

# instinct™

Instinct is a monthly publication for clients, associates and friends of brand coach.

Leading and inspiring all those who touch the enterprise  
to understand, embrace and enhance the power of your brand.

## Brands are built from the inside out.

When you have 245,000 employees working around the clock in 215 countries around the globe and high above it, you need to be creative in your approach to reach them.

And creative is exactly what FedEx was when it co-operated with Hollywood in the making of the 2000 film *Castaway* with Tom Hanks. Hanks plays a passionate FedEx manager who, right from the opening scene of the film, preaches and lives what the brand of FedEx is all about. "Relax, it's FedEx."



All over the globe, the most passionate fans of this film have been the employees of the gigantic over-night package mover, who have taken their family and friends to see and feel what 'their' culture is all about. And they can't help but be proud.

When Lou Gerstner wanted to change the way IBMers approached business and move from hardware to solutions, he also had to be creative in his approach. A series of ads in the public business press, deliberately targeting IBM employees featuring themselves, were used to really convince IBM's long-term staffers that the company had changed its approach to the market and that they too should adapt themselves.

## What would brand coach suggest?

*While big numbers or big change takes big ideas like the examples above, building any brand and effecting any change takes a focus on internal stakeholders first. If your employees don't get 'it', they will certainly not deliver 'it' – across the thousands of customer touch points that happen every day with a typical brand.*

*"A brand is what people think of you" and what they think, comes from the accumulated impression of each and every 'touch' that they experience.*

*Few activities are as convincing as seeing your own firm featured in the public media. If Hollywood isn't chasing you with a movie script, or your budget won't allow for the purchase of the back cover of Fortune Magazine, go for some well-crafted, well targeted, publicity. Charitable activities that are aligned with your brand speak volumes about your values. Articles that set the brand out as an expert in its field can clearly communicate your positioning.*

*And with business news and information programs dominating all media, there is an insatiable appetite for content that could be just what you want your proud employees to take to heart. "Relax, it's do-able."*