



How to Murder Your Brand In 5 Easy Steps

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La Cantine/ Silicon Sentier
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DiGanZi



CAR OF THE YEAR

Specters

The list

VORNAPO

Best
Whipped
Cream

SAUTHERLE

Kodak

Kodak digital



Kodak EasyShare
Always prints.

Marriott
NEW YORK MARQUIS

Embodiment of evil



Force for good

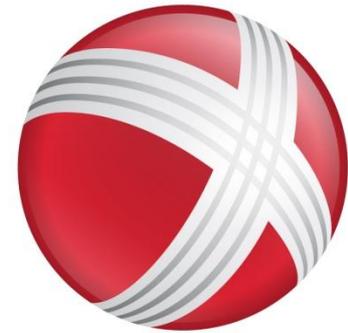


STEP 1:

When someone asks you about your brand, immediately start talking about your product.

Your product
is not
your brand

xerox



The most
powerful brands
are built
on single ideas



What is a
brand?

A promise

Ian Ryder

A conversation

Stephen Rappaport

A set of expectations

Nicholas Ind

The good name of a product or organisation

Malcolm Allan

Symbolic glue

Colin Morley

A means of differentiation

Jack Yan

A crutch to adoption

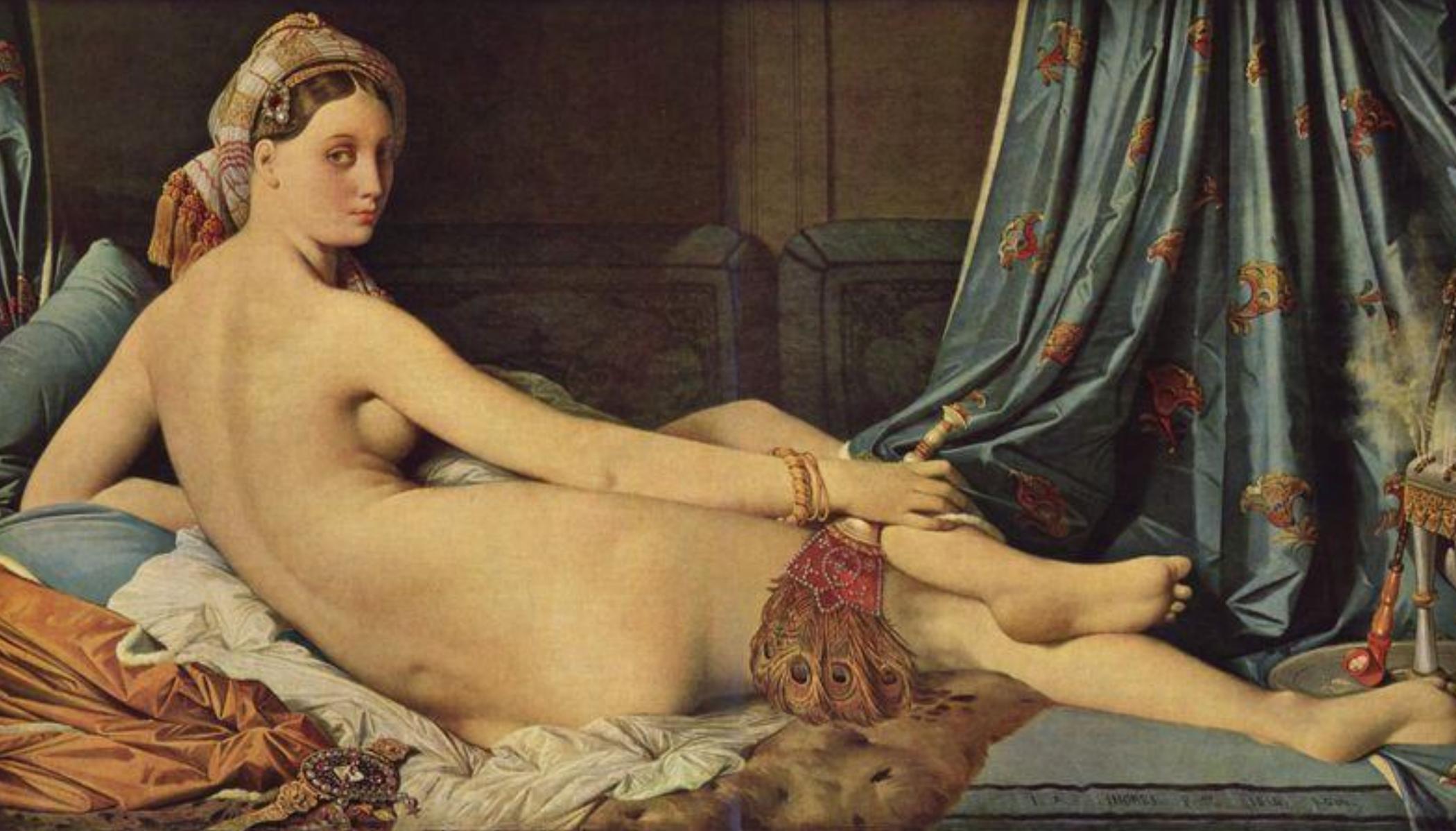
Patrick Harris

...creates
an irrational
preference
for itself

Aditya Nath Jha

A synthetic reality
that needs to be
made personal

Stanley Moss



STEP 1:

When someone asks you about your brand, immediately start talking about your product.

STEP 2:

Get really stuck on your name and logo.

Google™

YAHOO!®

Microsoft®

IBM®

STEP 2:

Get really stuck on your name and logo.

STEP 3:

Believe that
social media
will solve
all your problems.

Social Networking

Social Media

Social CRM

Enterprise Social Networking

Social Learning Programs

Social shopping

A photograph of a busy public transit station. In the foreground, a man in a white shirt and grey trousers sits on a metal bench, looking to his left. The background is filled with a large crowd of people walking in various directions. The station has a high, arched ceiling with a grid of lights. A few colorful balloons (orange, green, and red) are visible hanging from the ceiling. The overall atmosphere is one of a bustling, modern public space.

Information
disseminates
faster
in social
networks

Social media
makes it seem
normal to share
everything



The internet is becoming
a distribution network



Current internet



Not made for mobile
Not set up for video
“leaky”





STEP 3:

Believe that
social media
will solve
all your problems.

STEP 4:

Buy into
the myth of eyeballs.

Success on the internet

Most clicks

Most recent

Most popular

Link supplants **Like**

Social corruption!



vodafone



Green Jaipur
Clean Jaipur
NAGAR NIGAM
JAIPUR



vodafone



airtel

airtel

airtel

airtel

airtel

airtel

airtel

Overbranding



Unbranding



Quiet brands

Invisible brands

STEP 4:

Buy into
the myth of eyeballs.

STEP 5:

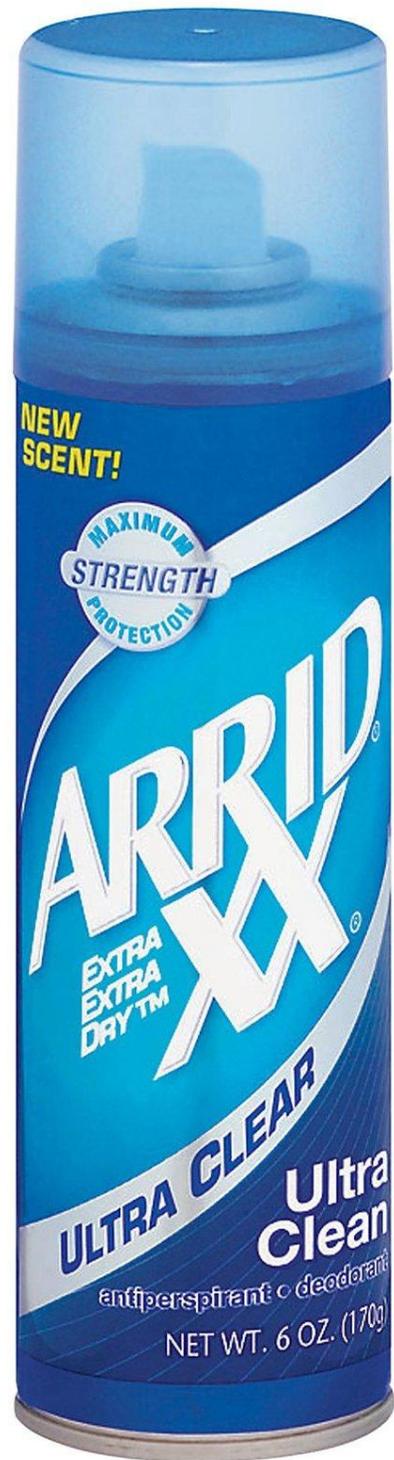
Ignore the
ethical dialogue.

FOXCONN









STEP 5:

Ignore the
ethical dialogue.



BONUS STEP 6:

Focus on creating as many brand extensions as you possibly can.



pierre cardin



BVLGARI

HOTELS & RESORTS



*American
Quality*



CUSTOM

HARLEY-DAVIDSON

BLEND

FULL FLAVOR CIGARETTES

BONUS STEP 6:

Focus on creating as many brand extensions as you possibly can.



Google

CIGARETTES

"Do no harm."

Merci!

www.diganzi.com

DiGanZi