

Brand Leadership: Changing Momentum Amidst Economic Downturns

March 2009
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The most profitable companies focus on intangibles such as human capital, exploiting network effects, and creating synergies based on brands, rather than investing in tangible assets.....

McKinsey & Company study

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How can agencies help clients?

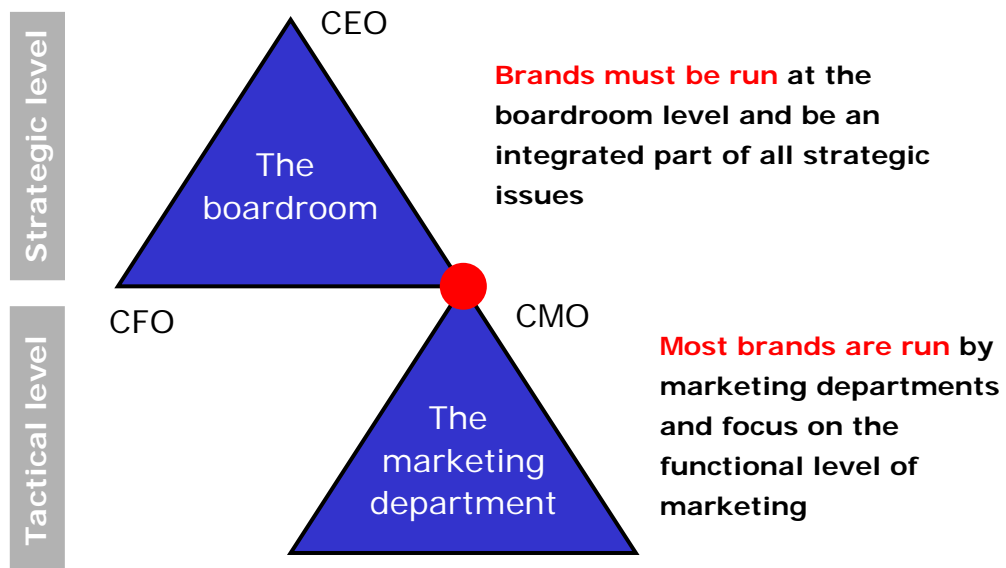
1. How to measure and track brand equity and the financial brand value?
2. How do we maximize the brand's contribution to the overall success of the business?



- Need for a cross-functional and metrics driven approach to brands
- Elevate the branding discipline into the boardroom

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The Chief Marketing Officer



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How can agencies help the CMO?

- Re-defining roles for brand strategy, advertising and market research
- Leading company-wide change
- Shaping a company's public profile (reputation)
- Managing complexity
- Building new marketing capabilities company-wide
- Embrace new media
- Re-invent to become a strategic activist
- Become a trusted partner for the CEO/Chairman

Branding starts in the boardroom

Mindsets & beliefs

Skills

Resources

Branding starts in the boardroom



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Divert and differentiate



BANYAN TREE
HOTELS
AND RESORTS



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3 Brand Growth Strategies

Organic growth

Alliance

Acquisition

**Management
expertise?**

**Go-to-
market?**

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Don't escape your roots

"..Likewise, if L'Oreal is to author a myth about beauty, it must do so from a particular French viewpoint.

Global companies would therefore have to manage their national identities as well as their globalness".

*How global brands compete
Harvard Business School*

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Arrogance and complacency are the most lethal enemies of strong brands....

Are you a watchdog on behalf of your clients?

Components of an iconic brand

Component	Content
Create an identity myth	<ul style="list-style-type: none">• Enrich the brand with personality and value to enable it to perform any myth the society demands at a given historical moment
Involve story tellers	<ul style="list-style-type: none">• Involve various "societal authors" to weave stories of the brand to the consumers
Weave powerful brand stories	<ul style="list-style-type: none">• Make the brand resonate and bring it to life by building powerful and identifiable stories around the brand

Important brand asset

“SAS Institute recognises that 95% of their assets drive out of their front gate every evening. Leaders consider it their job to bring them back the next morning....”.

*Harvard Business Review
July-August 2005*

Brands as financial assets

“Fully engaged customers deliver 23% premium over the average customer in terms of share of wallet, profitability, revenue and relationship growth”.

*Harvard Business Review
July-August 2005*

Future brands: The agency role

Challenges	Opportunities
• Selling products	• Delivering experiences (services)
• Systems thinking	• Design thinking (client needs focused)
• Management	• Entrepreneurial leadership
• Big loud brand	• Authentic brand
• Incremental improvements	• Game-changing innovation
• Hierarchical structures	• Collaborative structures

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"We are not in the business of selling handbags. We are in the business of selling dreams..."

*Robert Polet
CEO, Gucci Group*

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