Brand Character

Define 1

Create 2

Realise 3

> TOV applications

> Brand Training

> Brand Experience

> Brand Management

> Brand Naming

> Brand Identity

> Tone of Voice
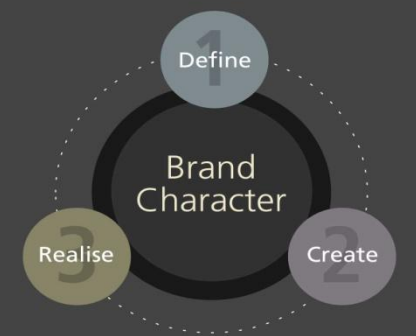
1.Define

> Brand Research

> Brand Architecture

> Brand Strategy
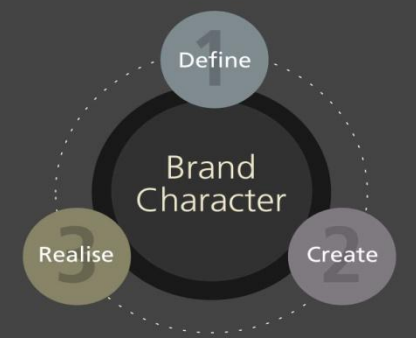
Step 1
Investigation

Step 2
Analysis
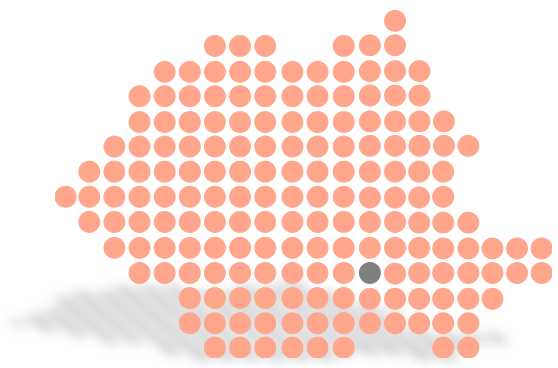
Step 3
Validation

Step 4
Implications
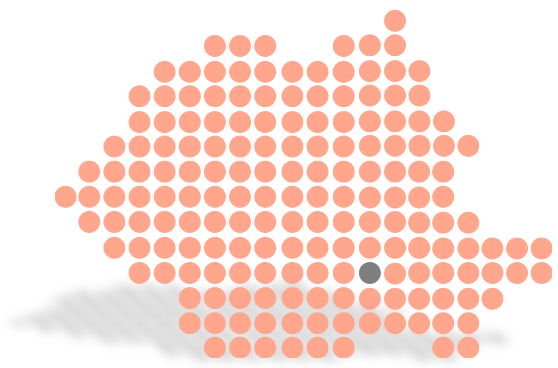
Step 5
Realization

A brand is not a product

A brand is not a product
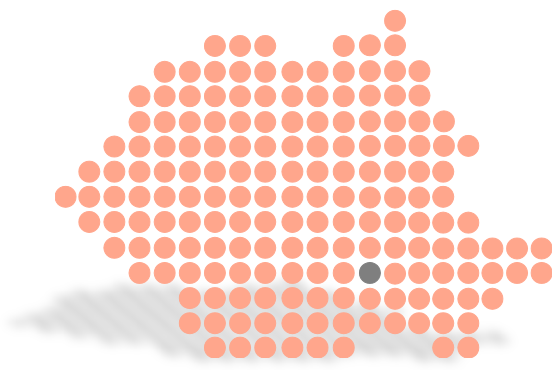
This is not a hamburger

It's a promise.

A brand is not a product
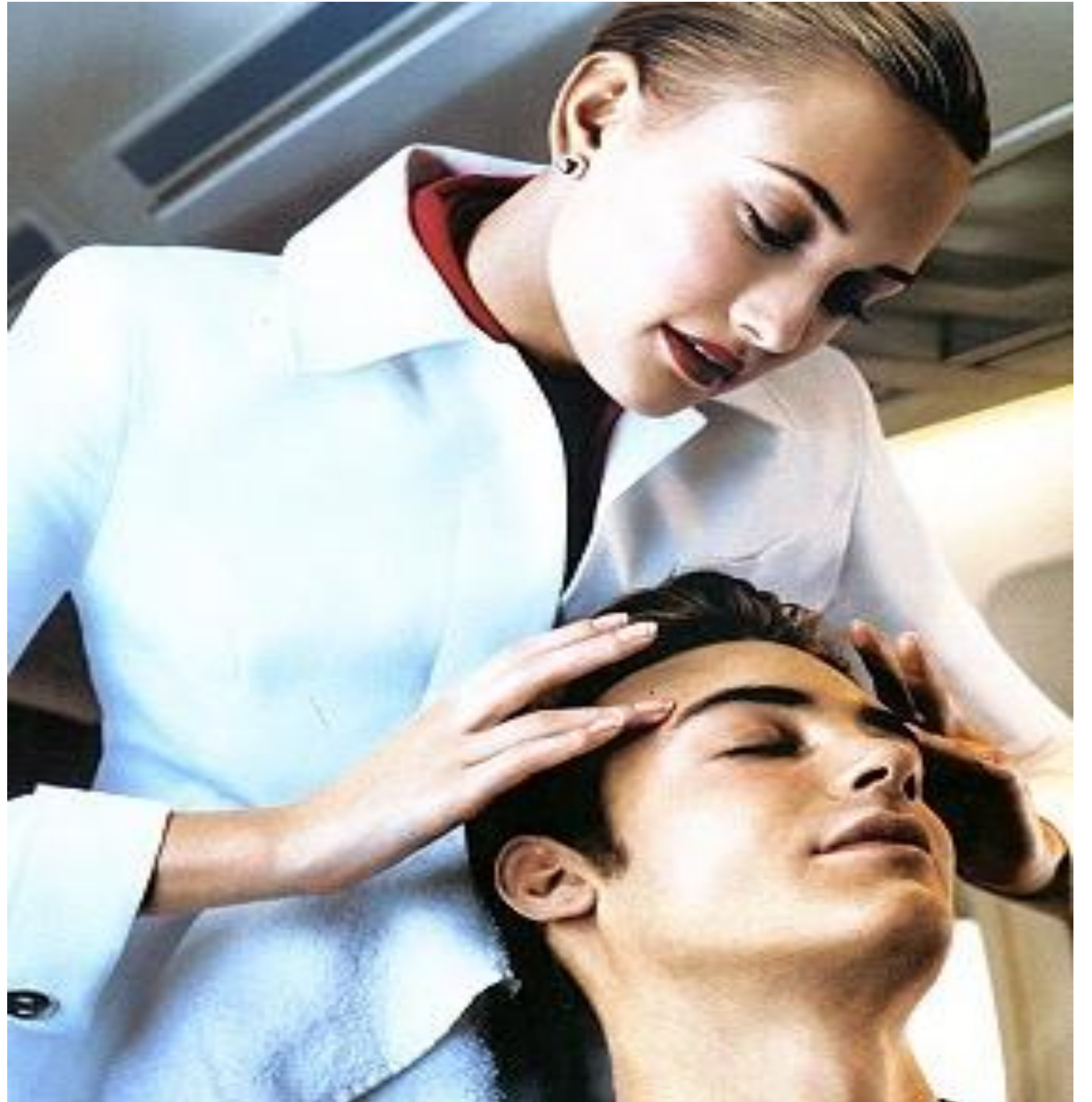
This is not a mobile network.

It's a promise.

A brand is not a product

This is also a promise….

…to provide unconventional fun and value for money

This *is* a promise to help me see things differently

If Orange was a person...

- that person would be stylish: a trend setter
- be friendly and optimistic
- be refreshingly unconventional
- be an upbeat, and dynamic communicator
- believe in honesty and straight talking
- **... a 'can do' kind of person**

If Orange was a person...

put simply, that person would be:

friendly
straightforward
dynamic
refreshing
honest

Like a person...

if a brand behaves out
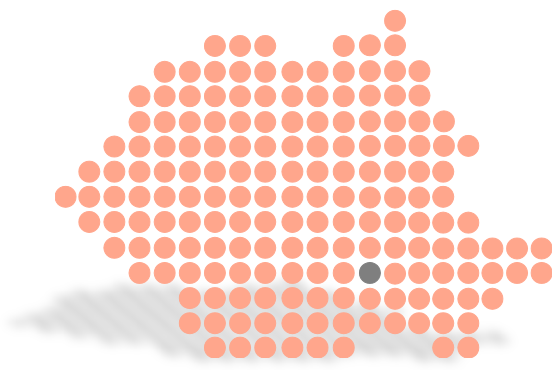of character, it's confusing

So when a company like

Mercedes

a brand built on engineering excellence...

...builds a car that falls over

So…what is a brand

THE PROMISE

The promise you make as
one organization that shapes
your relationship with all
your stakeholders.

…and how that promise is delivered.

Large client

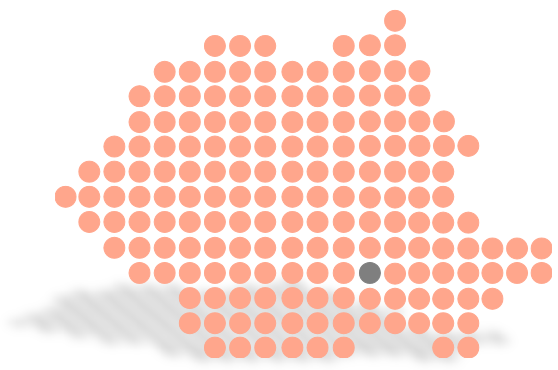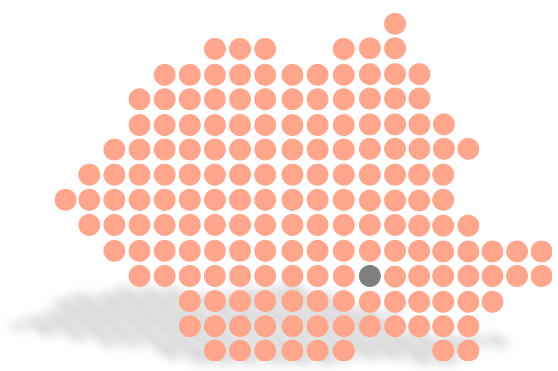|	
Employee, managers focus group Meetings with AISA, Media agency and Ad agency WW Customer interviews (Major or Key accounts) Consumer interviews Store/Shop visits	Guides and articles on Romania Romanian Business Digest Investment guide for SE Europe: Romania Reports on IT and telecommunications in Romania WWW research

Large client

Competitor materials

- Competitive intelligence reports

- Media spend and share of voice data

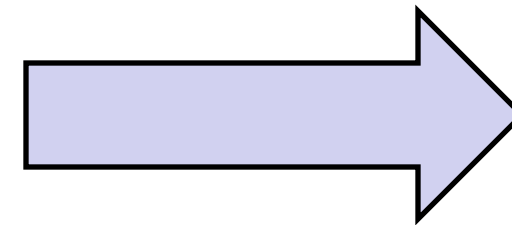- Competitor campaigns and promotional materials

Additional research

• Interviews with CCO

• Intranet site

• Communications audit

• Brand experience research with

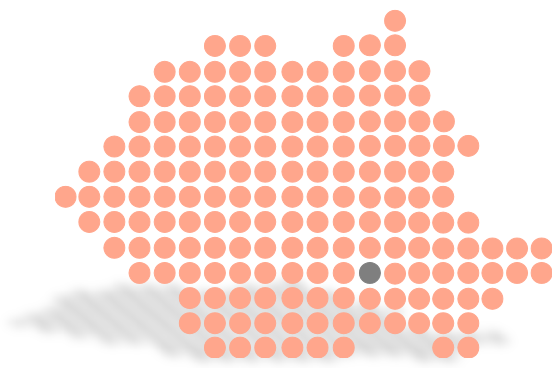research firm

1. Define: *Brand Research*

Small client

WWW research
Client research
Newspaper articles
Blogs
Social media data
Expert analysis

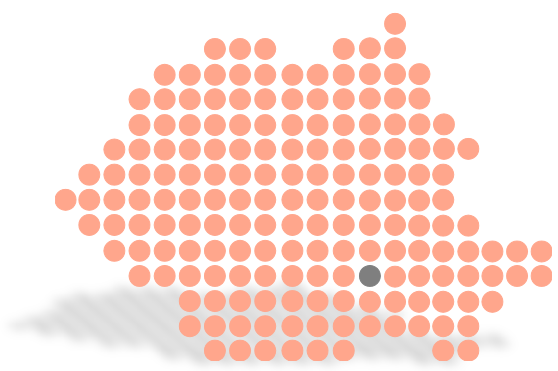→ Rudimentary yet shows the client you are serious

Time is a variable when undertaking research

With the change in its competitive landscape and the dramatic efforts to save it from extinction, the Romtelecom brand has lost its authority and credibility to lead.

Brand development had to help Romtelecom address this.

1. Romtelecom is lost between past and present, making for an uncertain future

2. Romtelecom has failed to leverage the on-going transformation in the company

3. Romtelecom is its own worst enemy

4. The lack of a communication culture is undermining Romtelecom
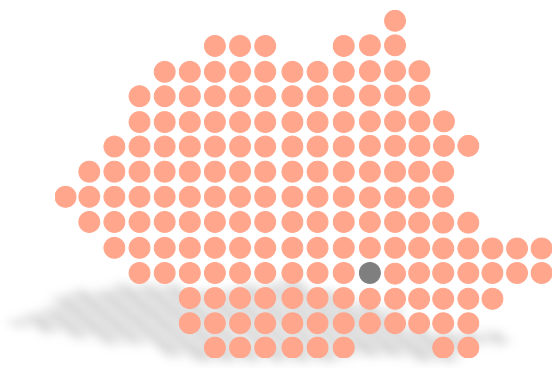
5. Romtelecom is under threat of becoming irrelevant
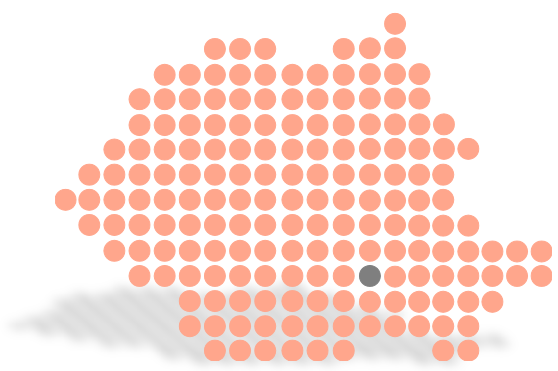
Romtelecom is its own worst enemy

1. The company's split personality – half optimistic, half pessimistic – has a paralytic effect on performance

2. The lack of willingness to take responsibility leaves the company vulnerable

3. The lack of a performance culture leaves a vacuum where fear is the only motivator

4. Lack of desire to work as teams has magnified the negative side effects of a positive transformation

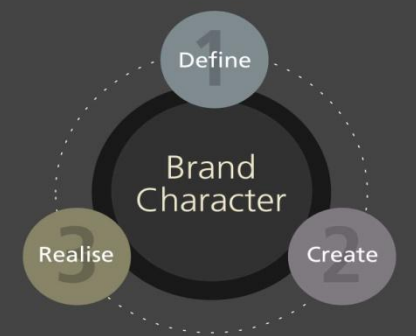5. There are well-defined values, but no behavioural change or sense of pride
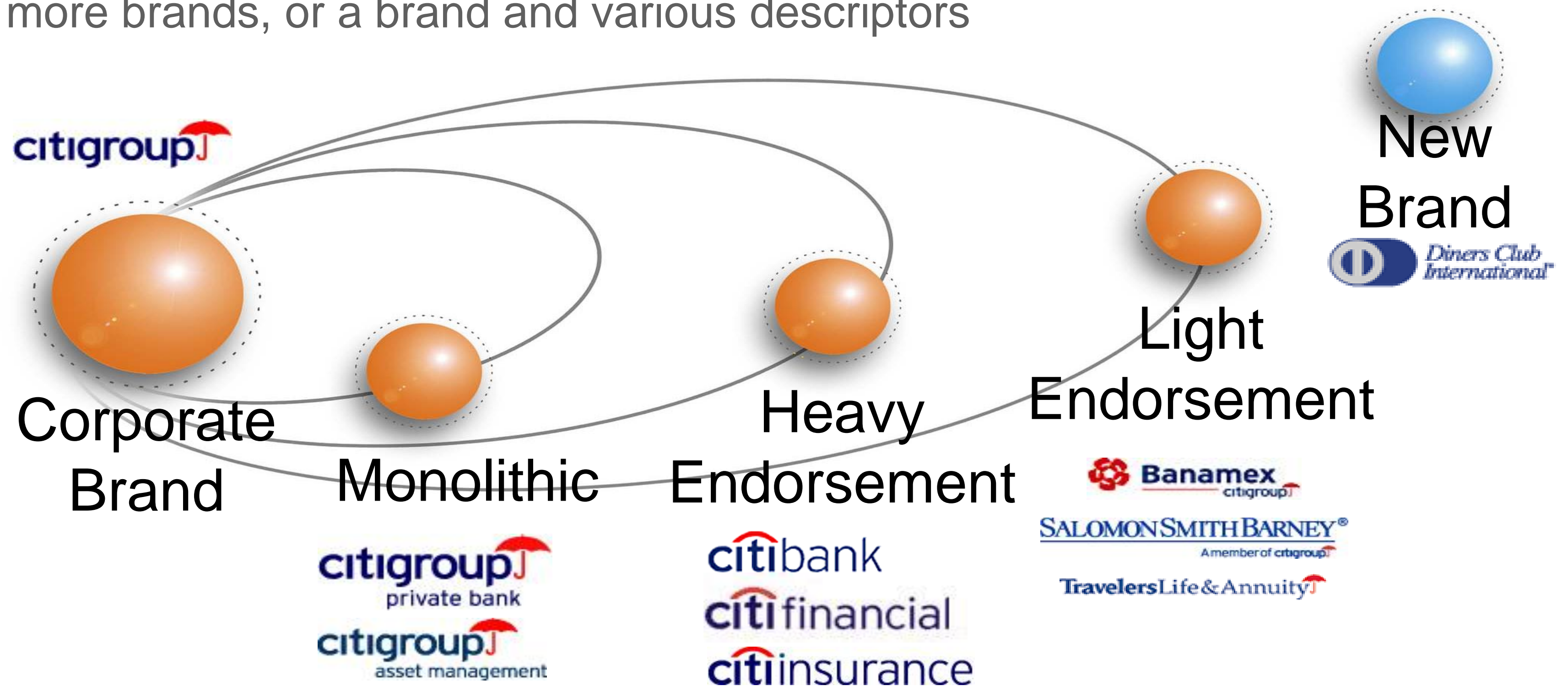
Grab it!

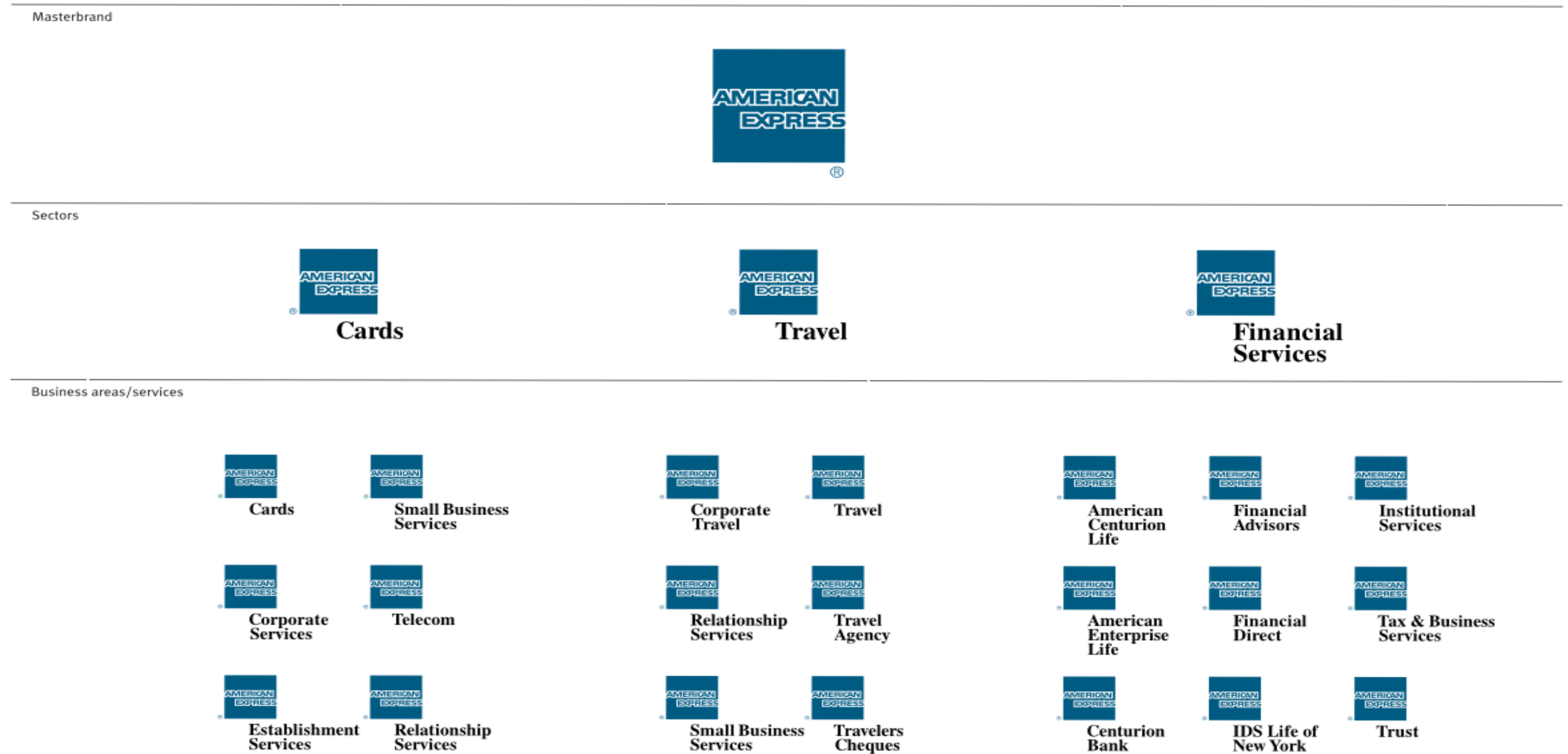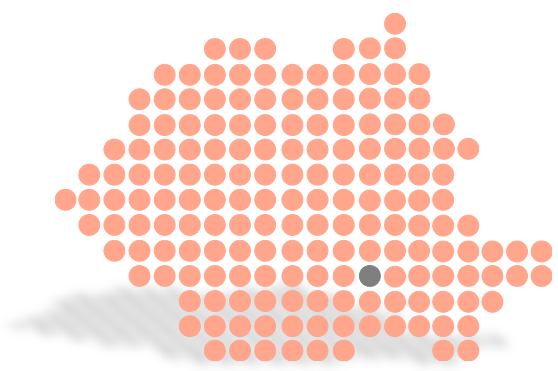"It would be so easy for them to be a leader".

– Business customer

Brand architecture = strategic and visual relationship between two or more brands, or a brand and various descriptors

1. Define: *Brand Architecture*
Masterbrand dominant (monolithic)

Masterbrand

AMERICAN EXPRESS

Sectors

AMERICAN EXPRESS
Cards

AMERICAN EXPRESS
Travel

AMERICAN EXPRESS
Financial Services

Business areas/services

Cards

Small Business Services

Corporate Travel

Travel

American Centurion Life

Financial Advisors

Institutional Services

Corporate Services

Telecom

Relationship Services

Travel Agency

American Enterprise Life

Financial Direct

Tax & Business Services

Establishment Services

Relationship Services

Small Business Services

Travelers Cheques

Centurion Bank

IDS Life of New York

Trust

Corporate + product brands (light endorsed)

Corporate brand

P&G

Product brands

1. Define: *Brand Architecture*
Masterbrand + sub-brands (heavy endorsed)

Corporation

Ford Motor Company

Masterbrand

Ford

Operative companies

Ford — **Ford of Europe**   Ford — **Ford Espana**

Product brands

Ford *KA*   Ford *Puma*   Ford *Fiesta*   Ford **EXPLORER**   Ford **MAVERICK**   Ford *Galaxy*

Subbrands

Ford Credit *Ford*   **Rapid Fit**   Ford *Mondeo RACING*
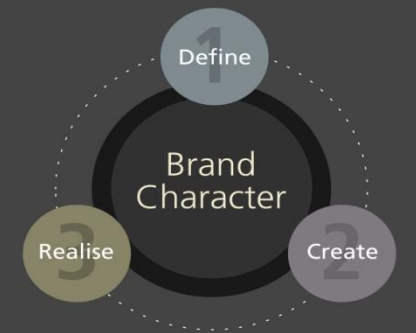
1
Brand Character (Essence)

Definition of what the brand stands for and what makes it special

2
Brand Proposition

The promise the brand makes to its customers, drives internal actions

3
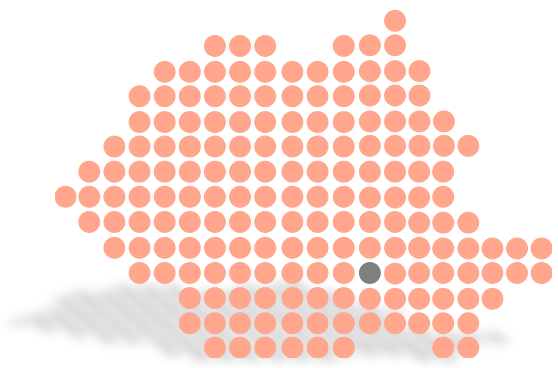## Brand Values

Unique traits that differentiate the brand and guide experience

At Romtelecom, we believe that today matters most. Our world will only be as good as the opportunities we seize here and now.

We are in business to help people make the most of every moment – at work, at home and at play. We do this by creating proactive, reliable and fair relationships with customers and partners, and by providing easy-to-use tools that give people the power to make things happen.

We are an integral part of the life and future of Romania, and are passionate about enabling people in this country to experience a better life through better communications.

At Romtelecom, we believe that today matters most. Our world will only be as good as the opportunities we seize here and now.

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Romtelecom Brand Values

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We are an integral part of the life and future of Romania, and are passionate about enabling people in this country to experience a better life through better communications.

Romtelecom Brand Values

Proactive
We take responsibility and act immediately to make things happen.

Fair
We are honest, open and respectful towards our staff, customers and partners.

Passionate
We believe we have the power to make a difference and to make people smile.

Reliable
We inspire trust and do what we say we're going to do.

2. Create
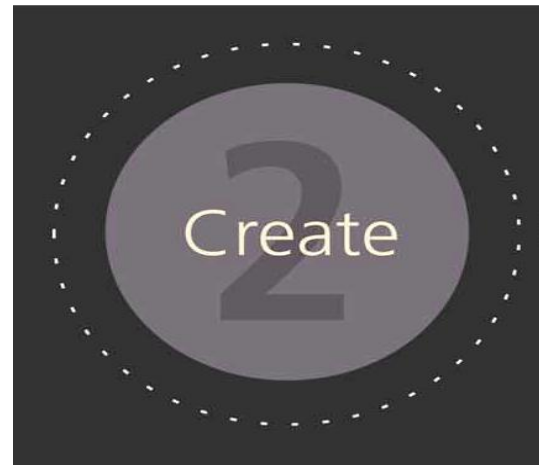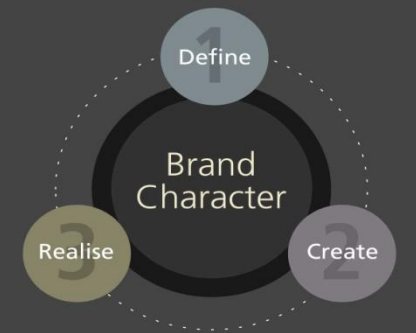
Create
2

> Brand Naming

> Brand Identity

> Tone of Voice

Step 1
Concept

Step 2
Review

Step 3
Refinement

Step 4
Approval

Step 5
Implications

- Briefing session
- Creative development
- TOV principles

- Review session
- Team input
- Choose concept
- Refinement brief

- Refine concept
- Apply brand arch.
- Prepare approval presentations

- Team sign-off
- Owner breifing
- Mngmnt. sign-off
- Registration briefin

- Team planning
- Brief agency
- Brief photog's.
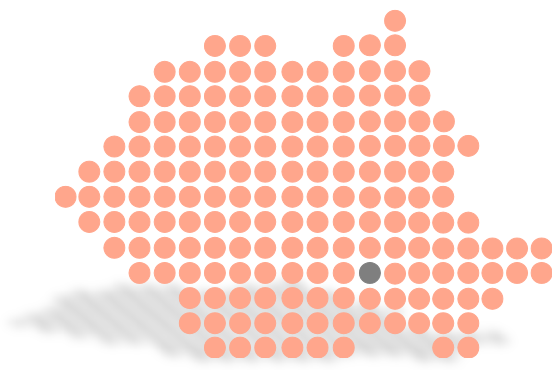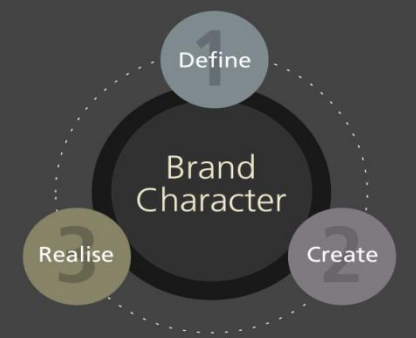
Dolce

Logotype

2. Create: Signalling change through *Brand identity*
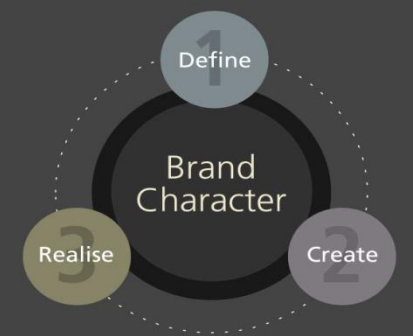
Non-visual	Minimal	Moderate	Strong	Maximum
Name: No change **Logo**: No change **Tone of Voice**: No change	**Name**: No change **Logo**: No change **Tone of Voice**: New	**Name**: No change **Logo**: New **Tone of Voice**: New	**Name**: Evolved **Logo**: New **Tone of Voice**: New	**Name**: New **Logo**: New **Tone of Voice**: New

Example

Logotype and endorsement
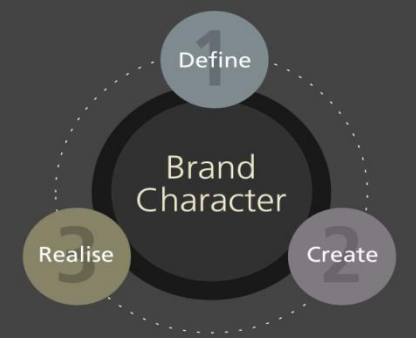
It is not only a visual commentary,
but also feeling, defining, fulfilling, expanding,
enlightening and uplifting.
It has heart and soul.
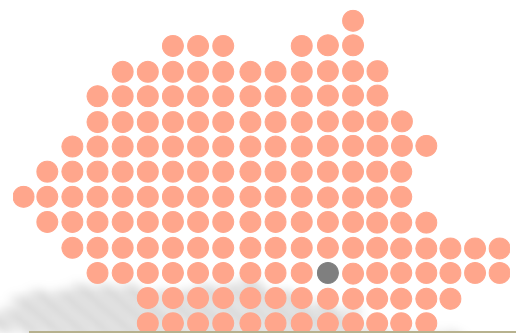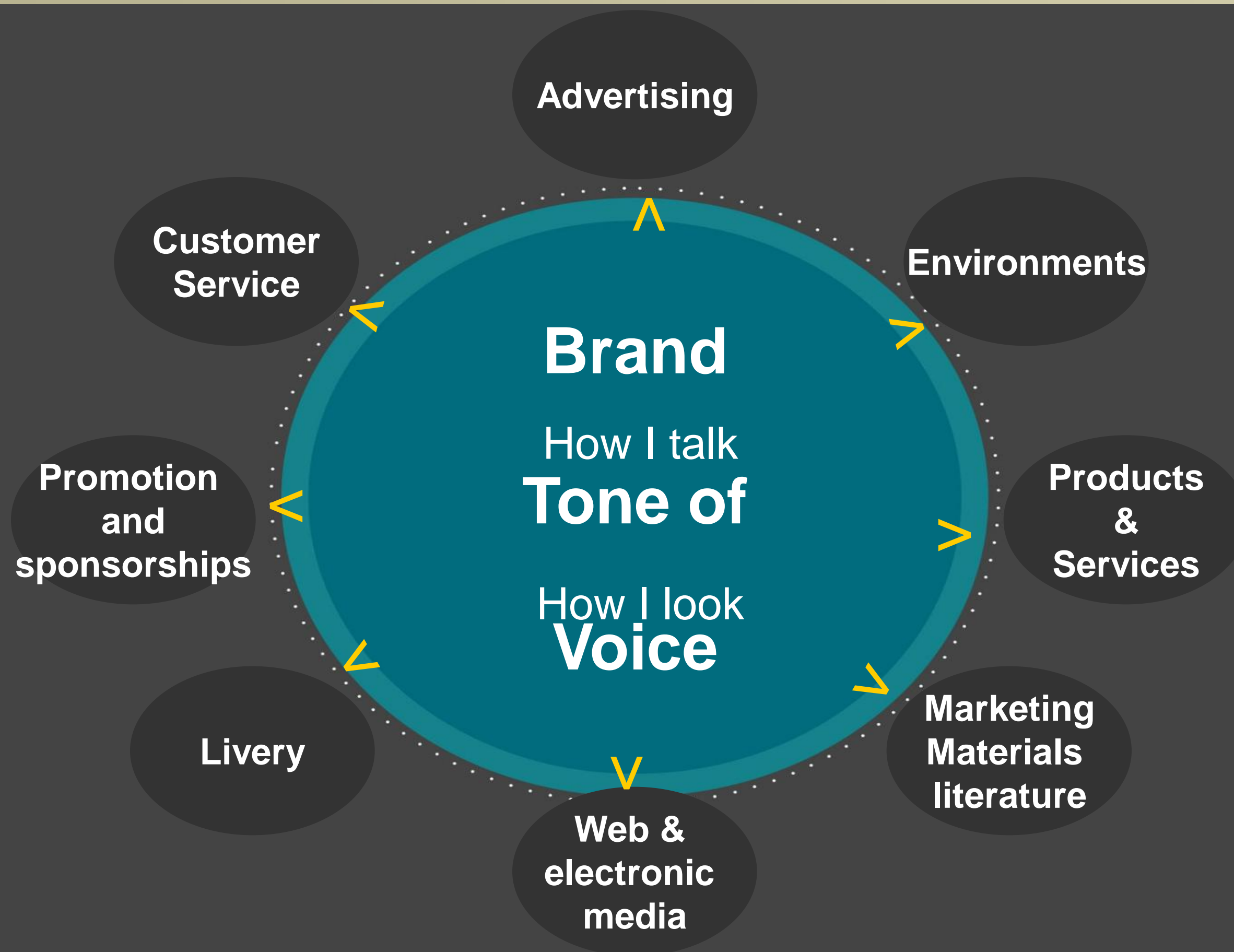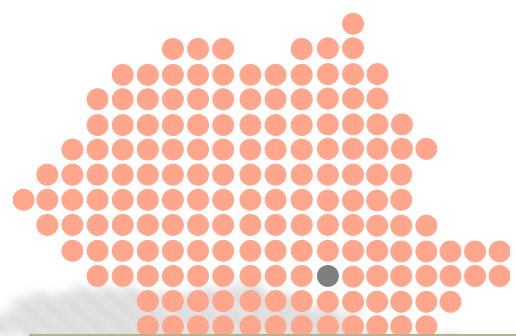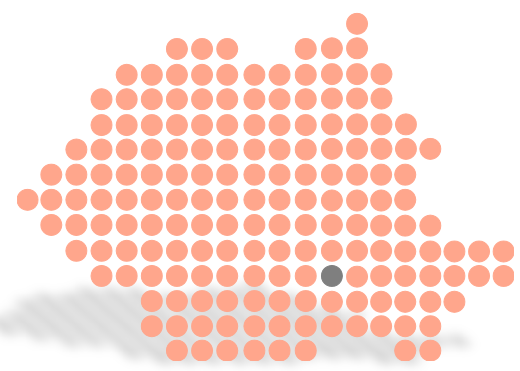
Visual *Tone of Voice* – process

Brainstorm 'big' ideas

Icons and support graphics

Visualisation of values mood-boards

Brand Positioning
Visual

&

Tone of Voice

Brand personality

Photography/ image style

Logotype development
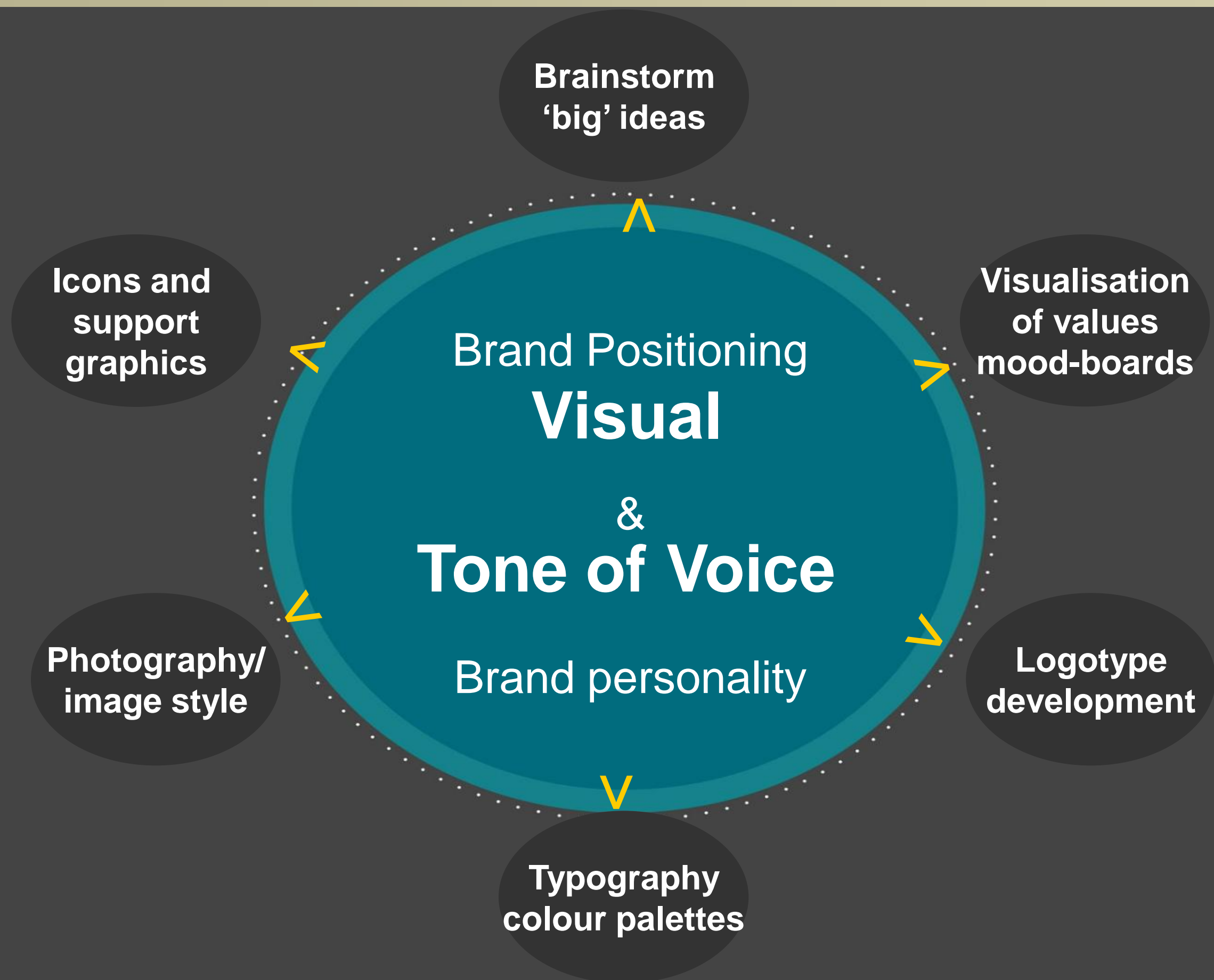
Typography colour palettes

Creative process – symbol exploration

3. Realise

> TOV applications

> Brand Training

> Brand Experience

> Brand Management

| Step 1 Brand Experience | Step 2 Review, Refine | Step 3 Analysis Design | Step 4 Approval | Step 5 Rollout |

3. Realise: *Brand Training and Management*

Launch

Brand Creation

Corporate identity

Corporate applications

Brand experience

Corporate communications

Culture Change

HR Change program

Internal branding

Call centres

Intranet

Communications & Launch

Communications strategy

Advertising and PR

Research

Launch planning

www.msmro.org
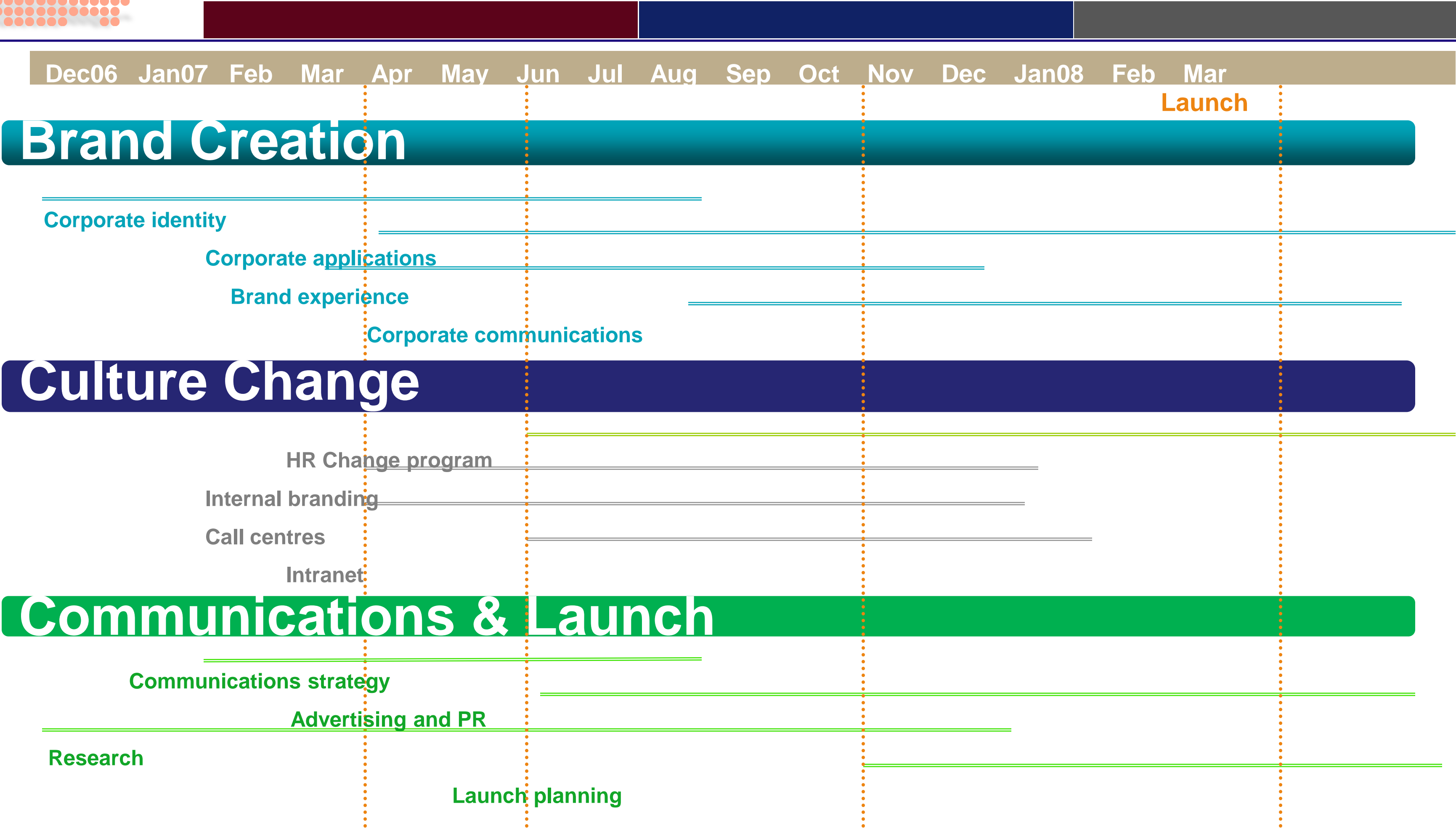
Brand development process – timeline

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug

Week: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

Phase 1
Brand Strategy

Phase 2
Naming

Phase 3
Logo development (on hold)

Phase 4
Tone of Voice (on hold)

Jan. 17th Presentation

May 30th Presentation

Phase 5
Brand Architecture

Phase 6
Retail Strategy (on hold)

Brand Experience tasks

www.msmro.org
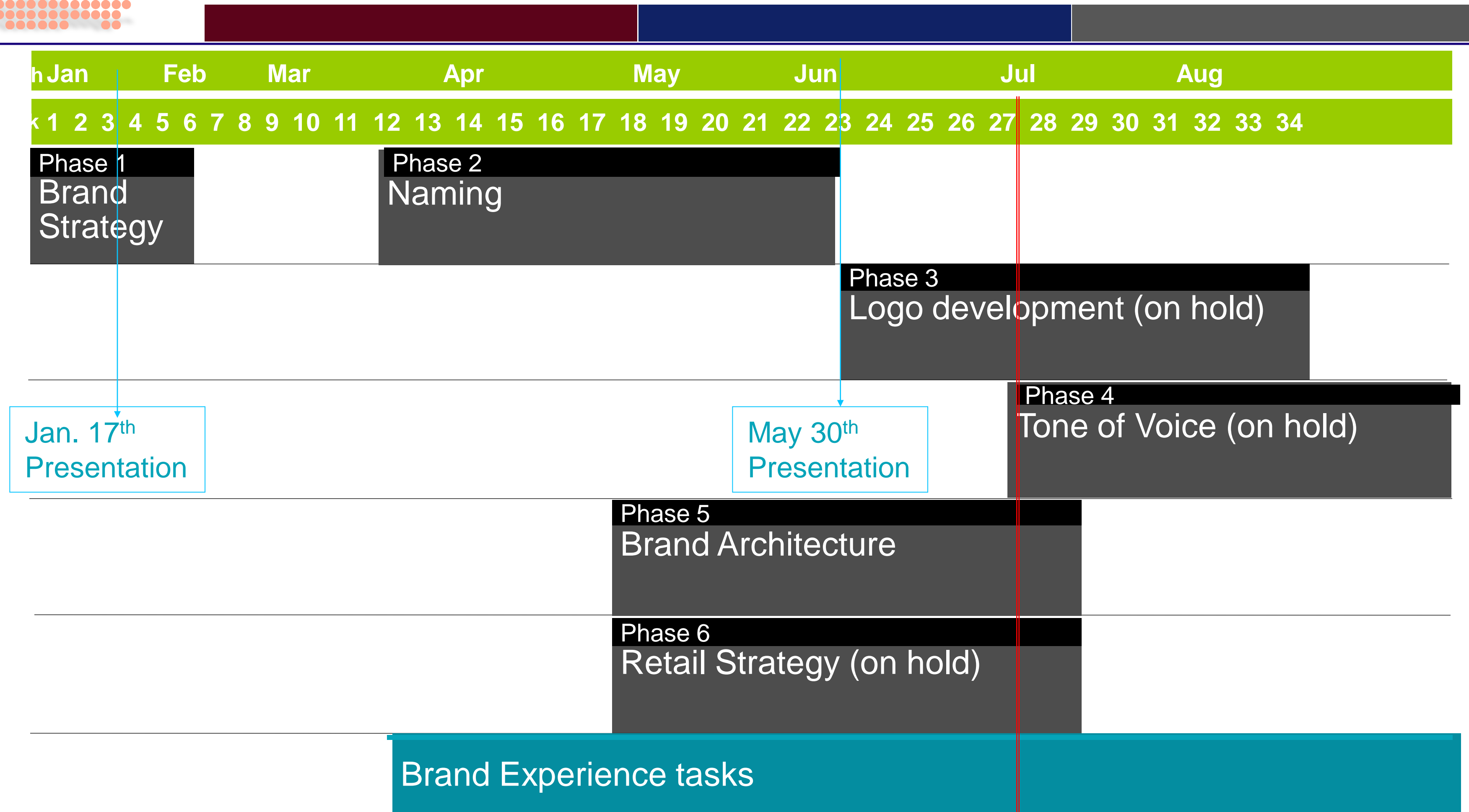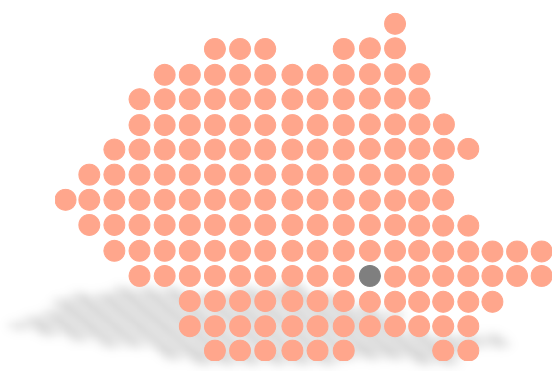
One more tool: 'Experiential' personality

Name
Mr Romtelecom

Age
55

Profession
Business Manager

Attire
Outdated, ill-fitted, conservative

First impression
Powerful, tired, grumpy

Actual 'experiential' personality

Personality traits:

- Impatient
- Authoritarian
- Unfriendly
- confident
- Conservative
- Unreliable
- Complacent

- Experienced
- Dismissive
- Indifferent
- Moody
- Passive
- Safe
- Temperamental

Desired 'experiential' personality

Name
Mr Bloom

Age
40

Profession
Entrepreneur

Attire
Smart, contemporary, casual

First impression
Savvy, approachable, commands respect
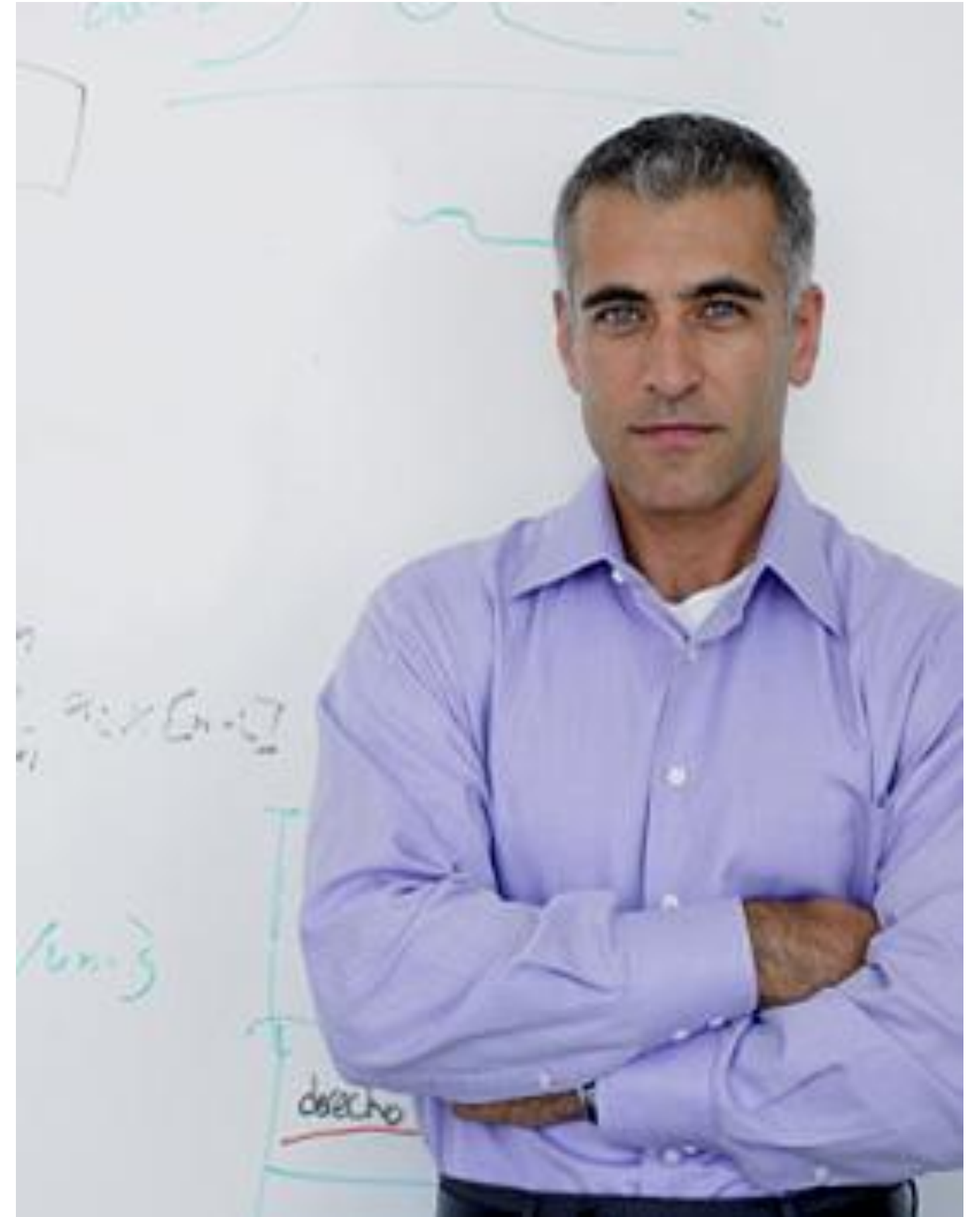
Desired 'experiential' personality

Personality traits:

- Up to date
- Down to earth
- Approachable
- Astute
- Knowledgeable
- Trustworthy
- Outgoing

- Confident
- Energetic
- Creative
- Optimistic
- Passionate
- Honest
- Upbeat
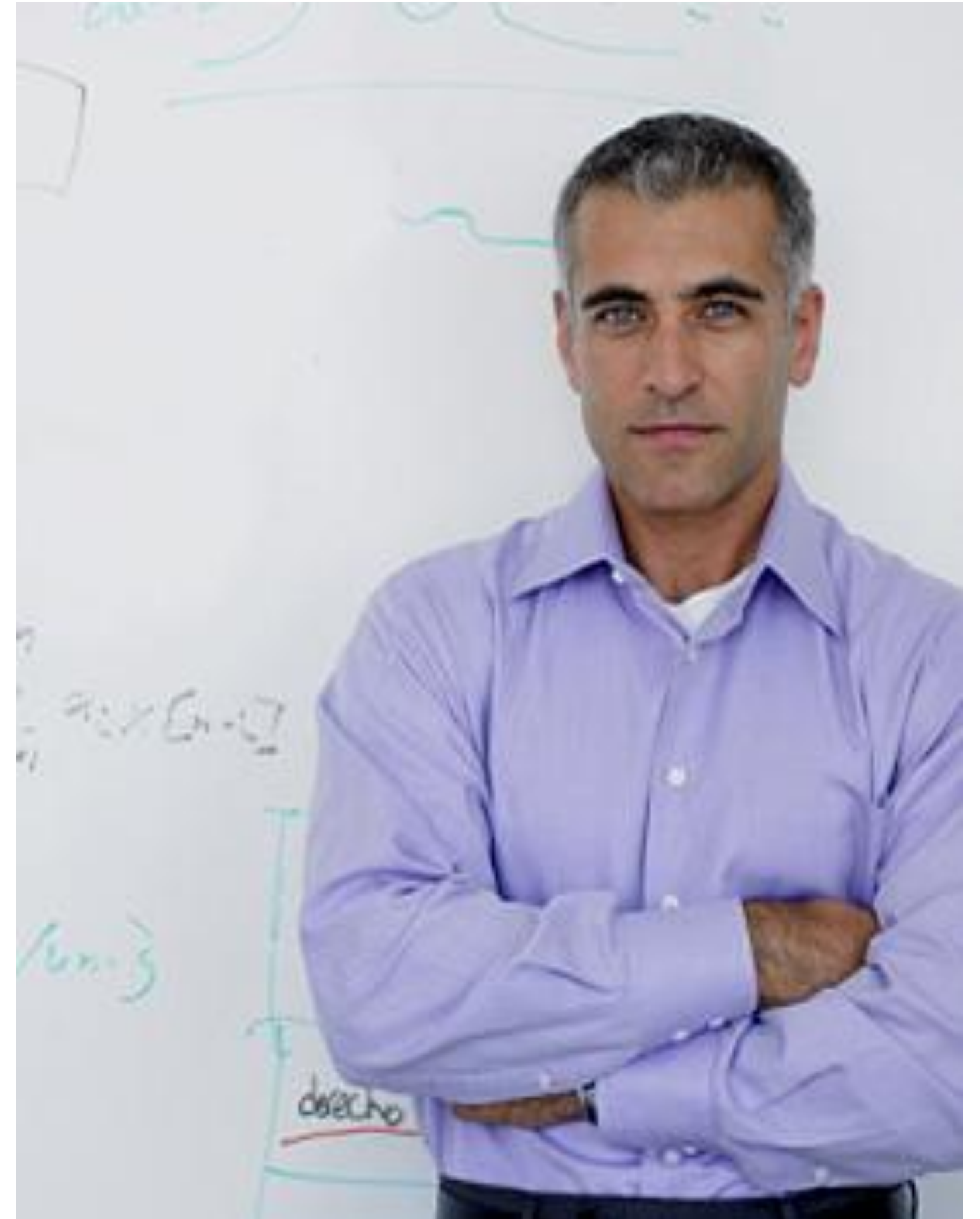
Results speak for themselves

Before:

After:

Results speak for themselves
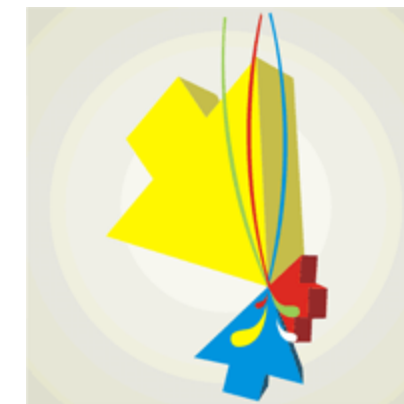
Results speak for themselves

Results speak for themselves

From this…   to this…

To this:

Brand refresh

To this:

Brand refresh

To this:

Afi Palace Cotroceni Skating rink – December 2010

Brands essence and changing too quick: ClickNet commercial 30 sec: chairs, Angels - http://www.youtube.com/watch?v=XNke95dr7RA&feature=related (the chairs commercial)

Brand consistency:

Brand consistency?

Simple yet structured

> Brand Research

> Brand Architecture

> Brand Strategy

> TOV applications

> Brand Training

> Brand Experience

> Brand Management

Define
1

Brand
Character

Realise
3

Create
2

> Brand Naming

> Brand Identity

> Tone of Voice
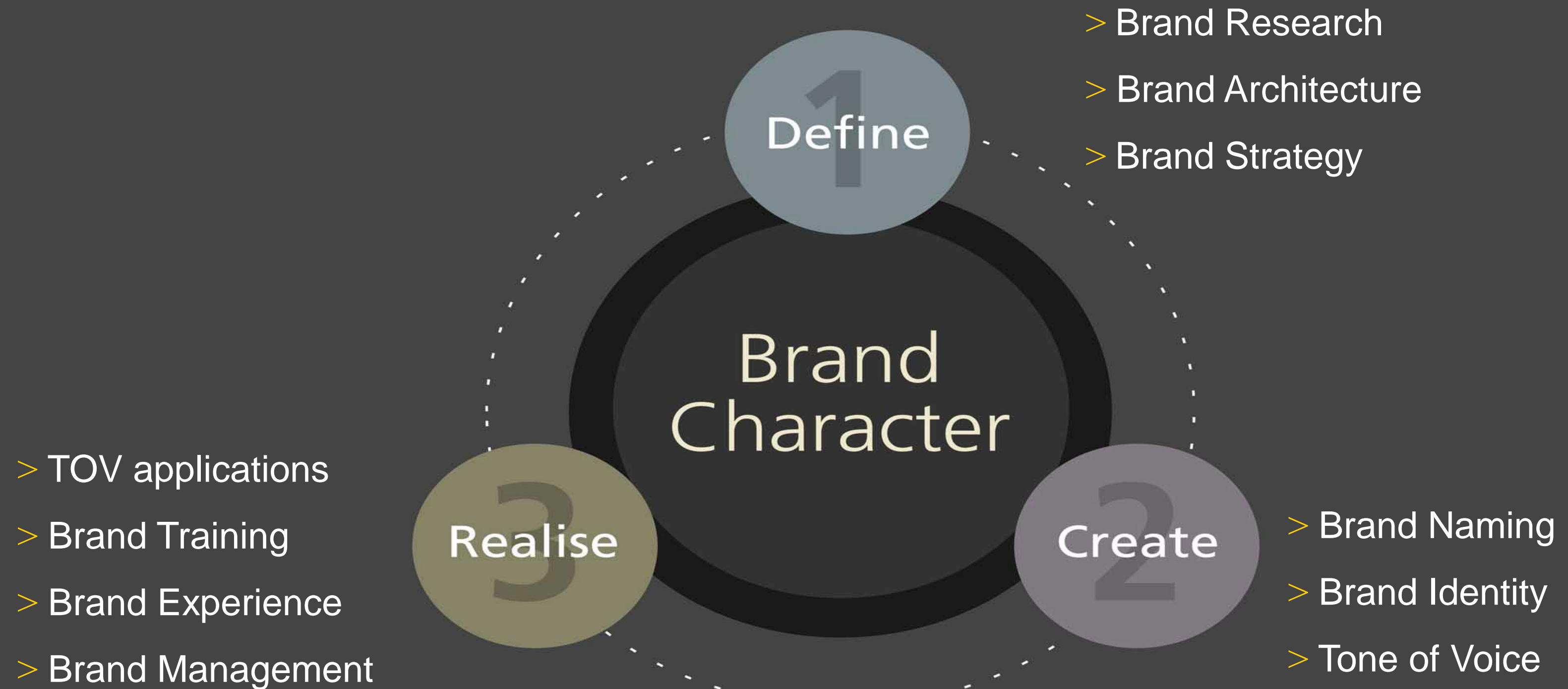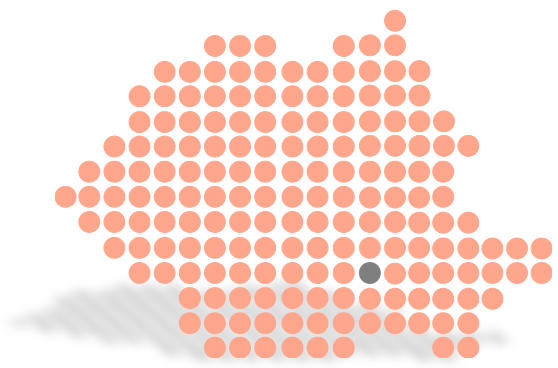
Branding pioneer? Brand maverick?

"If this business were split up, I would give you the land and bricks and mortar, and I would take the brands and trade marks, and I would fare better than you."
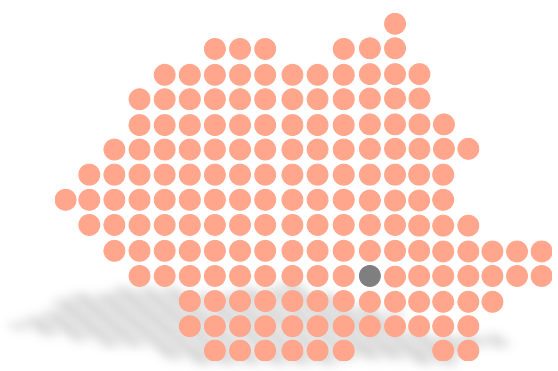
John Stuart, Chairman of Quaker Oats, 1900.

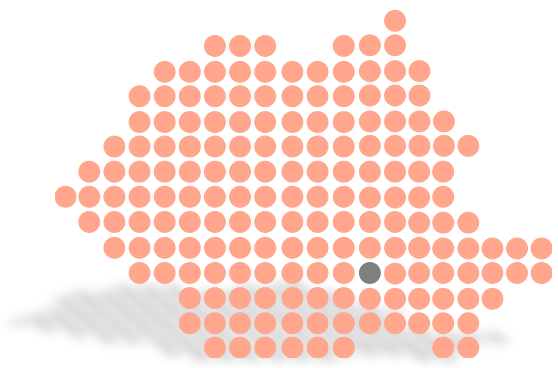Before

After

Too much information?

OK *then remember:*

1) Brand = Promise

2) Brand needs to be consistent

3) Brands are an asset – real asset (find stats on brand values in text book ie. Google worth $67B) – when I will have the book back

4) Brand building/Refresh requires a structure, a plan and a destination (otherwise how will you know when you get there?)
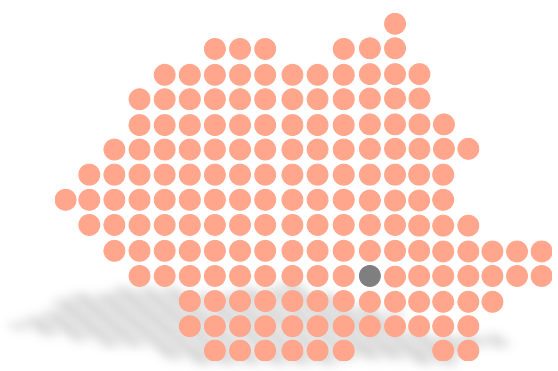
5) Successful brands start from within (staff)

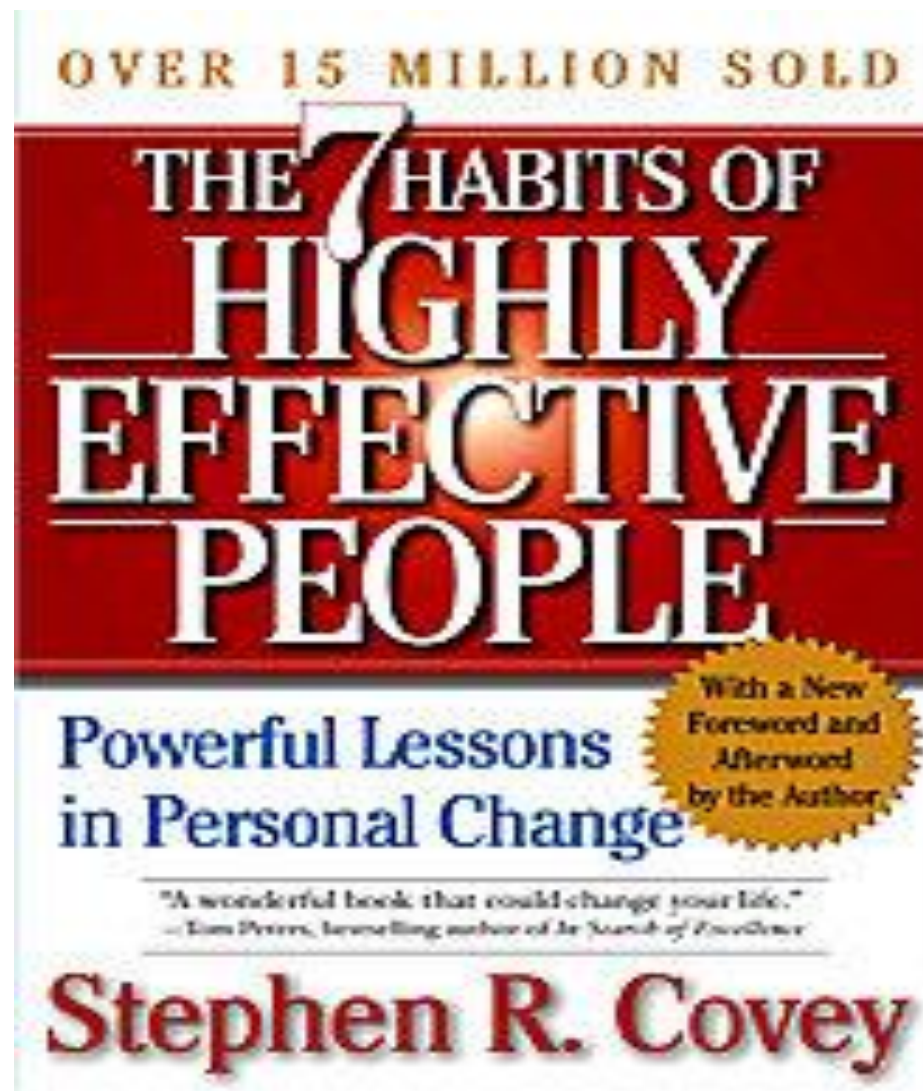am i being...

straightforward
honest
refreshing
dynamic
friendly

Thank you !

Suggested reading

1) The 7 habits of highly effective people,
Stephen R. Covey
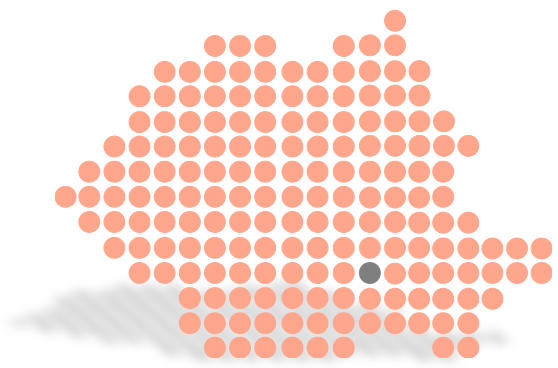
2) Perfect Pitch, Jon Steel

3) Rich Dad Poor Dad, Robert Kiyosaki

4) What color is your parachute,
Richard Nelson Bolles

Web sites:
www.renaud-investments.ro
www.brandadvocat.com

At a glance

Renaud is Romania's leading Marketing and strategy consultancy

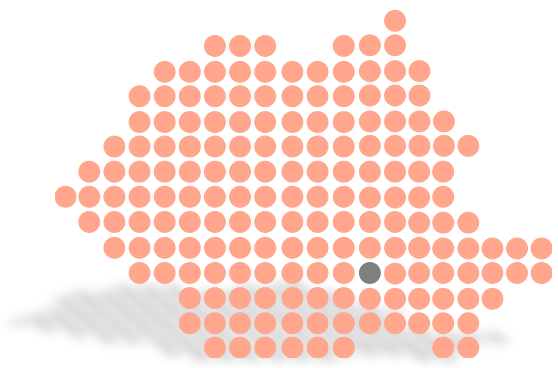Strategy and Business planning
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