

# BRANDING & MARKETING

Thomas Gad for Top Marketing Management, Moscow, April 4, 2012

# MY BRAND EXPERIENCE



# WHY **BRANDING**?

 Branding is management of perception in peoples minds.

# WHAT IS BRAND 1.0

“A Brand is a Promise”

One Way

WE (the Company)

Transaction Driven

# WHAT IS BRAND 2.0

“A Brand is Fulfilling the Promise”

Two Way Dialogue

YOU (the Customer)

Relation Driven

# WHAT IS BRAND 3.0

“A Brand Connects People”

Multi Way Dialogue

US

Community Driven

# WHAT IS BRAND 4.0

“A Brand has Purpose & Meaning”

360° Forum

ALL

Purpose & Meaning Driven

# TWO TYPES OF BRAND

**Transaction Brands**

**Relation Brands**



# TRANSACTION BRAND

- Introduced by INDUSTRIALISM
- Product & content focused
- Slow & expensive to create (20-50 yrs)
- Mass marketing (TV commercials)
- Difficult to extend into new categories
- Innovation: One BIG well-tested innovation
- Loyalty is a state of wallet
- Pressure to humanize and stay relevant
- Transaction marketing creates risks



Microsoft



BRANDFLIGHT FULL POTENTIAL BRANDING



# RELATION BRANDS

- Introduced by INTERNET
- Connectivity focused
- Purpose/Meaning focused
- Faster to build compared with equally valued transaction brands (5—15 years)
- Easier to extend into new categories
- Less traditional media marketing instead web, events, sponsoring, co-branding
- Constant flow of small innovations involving customers (type beta-testing)
- Story telling, dream selling, refreshing narrative important
- Relationship branding creates opportunities



BRANDFLIGHT FULL POTENTIAL BRANDING

# 4 DIMENSION BRAND

## FUNCTIONAL DIMENSION

Perceived benefit of product or service

## SOCIAL DIMENSION

The ability to create a social context for a group



## MENTAL DIMENSION

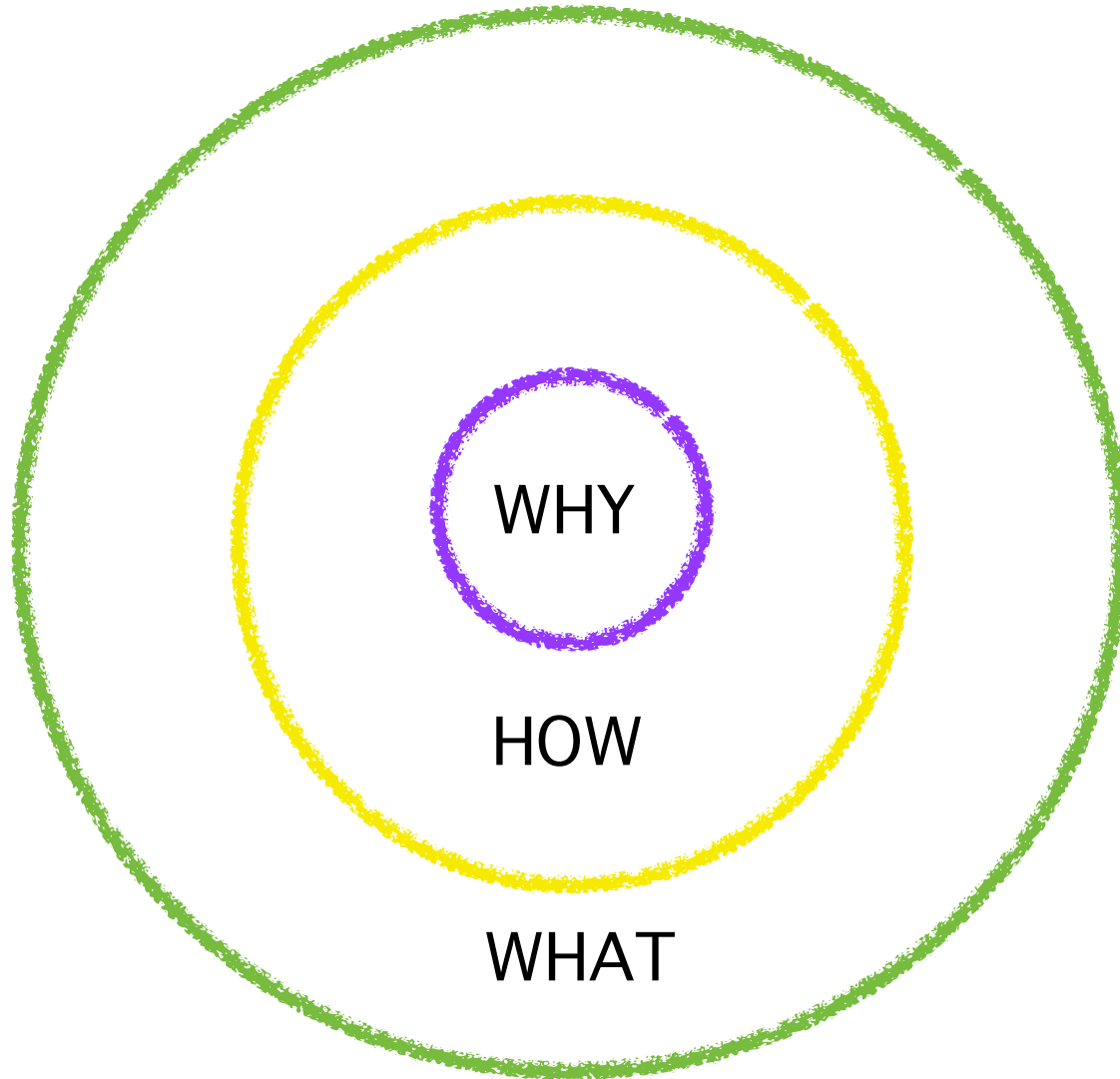
The ability to create insight or guidance for the individual

**MEANING**

## SPIRITUAL DIMENSION

The deeper meaning of the brand for society as well as for the individual, emotionally and psychologically

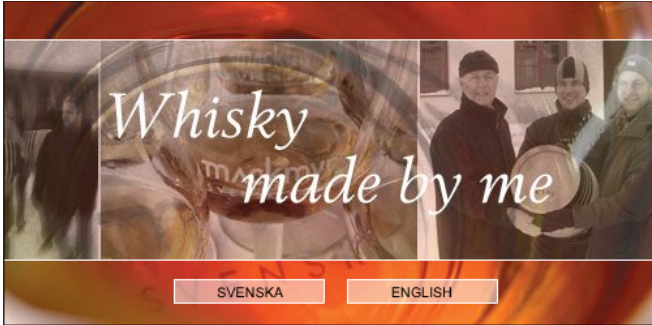
# BRANDINSPIREACTIO



# BRAND & FRIENDSHIP

- Sharing Values & Purpose
  - Surprise!
  - Doing things together...for a common cause
- = Creating loyalty

# WHISKY DREAMSELL



"All I ask is that you forget Scotch, Japanese and all the other malts for a while. Clear your mind and start afresh. Others will already be booking tickets for Stockholm. Abba Dabba Doo...!!!!"

"95 out of 100".

Jim Murray, Jim Murray's Whisky Bible 2007



...the story about how to create a community before the product



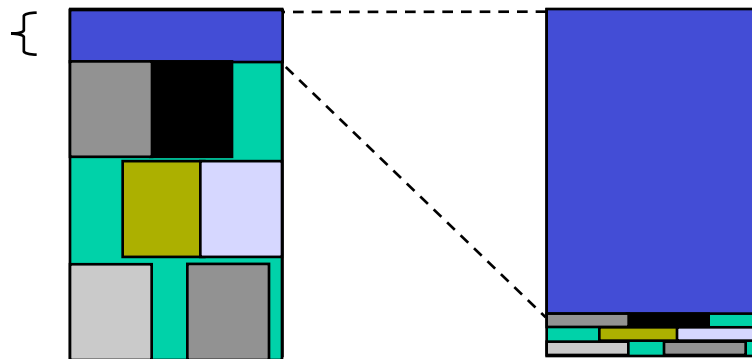
# WHISKY DREAMSELL

...and when there is finally something to sell....

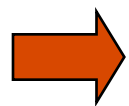


# THINK PERCEPTION!

Change 10%  
of what you  
are doing...



...and it usually  
changes 90%  
of the  
perception



The challenge is to find what's **perceived** as the most important and **differentiating**



# TRIPODOFBRANDING

RELATIONS

INNOVATION

BEHAVIOUR

# APPLE FULFILLMENT



**Hi-Experience & Hi-Difference Innovations**

**+**

**Enthusiastic User Community**



# BRAND 4.0 CULTURE

- The Brand is understood, valued and provides purpose and meaning to everyone
- The Brand is deliberately created to relate to delivery
- The Brand provides guidelines and context for all experience touch points
- All parts of the organization understand the unique proposition of the brand and their role in delivering it
- People are recruited for their capacity to deliver experiences in line with the brand
- Performance assessments explicitly measures congruence of service, delivery and brand

# MEASURE BRANDING

Net Promotor Score (NPS) – The Ultimate Question:

Can you recommend this brand to a friend?

- (1) NPS is Customer Focus Culture
- (2) NPS is Constant Customer Involvement
- (3) NPS is Customer Intelligence
- (4) NPS makes Meaning for Employees
- (5) NPS measures the Relation (NOT just the Product)
- (6) NPS works because its Simple & Easy to Understand
- (7) NPS should be part of every day business process

# HAPPY BRAND FLIGHT

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