

BRANDING

Selling Us Our Values > Naomi Klein, Author *No Logo*

I think we should stop beating ourselves up for buying into what is essentially our most cherished ideas. Our most cherished values because there is so little competing with them. I mean these are, nobody else, nobody in the public sphere is competing with Nike's version of the town square. Our libraries are underfunded and degraded. Our universities are underfunded and degraded. And along come these glitzy commercial utopias and of course we're drawn to them because the inspiration behind them came from us in the first place. That's what the market, that's what underlies the brand image process. Coming to us and asking us what do you care about and then selling it back to us at a premium.

Brands Not Products > Naomi Klein, Author *No Logo*

Branding started off being a, just a mark of quality on a mass produced good. Branding really took off around the Industrial Revolution when the market was flooded with identical products. And there needed to be some way to differentiate them, some way to know which was the better quality. Or at least to believe that. The role of branding has changed dramatically and there was a moment in the mid eighties when Kraft, when Phillip Morris bought Kraft for six times what it was worth on paper.

And this was a pivotal moment in branding history because it said to the markets that your brand image, the word Kraft is worth this incredible intangible amount of money. So the act of building up your brand is an enormously profitable investment because it can translate into such enormous profits. And ever since then more companies have been shifting away from building up, making their products the star of what it is that they do and making their brand image the star.

And there is, there's a phrase that management consultant Tom Peter uses which is: Brands not products! And it's this euphoric idea. That the companies that are going to be left behind are the ones that still produce their own goods. Still sort of tied, he called them earth bound corporations. While the transcended corporations will rise and those are the ones that have cut their ties to the manufacturing world. They let a web of subcontractors and contractors produce their goods. And they spend all of their time building up their brand image. And they do that of course by projecting their brand image onto the culture as well as drawing brand image inspiration from the culture itself.

Designer Activism > Naomi Klein, Author *No Logo*

We are so inundated by these brand images and we're so entwined with them, but it's such a one way relationship that it sort of builds up this resentment. And then when you come along and you give people the dirt on these corporations there's a real receptiveness to them that reaches beyond a sense of outrage over the issues themselves. Now that's a complicated issue.

I have a friend who's a labour organizer Hong Kong, he says this is designer activism. We're only interested in corporations, we're only interested in social justice if we're connected to it with a brand name logo. What about all those unbranded injustices out there that we can't connect to our Nike shoes, and our Starbucks lattes. And that is a real issue. But it's also true that for a lot of young people if you were to go into a high school and say kids we're going to talk about Guatemalan coffee pickers today.

Or we're going to talk about the fact that we need rules for labour in the World Trade Organization they would all fall asleep. But if you go to these schools and say I want to talk to you about your Mickey Mouse sweatshirt, or your Starbucks coffee, or your Nike running shoes. You have their attention. And it's not just because they have the products it's because they have, these products are so entwined with youth culture that these are pop culture icons.

Brands: Who Needs Them? > Clay Timon, CEO Landor Associates

My name is Clay Timon. I'm Chairman and Chief Executive Officer of Landor Associates. We are a branding consultancy and design firm. We've been in business for sixty years. We started out originally as a packaging graphics firm but over time, as we understood the power of brands, we've evolved into a full-fledged branding consultancy. And in the last five to ten years have created such brands as Lucent Technologies, FedEx, Agilent and Vistian, just to name a couple, and very recently rebranded British Petroleum Amoco into BP again.

Why do corporations need what it is we do? I think more and more today - and this is a very recent phenomenon - it goes back not more than eight to ten years. You go through the 70's and the 80's and very early 90's, corporations were faced with a lot of difficult times if you recall. There was a lot of downsizing, right sizing, focusing on core business activities, spinning off a lot of non-core businesses and everything. Downsizing the work force, getting down to the balance sheet that was as tight as possible, maximizing profits through cutting costs, top line bottom line.

That can only go so far and what corporations came to understand was they still needed to grow. And they had to look to other assets. And came to understand that the one, one asset or assets that they owned were brands, either their corporate brand and, or product brands or service brands.

Brands are something that are ownable, leverageable, and sustainable. And

they're exclusive to the corporation - no one can take those away from you. And in the last five years coming to this realization, corporations have turned to firms such as ours to help them better understand their brands. Develop and grow and further leverage them.

There are four basic building blocks of brands. There are differentiation, relevance, esteem and knowledge. Differentiation is literally how different you are from everyone else in your category or area of business. Relevance is how relevant are you to your ultimate customers. Esteem is what do your customers think of you - how they regard you emotionally. And finally knowledge is how they regard the brand from a factual standpoint. How knowledgeable are they of what that brand stands for.

Building Emotional And Intellectual Bonds > Clay Timon, CEO Landor Associates

One of the objectives of branding is to create both an emotional and intellectual bond not purely emotional. The two core aspects that come to us from the consumers from a brand are esteem and knowledge. The esteem part has an emotional aspect or component to it but knowledge, which is equally important is one based on fact. It's based on understanding.

Not all brands need or have an emotional component. Some brands do, some brands do not. B to B brands, business to business brands, have a much stronger intellectual component to the branding. Some aspects of emotion but emotion more around quality of service, friendliness of service but not much more than that.

Consumer brands, consumer service brands where you are trying to build a connection with a larger group of consumers, there may be a larger emotional component. Again it has to first come from the core of the brand, the brand driver. Then it is manifest in the colours, the name, the typography, the look, the feel of the brand as well as the public relations, the advertising and other marketing sales promotion direct marketing components around it.

What is key is that they all must be consistent. And if any one of those, or two of those components are not consistent with the whole, then you start to get fragmentation and then you can actually work against yourself. And the emotion becomes confusing, the knowledge becomes confused. The strength of the brand then deteriorates.

The Church: The First Brand > Clay Timon, CEO Landor Associates

One of the earliest brands was the church. And if you think of the tools and the aspects that the church used, they understood branding principles well before

most others in society did. They created a symbol or symbols. They created a, what in our vernacular would be a branded environment, meaning that when you entered a town and you saw in some places a steeple you knew that there was a, that was the, there was an environment there that you had some idea of what was there.

When you saw the symbol sitting on the top of that spire it gave you an idea of what kind of brand that environment was. They used early forms of marketing and advertising. They had a call to arms if you will of the sermons whether they be on Saturday or Sunday, again depending on what symbol was over the church. They used sound. In many cases there is a bell that rings. Or there six times a day in Muslim countries there is the call to prayer. They're the very earliest forms of branding.