

Branding 101.4

an introduction

La Sorbonne/ CELSA
Paris
January 2012

DiGanZi



Embodiment of evil



Force for good



Conventional
brand valuation,
according to the
old school

- Easily identifiable
- Represents superior quality
- Positively influences buyer decision

- Does it differentiate?
- Is value transferable?
- Can it be licensed?

- Industry in which the brand competes
- Prospective revenues
- Prospective costs to maintain
- A royalty rate, based on strength and weakness
- A discount rate adjusted to risk

Interbrand's methodology factored to name yearly Best Global Brands

Financial performance

Past performance and 5-year forecast

Role of brand

How important brand is to the buying decision

Strength of brand

100 scale averaged from 10 internal and external components i.e. clarity, commitment, authenticity, understanding



Boring!

History
of the world,
by a brand guy

25,000 BC

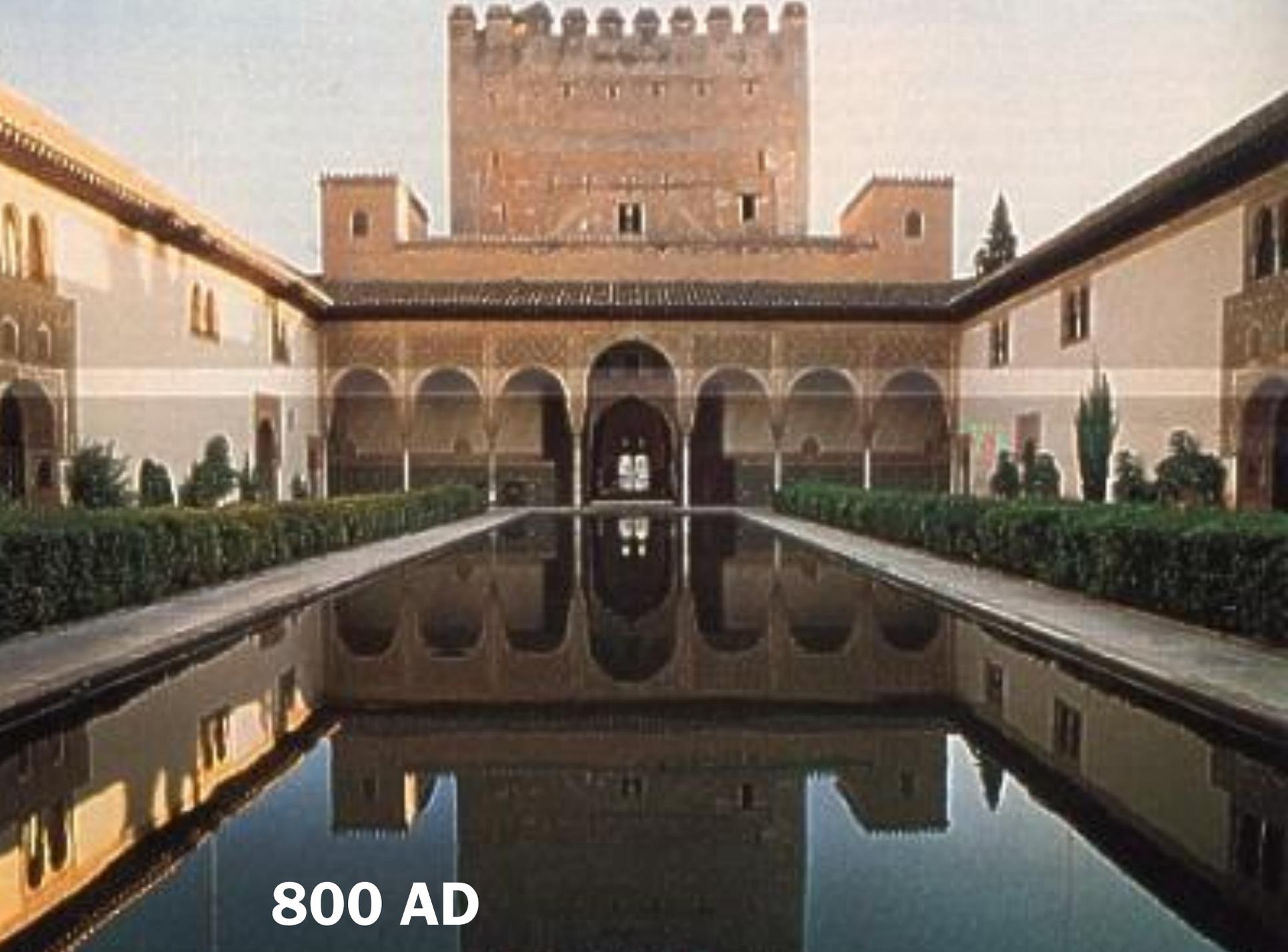


3200 BC





3000-1500 BC



800 AD

1450



1820



1865



1904



1927



1931



1938



1958



1998



2006



2007



2008

twitter

2010



2011

Google+

2012

Spotify™



MEGAUPLOAD



CAR OF THE YEAR

Speakers

The list

VORNAJO

Best
Chopped
Gas

SAUTHERLE

Kodak

Kodak digital



Kodak EasyShare
Always prints.

Marriott
NEW YORK MARQUIS



TDK

SANYO

LandSecurity

GAP



Y
P
A
R
K

BURBERRY

BURBERRY

タチカワ銀座シヨールム

She
なた

GO

SONY
i.Labell
a. Goshou
Washizuka

In a crowded
environment the
most valuable
commodity is

attention

span

Thus,
simplicity is key
to successful
branding.

We live in a
semiotic
society.

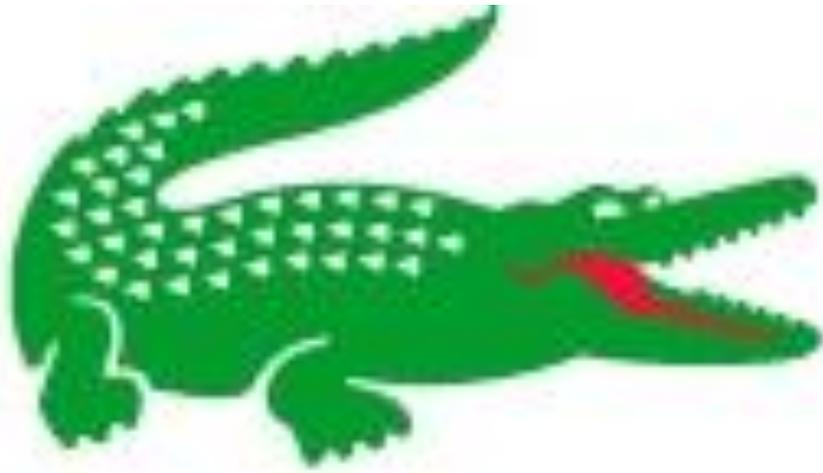
Semiotic:

a society

driven by

symbols.

People don't
buy products,
they buy symbols.



Symbols express
values and
meanings



TIF

CO.

Symbols

perpetuate beliefs

and stereotypes



Symbols are
the DNA that
govern brands



People state their
identities and
define themselves
with brands

Callaway
GOLF

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

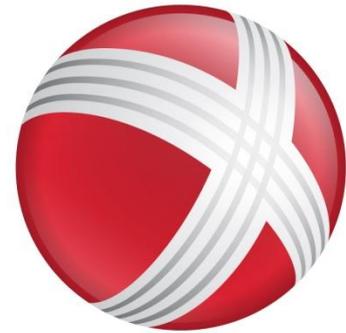
Aditya Nath Jha

A synthetic reality
that needs to be
made personal

Stanley Moss

Your product
is not
your brand

xerox



The most
powerful brands
are built
on single ideas



A brand is
a short-cut
to an informed
decision

Brands help
stakeholders
to differentiate

GUCCI

PRADA

airtel

जमशाम



AIRCEL
जन्मेश्वर मोबाईल शॉप

airtel
Jammeshwar Mobile एयरटेल सर्विस सेन्टर

TATA Indicom

जन्मेश्वर मोबाईल शॉप

Jammeshwar Mobile

एयरटेल सर्विस सेन्टर



जन्मेश्वर मोबाईल
एयरटेल स्टोर
सभी प्रकार के रिचार्ज कूपन मिलते हैं।
चेन्ट, शर्ट, टीशर्ट, जीन्स कोर्णा बूट कपल मिलते हैं।
आइको केसेट, CD, DVD, MP 3 जदि मिलती हैं।



patagonia®

Strong brands
are built by people
talking directly to
each other

van Gelder's

4 brand categories

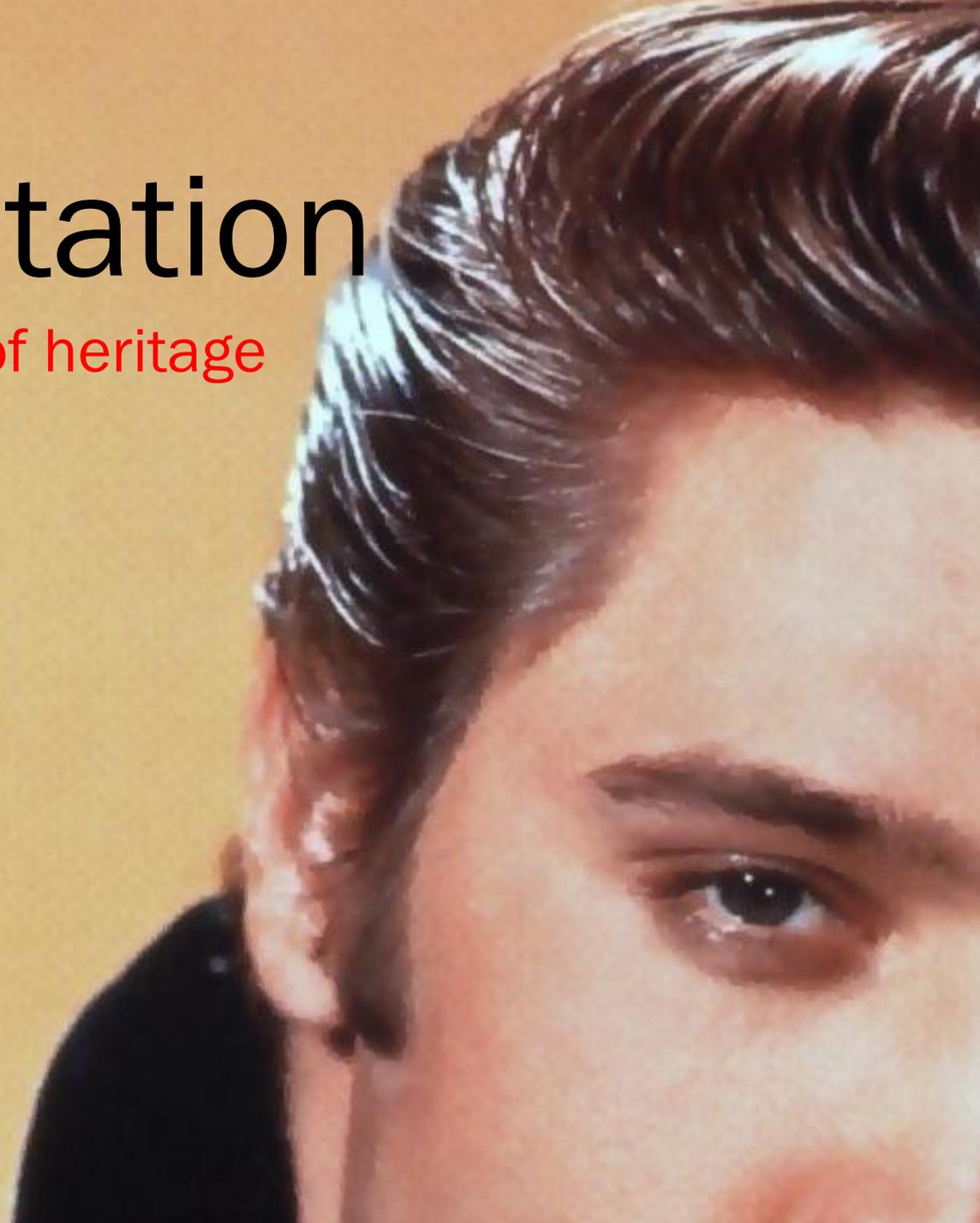
Domain

Specialized knowledge of product
Mastery of media



Reputation

The notion of heritage
or myth



Affinity

Good at customer relationships

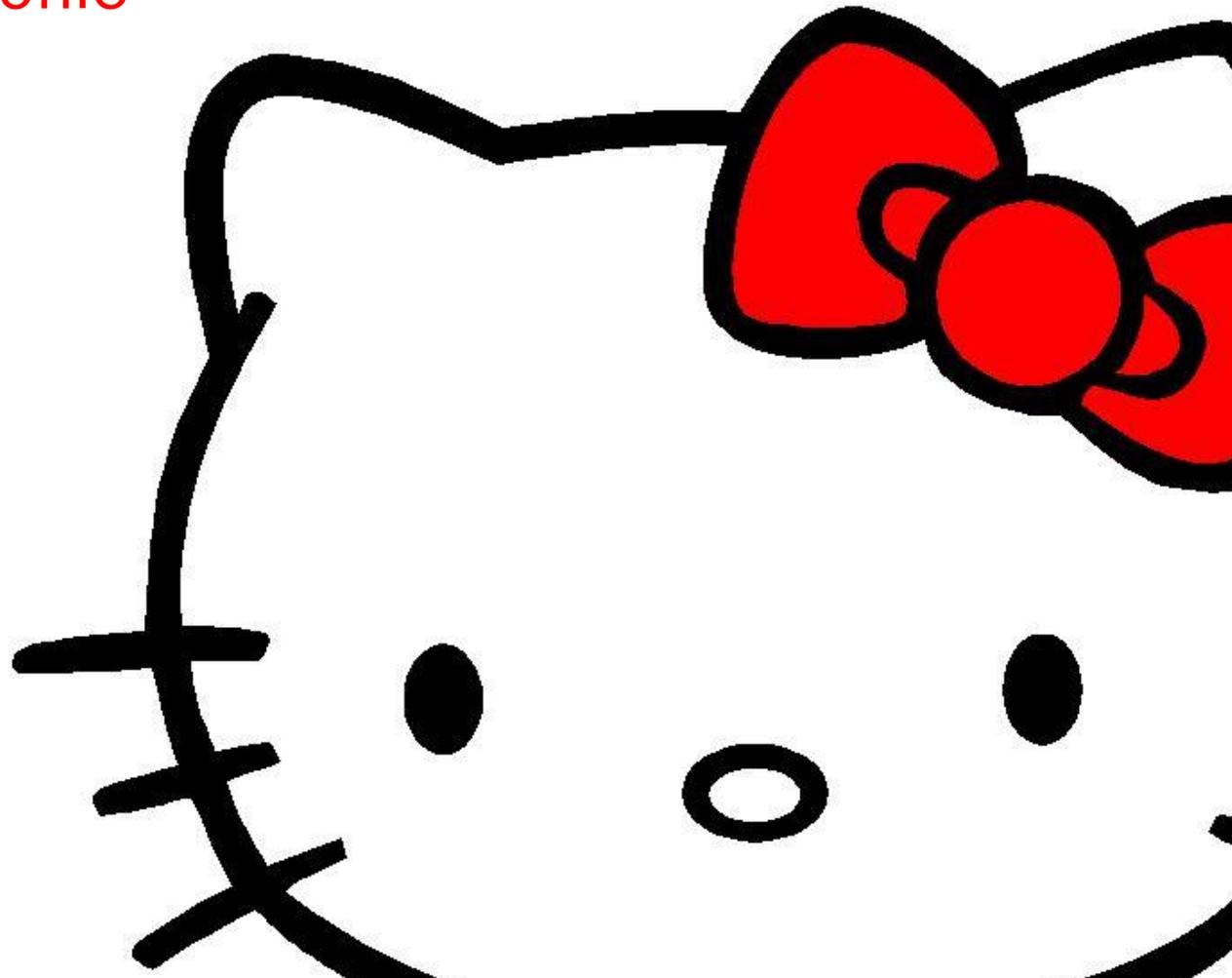
Need for continual reinforcement

Brand extensions



Recognition

Raise profile



Paterson's

notions of brand
architecture

House of
brands



Multiple
endorsed
brands



Monolithic brand



Co-branded



Overbranding





airtel



airtel



airtel



airtel

एयरटेल बजेगा, तो लश्करी बोलेगी



airtel

airtel

airtel

airtel

airtel

airtel

airtel

Unbranding



Quiet brands

Invisible brands

Collaboration and co-creation



Brand ambiguity



Real time web



Current internet



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





A close-up portrait of a man with brown, wavy hair and round, dark-rimmed glasses. He is looking directly at the camera with a slight smile. The background is dark and out of focus.

Data on the internet as of Oct 2011

5 million Tb

or 5 billion Gb

or 5 trillion Mb

Selling data at cost/Tb





47 million Facebook fans
18 million Twitter followers
joining Google+

Thank you!

DiGanZi