

HOW'S YOUR BRAND WORKING? UNLEASH THE FULL POWER OF YOUR BRAND

MONONA CHAMBER OF COMMERCE

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ABOUT US

We are a brand-centered consulting agency focused on helping organizations “activate” and unleash the full power their brand to improve market success.

Our goal is to provide measureable and meaningful impact on the organization’s bottom line.

We help organizations use their brand to discover opportunities and deliver them in extraordinary ways.

OVERVIEW

- What is a brand?
- Why brands are so important today
- Keys to brand success
 - How does your brand compare?
- Q & A

WHAT IS A BRAND?

A brand is the sum of experiences that a customer has with your organization...good, bad, or indifferent

Very simply, a brand is about making a promise and keeping that promise, day-in and day-out

WHAT IS A BRAND?

- Brands live in the minds of your customers...



- *...how do they get there?*

WHAT IS A BRAND?

- You *can* influence how your brand is perceived...
 - delivering what you promise
 - does the product or service perform as stated?
 - favorable reputation
 - do customers speak highly and tell others about you?
 - customer encounters/experiences with your brand
 - is it what your customers expect?
 - is it consistent?

(Why would any organization leave that to chance?)

WHY BRANDS ARE SO IMPORTANT

- When things are left to chance, the results can be disastrous...



Broken brand promises

WHY BRANDS ARE SO IMPORTANT

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Lost customer relevance

WHY BRANDS ARE SO IMPORTANT

- When things are left to chance, the results can be disastrous...



Inconsistent brand delivery

WHY BRANDS ARE SO IMPORTANT

- Other brands that lost focus and are now **BANKRUPT**

Lillian Vernon

CHRYSLER

Reader's Digest

Washington Mutual

mervyns

LEHMAN BROTHERS

K·B toys

Mrs. Fields

THE SHARPER IMAGE

LINENS-N-THINGS

Wickes FURNITURE

WHY BRANDS ARE SO IMPORTANT

- Other brands that lost focus and are now **BANKRUPT**

Eddie Bauer
EST. 1920

Z
ZIFF
DAVIS
MEDIA

Whitehall
JEWELLERS

MATTRESS
DISCOUNTERS
Have a good night's sleep on us!

EXPO
Design Center
A HOME DEPOT COMPANY



WACHOVIA

STEVE & BARRY'S

BOMBAY

COMPUSA

FILENE'S BASEMENT

KEYS TO BRAND SUCCESS

- Some organizations that “get it” and are brand-focused in all that they do—and they thrive



- So, what do they know and do better than others?

KEYS TO BRAND SUCCESS

- Organizations that survive (and thrive) know how important their brand(s) are and how to manage brand power...
 - *they develop a unique and compelling point of difference for their brand*
 - *they understand their customers' needs and maintain relevance through the brand*
 - *they ensure the brand's promise is delivered across all touchpoints*

KEYS TO BRAND SUCCESS

They develop a unique and compelling point of difference for their brand



- simple, user-friendly technology
- innovative, cutting-edge design
- “cool” factor

KEYS TO BRAND SUCCESS

They develop a unique and compelling point of difference for their brand



HOW DOES YOUR BRAND COMPARE?

- What's your brand's unique point of difference?
- Is it compelling?

KEYS TO BRAND SUCCESS

They understand their customers' needs and maintain relevance



- low(est) prices, always
- friendly staff
- variety of choice, wide breadth of product categories

KEYS TO BRAND SUCCESS

They understand their customers' needs and maintain relevance



HOW DOES YOUR BRAND COMPARE?

- How is your brand relevant to your customers?
- Are the needs of your customers changing? How and why?
- Do your customers have any unmet needs?

KEYS TO BRAND SUCCESS

They ensure the brand's promise is delivered across all touchpoints



- low fares, no hidden fees
- friendly, attentive customer service
- fun, relaxed, spirited travel experience

KEYS TO BRAND SUCCESS

They ensure the brand's promise is delivered across all touchpoints



HOW DOES YOUR BRAND COMPARE?

- What is your brand's promise?
- What are your most important customer touchpoints?
- Is your brand promise delivered consistently and deliberately across all touchpoints?

SUMMARY

- Three keys to brand success:
 - Develop a unique and compelling point of difference for your brand
 - Understand your customers' needs and maintain relevance through the brand
 - Ensure your brand's promise is delivered across all touchpoints

People may not remember what you say, but they will always remember how you made them feel

QUESTIONS?

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