

instincts

instincts is a monthly publication on Branding for clients, associates and friends.

Our Mission: Support and challenge business leaders to maximize the potential within their Brand.



Canada Post delivers

What does a 158-year old Brand, recently named Canada's most iconic by *Brand Finances Canada*, do when confronted by stiff competition from digital technology threatening its relevance in today's plugged-in world?

Does it do a complete overhaul? Muddy its focus? Bring in new *everything*?

No. It evolves.

"New" isn't always
best for your Brand

Instead of making sweeping, drastic changes to a Brand with over 150 years of Brand equity under its belt, Canada Post is simply freshening up its image. Being fresh requires that you always work in a single, unchanging context – what the Brand actually stands for. "New" would be too much for Canada Post. And totally unnecessary. Because "new" is the opposite of consistent. And consistency is the most important rule in building strong brands.

The United States Postal Service (USPS) is under siege and running scared. Having lost \$3.8 billion last year and facing a projected \$7 billion loss in 2010, they're considering extreme cuts to service, including reducing mail delivery from six days per week to just three days.

Canada Post, by contrast, has been profitable for 14 consecutive years, delivering strong financial results even during trying economic times. Still, like the USPS, Canada Post recognizes that it needs to react to a changing world. It's just opting to evolve instead.

Consider it evolution vs. revolution.

In an effort to ensure that it continues to meet the changing needs of its customers, Canada Post is embarking on a substantial transformation plan designed to offer real value to its customers while supporting safety, productivity and environmentalism, according to the company's annual report.

It's also refreshing its street presence by adding a new kaleidoscope design to the royal red mailboxes, something that will contemporize Canada Post and allow the post office to combat graffiti that has negatively impacted the Brand's impression for years.

This sort of on-Brand initiative drives awareness, sure, but also maintains a deep linkage to communities across the country – all the while keeping the heritage of the Brand neatly intact and perfectly recognizable.

What does the Brand Coach coach?

Stake out and own a unique position in the marketplace. For Canada Post, that position is deeply rooted in its Canadian history and in its ability to keep Canadians connected, no matter where they live.

Opting for "fresh" instead of "new" means Canada Post can stay contemporary, maintain its relevance, compete with emerging technologies, and *still* stay true to the Brand's position.

Signed. Sealed. Delivered.



Now available at Amazon.com
and Books for Business

"**Brand: It Ain't the Logo*** should be required reading for anyone who sits around the 'big table' and for anyone who seeks to influence their decisions."

Ken Wong
Associate Professor, Business
and Marketing Strategy
Queen's School of Business

Instinct in the media

THE GLOBE AND MAIL

Ted comments in the Globe & Mail about employees who cheat on their Brands

Go to our [In the Media](#) page.