



ORGANISATIONAL Alignment

A very brief introduction to 'Brands are like People'



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Gaining brand understanding

Businesses suffer if their audiences and brands are not properly understood by employees

Some functions don't recognise their contribution to the brand
Functions that recognise their responsibility may do the wrong things

Well delivered brands create wealth

But brands are very difficult things to understand

And marketing can be treated with some scepticism by other functions

At the end of our learning process even marketing teams say they understand how to manage their brands better



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The learning approach:

Highly engaging theory that 'Brands are like People', suitable for all functions / levels: no marketing jargon or 'business speak'

That is then applied to other peoples brands as example

And is then applied to the client's brand

"I've never seen a business presentation like it. I'd have paid my own money to see that"

"I thought I knew all there was to know about managing brands, but that was completely new and made it all so simple"



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Deliverable on different scales



5,400 people in sixteen locations, six functions and five sales channels

30 conferences

540 workshops

Across 6 months

Actions built into individual appraisals and new joiner induction literature produced



½ day UK board workshop

Senior management and Sales conference plus working sessions in one day



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Key principles

Very highly engaging to aid interest and engagement: lots of video, lots of humour, very little data or 'charts', but very serious content

A strong emphasis on the impact on business performance of brand perception, using case studies:

From: Gerald Ratner's "Our jewellery is crap" collapsing Ratners share price overnight

To: Matching share price, profit, and employee numbers to brand perception for a number of businesses, over time

An equal emphasis on every member of the audience being able to recognise that they can contribute to brand success and identify how



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Two example individual actions



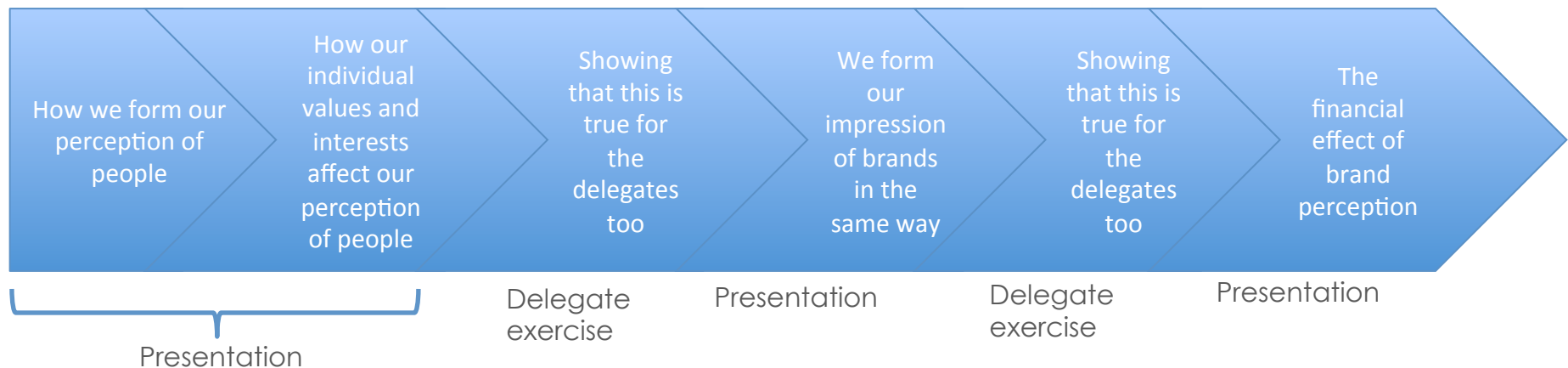
A salesman selling to independent pubs:

“They asked me to sponsor the pub football team and the kit would be branded Stella Artois. I said ‘yes’. It cost a few hundred pounds. They’re useless. Next time I’ll say ‘no’ but give them the same value of Stella Artois branded glasses so they can buy their football kit with the saving, but the brand will be presented in a good, relevant way, not a bad, irrelevant way”

Packaging hall employee

“When I’m in the shops I’ll turn all the Stella Artois cans to the logo and turn all the competitors to the bar code”

The learning process in outline: Stage 1: Brands in general



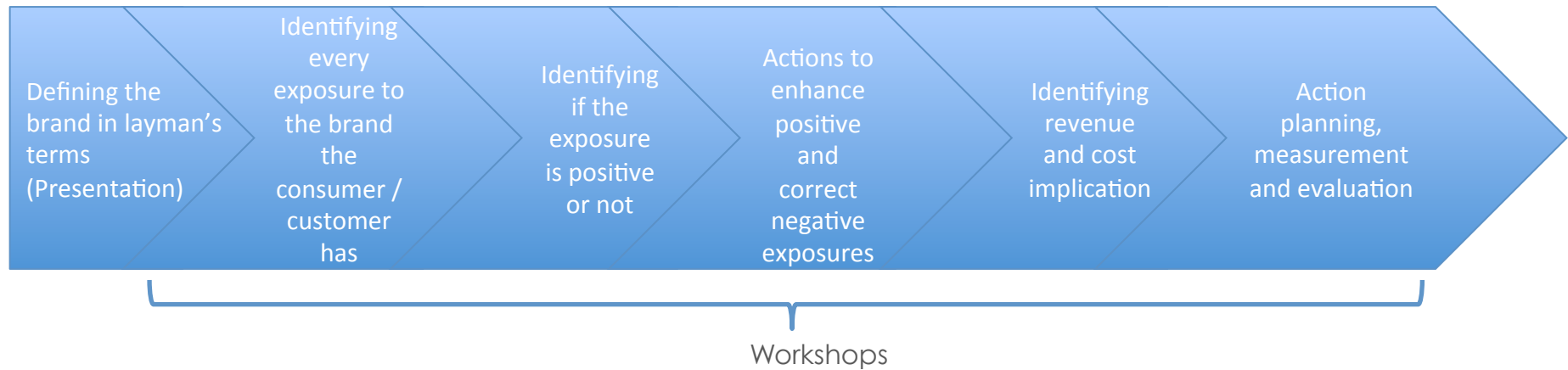
The purpose of the delegate exercises is not only to get them to recognise that they think as described in the presentation session, but also to get them to 'own' the thinking so that they can then accept the definition of their own brand more readily

If the work is presented in a conference format delegates would usually be seated around tables, which is where the delegate exercises would occur, with facilitation from ourselves, or client staff trained by us



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The learning process in outline: Stage 2: The brand in question



The workshops ideally occur on the day of the presentation, but it is not essential

Sometimes actions can be agreed on the day, sometimes more work is required such as costing, logistics etc. However, timings and responsibilities to establish these issues should be defined



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To see a live example of
'Brands are like people' and the business results, contact:
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