

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.



Steve Jobs: not a great CEO

Forbes magazine has just named Apple's Steve Jobs as CEO of the Decade. Deservedly so: from 2000 to 2009, Jobs grew his company from a valuation of \$5 billion and near-bankruptcy to an astonishing \$180 billion. In the eyes of some, Apple is now set to surpass Microsoft (capitalized at \$260 billion) as the world's largest technology company.

But the secret to Steve's success isn't his CEO title, it's his CBO behaviour. Chief Brand Officers are CEOs who understand that a Brand is what people think of you™. And therefore, that only their panoramic view and authority can ensure the intended Brand experience is delivered at every stakeholder touchpoint.

From the start, Jobs' vision for the Apple Brand has been "to create 'perfect' machines." His unrelenting drive has manifested in an organizational culture that – year after year – delivers a Brand built on beautiful design, simple and superb usability, brilliant innovation and outstanding customer service.

Why Apple's
incredible premium?

Whether we're Apple customers or not, we experience this Brand at ubiquitous touchpoints: spot-on TV ads that hilariously contrast the Apple and PC positions; Macs that are so much fun to use; packaging so beautiful that people post YouTube videos of themselves opening it; the enthusiastic and knowledgeable staff at the Apple Store; constant exposure to the revolutionary iPod and iPhone.

All of these touchpoints are meticulously unified with a look and feel so familiar that the logo – the thing most executives treat as their entire Brand – is redundant.

What does the Brand Coach coach?

A Macintosh laptop costs \$1,200, a PC laptop \$550. Why Apple's incredible premium?

It all comes back to Steve Jobs, CBO. As Apple's visionary, only he can explain its Brand to his people with absolute clarity. Giving them Brand clarity allows them to buy-in on a cultural level and live it every day. The output of cultural adoption is delivery of products and experiences so remark-able, they command a premium. All of which results in greater Brand equity, which increases shareholder value.

Of course, it's much easier said than done. So the question becomes: are there any Steves among us?



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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



Chrysler introduces new taglines – and Greg De Koker has something to say.

Go to our In the Media page.