

Brand Resources

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Brand Foundation

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Core Purpose – *Why we exist.*

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

Vision – *Where we are going (and how we will know we're there.)*

To be recognized as the organization responsible for teaching the broader understanding and appreciation of "Brand".

Mission – *What we do every day to get there.*

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

Values – *What we believe in; our principles.*

Inquisitive
Supportive
Creative
Enthusiastic
Disciplined

Position – *How we are different.*

Brand Coaching

Positioning – *How we say we are different.*

A Brand is what people think of you.™

Character – *How we act; our voice.*

Knowledgeable
Decisive
Creative
Experienced
Smart
Humbly brilliant
Brutally honest
Fun

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CONSISTENCY

[over time; of touchpoints; of the Brand promise]

- **Consistency is The Number One Rule of Branding.**
Because once you've got mindshare, you don't want to lose it.
- **Be consistent, only different – and your Position has got to be ownable.**
Differentiated, relevant, ownable.
- **It's every single touchpoint.**
Create experiences. Have everyone deliver the Brand everywhere.
- **Assume your Brand is forever, so get it right.**
- **Old Friends are a Brand's worst enemies.**
We get bored with our Brand before anyone else.
- **New Friends are the next worst.**
New people who want to contribute, along with stretch financial periods, are the most serious internal threats to your Brand.

MANAGEMENT

[the CBO; of the whole organization; financial]

- **CEO, promote yourself to CBO – Chief Brand Officer.**
You have the only holistic position. Own it. Be it.
- **Tell marketing it's over.**
The Brand is every touchpoint. It's far too important to be owned by the marketing department alone – delight them and make it everyone's responsibility to live the Brand.
- **Be the corporate mythographer.**
Tell the Brand's stories over and over. Align them with the Vision.
- **Deputize your senior team.**
Have them tell the Brand stories and communicate the Vision at every opportunity. Praise them and other stakeholders who live the Brand.

Guidelines to Instinctive Brand Leadership™

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MANAGEMENT, continued

- **Create pockets of persistence.**
Empower Brand champions at every rank of the organization.
- **Funny thing, you get more for the same money.**
A consistent Brand message costs a lot less to create and maintain than a series of inconsistent messages.
- **Stay up during downturns.**
A strong Brand will maintain its forward momentum when the market, and communications spending, slows.
- **Investors are people too.**
Share price and shareholder value are built with the Brand. Investors are getting information on you from everywhere, not just their brokers. Communicate to them with the Brand.

TIME

[the history; the process]

- **Branding is a process, not an event.**
So start now.
- **They're only the tools. They're not the Brand.**
Tools of the process: identity, advertising, PR, promotion, web, etc.
- **Mine the equity.**
Look to the beginning: what has/had stuck? Tell the old stories.
- **Evolve, don't abandon.**
Don't give up on your Brand. Refresh it while staying consistent.
- **Defend aggressively, protect diligently.**
- **Bury a time capsule.**

10 Guidelines to being the CBO

A Brand is what people think of you.™

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- 1. Build your Brand on a foundation.**
Look to your founding Core Purpose, Vision, Mission, Position, Values and Character.
- 2. Differentiate your Brand.**
Uncover and craft a unique and ownable position.
- 3. See your Brand as your business model.**
It's not just your logo & advertising, it's everything. A Brand is what people think of you™.
- 4. Enlist your senior people as your Brand deputies.**
Then build your Brand from the inside out.
- 5. Imagine everything about your Brand in a locked glass box.**
Everybody inside the company can see it for guidance. You keep the key.
- 6. Consistency, consistency, consistency.**
The Number One Rule of Brand building. Bonus – it will save you time and money.
- 7. Don't forget: Old Friends are a Brand's worst enemies.**
People inside your organization will tire of the Brand voice and argue for change. Rule of thumb: At this point, people outside will only just have begun to notice. Remember Guideline #6.
- 8. Don't forget: New Friends are the next worst.**
New hires and "creative" suppliers are eager to make their mark – and will change your Brand to do it. Remember Guideline #6.
- 9. Go with your gut.**
Use the instinctive leadership skills of the entrepreneur.
- 10. Keep your Brand vital.**
Tell Brand stories at every opportunity – in an email to everyone at the beginning of every week, at the start of internal and external meetings.

Brand Definitions

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Brand

A Brand is what people think of you.™

- It ain't the logo.
- You don't own your Brand – all the people out there thinking about you do.
- A Brand is built with stories and experiences.
- The only synonym for "Brand" is "Culture."
- It is everything. It must be owned by the CEO-cum-CBO – the Chief Brand Officer.
- A tool of self-defense in a world of hyper-choice.

Hyper-choice

A key reason that strong Brands are more important than ever. The limitless range of products and services available to us.

Hyper-messaging

Another key reason that strong Brands are more important than ever. The thousands of commercial messages we are bombarded with each day.

Remark-able

Brands so great they are worth remarking upon to others. A requirement for successful Brands in a hyper-messaged world that doesn't trust paid advertising.

Brand Name

The name: Coca Cola, adidas, Ford, Intel, FedEx

Brand Identity

The name. The logo. The fonts. The colors. The design, and the manner in which all of these are expressed across your corporate communications. The interiors and architecture of your place of business.

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Brand Definitions

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Brand-building

Everything which reflects positively on the Brand.

Consistency

The Number One Rule of Brand-building.

Brand Equity

Retained, positive thoughts.

- Building Brand equity is a process, not an event.
 - Good product – BlackBerry
 - Good deeds – CIBC Run for the Cure
- But losing your Brand is often an event!
 - Andersen Consulting
 - Tylenol, Datsun – equity restored

Brand Architecture

Master Brand and sub-Brand organization

- House of Brands – Proctor & Gamble with Tide and Crest
- Branded House – BMW

Brand Vocabulary

Exclusive language of the Brand

- Starbucks – Baristas
- Disney – Cast Members
- Southwest Airlines – LUV

Brand Definitions

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Brand Position

The Brand promise. What the Brand stands for.

- Volvo – safety
- Maytag – dependability

Brand Positioning

The promise of the Brand in the language of the Brand.

- Volvo – For Life
- Maytag – The Lonely Repairman

Brand Strategy

A unique and relevant direction.

Brand Management

Ongoing process to ensure consistency.

Brand Coach

One who challenges and supports business leaders to maximize the potential within their Brand.