

instincts

Instincts is a monthly publication on branding for clients, associates and friends.

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

Holiday Wishes from the Brand Coach

Its holiday time and this year, I wish...

I wish Molson's had focused more on the beer.

I wish they'd told us again and again what they've done every day since John Molson set the standard in 1786 to make his beer as good as it could be. They didn't. And now, North America's oldest beer brand can no longer say: I am Canadian.



I wish General Motors had listened to their customers.

Listened to them when they said the cars weren't good enough, that they were too big and too expensive and that they used too much fuel. The GM employees who came before helped invent the true mobility category, and yet today's GM can't see its way ahead.

I wish the Bay had more time.

More time to reinvent itself completely before we lose another piece of Canadian heritage. Because today, the Bay is a bad compilation of stale thinking and mixed brand foundations - Kmart, Woodwards, Robinsons, Towers, Simpson's. It's tough for this jumble to win when retail has become

a fast-paced game of being fresh and of being first. Yet, back in the Bay's founding history, over three centuries ago, they were the ultimate pioneers who opened an entire new continent for business and set the foundation for a new country. What happened to their culture, to their brand?

What would brand coach suggest?

Brand isn't really about logos and advertising, it's about culture.

Old companies need to stay in touch with their Brand Foundation.

- > *Core Purpose - Why they exist.*
- > *Vision - Where they are going.*
- > *Mission - What they need to do everyday to reach their Vision.*
- > *Values - What they believe in, their principles.*
- > *Position - How they are uniquely different.*
- > *Character - How they act, their voice.*

Yet, most old companies forget their roots and wander away, becoming less guided and less relevant. It's the reason today new breweries like Steam Whistle are winning, newer car companies like Toyota are

leading and Best Buy is setting new retail highs. It's because they are all closer to their Brand Foundation, using the why, where, how and who of their existence to guide every move.

I wish you all happy holidays and a well guided, prosperous New Year.

instinct brand equity coaches inc.

core purpose

To advance the sustainability of North American businesses, reinforcing our free enterprise system and ensuring our continued prosperity as a society.