

instinct™

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

Billions of dollars of brand equity* are lost annually by the people entrusted to protect it.

A strong brand is a relationship which forms a comfortable short cut in a purchaser's decision making process. And with the increasingly busy lives of people today, combined with the proliferation of choices, short cuts have become proportionately more important.



The most powerful tool in building lasting relationships is consistency, but those that have been trusted with building the brand externally seem to have a different agenda. Creative people in graphic design, advertising or promotion – as well as others in marketing communications – always seem to be striving for the next big idea to build their own reputation, in effect, build their brand. They often resist extending the creative ideas of those who have come before them for fear the idea won't be regarded as their own.

Unfortunately, the result of new creative or positioning is a confused buyer who thought they had a relationship, and are now reconsidering their purchase. For example, Molson and Labatt are losing brand equity and as a result market share, as they parade out an endless stream of new 'original creative'.

*Retained positive thoughts.

What would brand coach suggest?

Given that 'creative' providers, for the most part, strive to extend their own brand through original creative, it falls to clients to demand they adhere to brand building rules and continue to build on an established, consistent positioning and creative platform. Contrary to the way things appear, it is much more of a creative challenge to keep extending the original core idea for the long run...and it's this achievement which deserves reward.

Maytag, the venerable manufacturer of washing machines, has for over 5 decades required and challenged their creative communications suppliers to create new and relevant situations for their 'Lonely Repair Man' and as a result, have been rewarded with a brand that owns the key 'dependability' positioning in virtually every mind in America. An exceptional achievement in a category where the average person will, at most, only purchase two washing machines in their lifetime.