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MANUFACTURERS *of* BRAND CAPITAL

What is a brand?

It's everything.

Your mission.

The people you hire.

How the phone is answered.

The site and product experience.

And, oh yeah, stuff like advertising.

Most importantly, it's what people
say and feel about you.



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Why does brand matter?

Great stories are behind
great products.



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Why does brand matter?

Building equity allows you to bond with
your customers.

They' all defend you in those peer-to-
peer situations where you won't have
your
say in court.

And when you fuck up...the brand bank
can help save a company.



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When should I worry about it?

Day One



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Brand Strategy = Business Strategy

Vision.

Purpose & Promise.

Strategy.

What makes _____ the only
_____ that _____?



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Brand Strategy = Business Strategy

How/what to market and to whom.

R&D/new products.

Alliances.

Joint ventures.

Markets.

Oh yeah...communications.



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So, ummmm, where does one start?



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The fundamentals

Tight storyline.

Advertise to similarities,
market to the differences.



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The fundamentals

Be consistent.

Ignite the disciples.

Amplify.



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Tactical Counsel

Know thy influencers.

Where the story is told.

Be realistic about Agencies.

Viral, schmiral.



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And...

Listen. Respond. Listen.

Have a point of view.

Be transparent...even if it hurts.



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