

Different channel – same brand?



Today

1

A bit about
Interbrand

2

About online
branding

3

How do you
stretch a brand
across another
touch point?

4

Summary

A bit about Interbrand

Who we are



Established

1974

Employees

1100

Offices

34

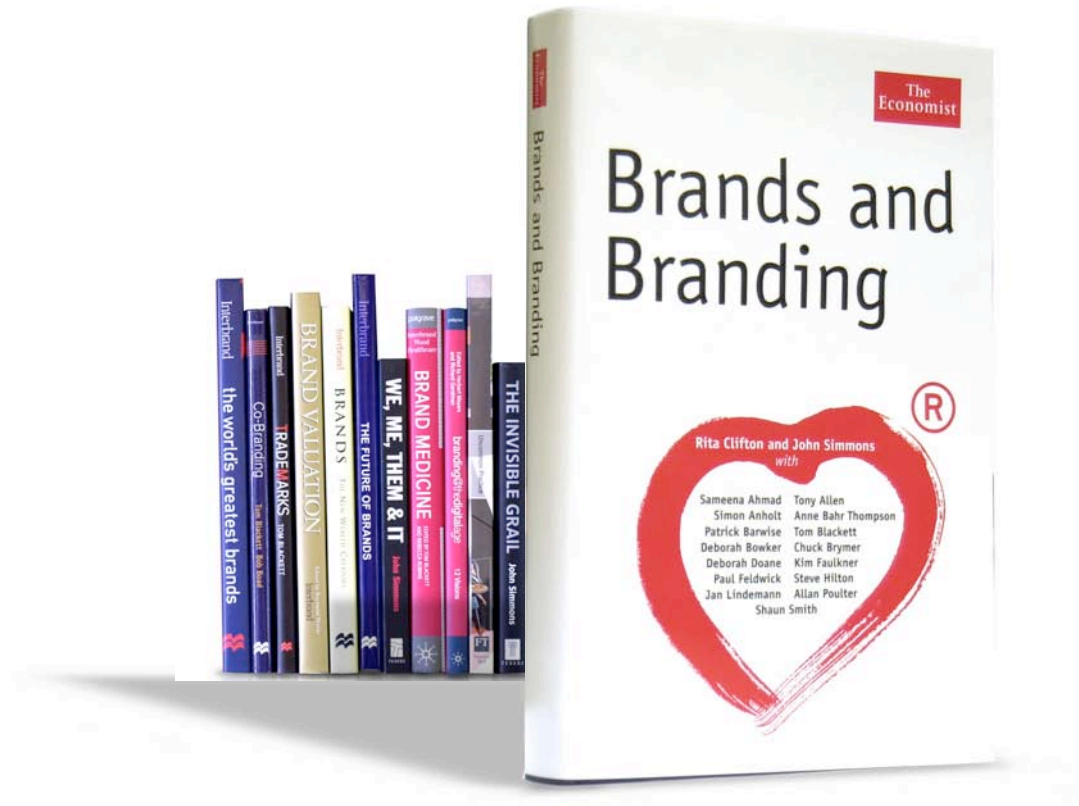
Countries

22










Where you can find us



We are innovators and thought leaders in the branding category



We measure the return on branding investments

2007 Best Global Brands		
Rank	Brand	2007 Brand value (\$B)
1		65.32
2		58.71
3		57.10
4		51.57
5		33.70
6		32.07
7		30.95
8		29.40
9		29.21
10	Mercedes-Benz	23.57

Data: Interbrand Corp., JP Morgan Chase & Co.



We've originated the practice the valuing brands over 20 years ago

"Most Useful Rankings to CEOs" — *PR Week*

1. Fortune 500
2. Best Companies to Work for
3. Interbrand's Best Global Brands

The impact of brands

Excellent
quality coffee
Non-branded



Same flavor
Same price
More preferred

Highly valued brands create superior returns ...

Strongest brands outperform the market



Our clients range from global to local

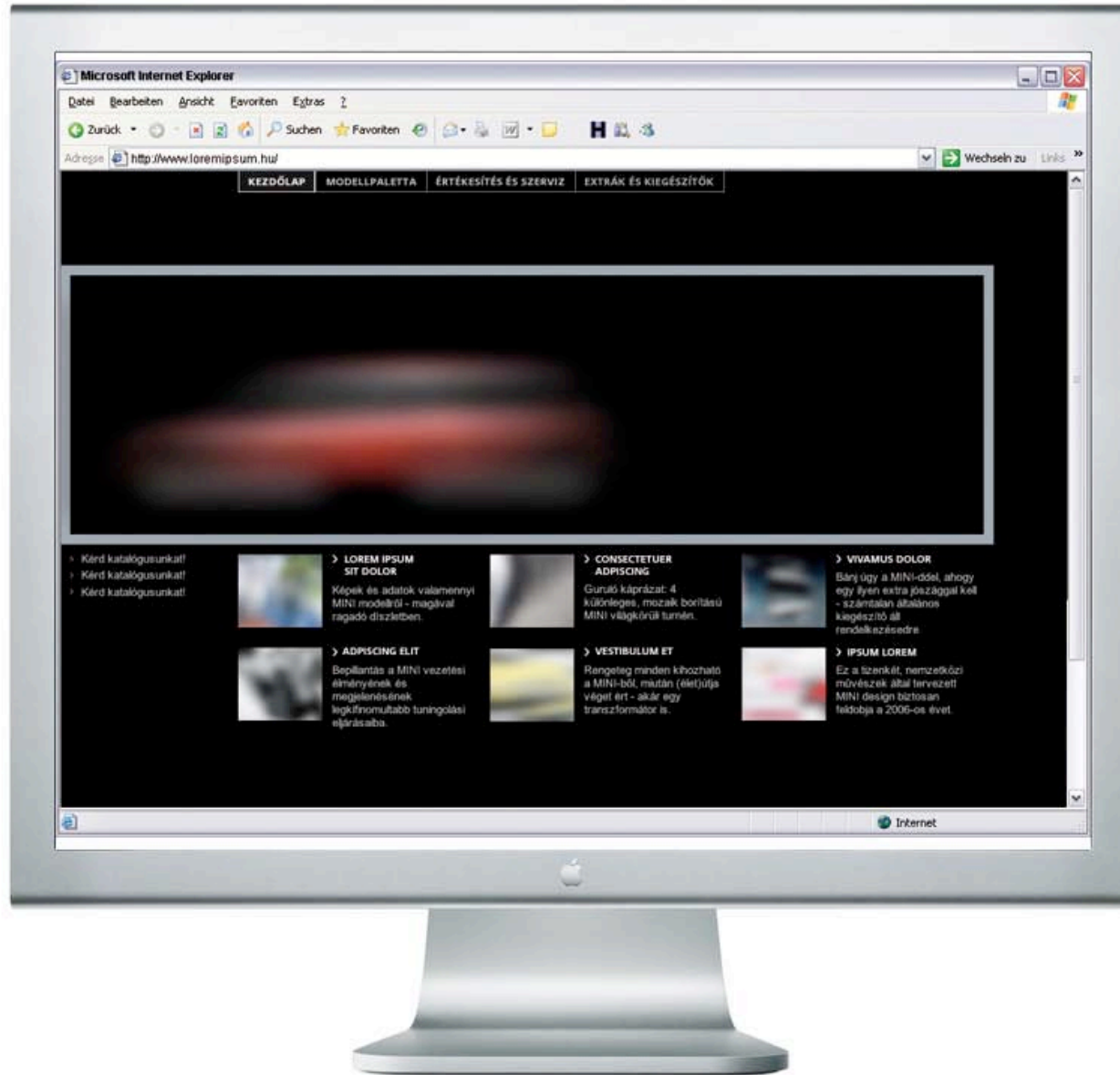


We help clients evaluate, create and manage their brands



About online branding

Do you recognize this brand?



DRIVE ME.



22

21

17
19

MINI

MINI



C'EST MOI

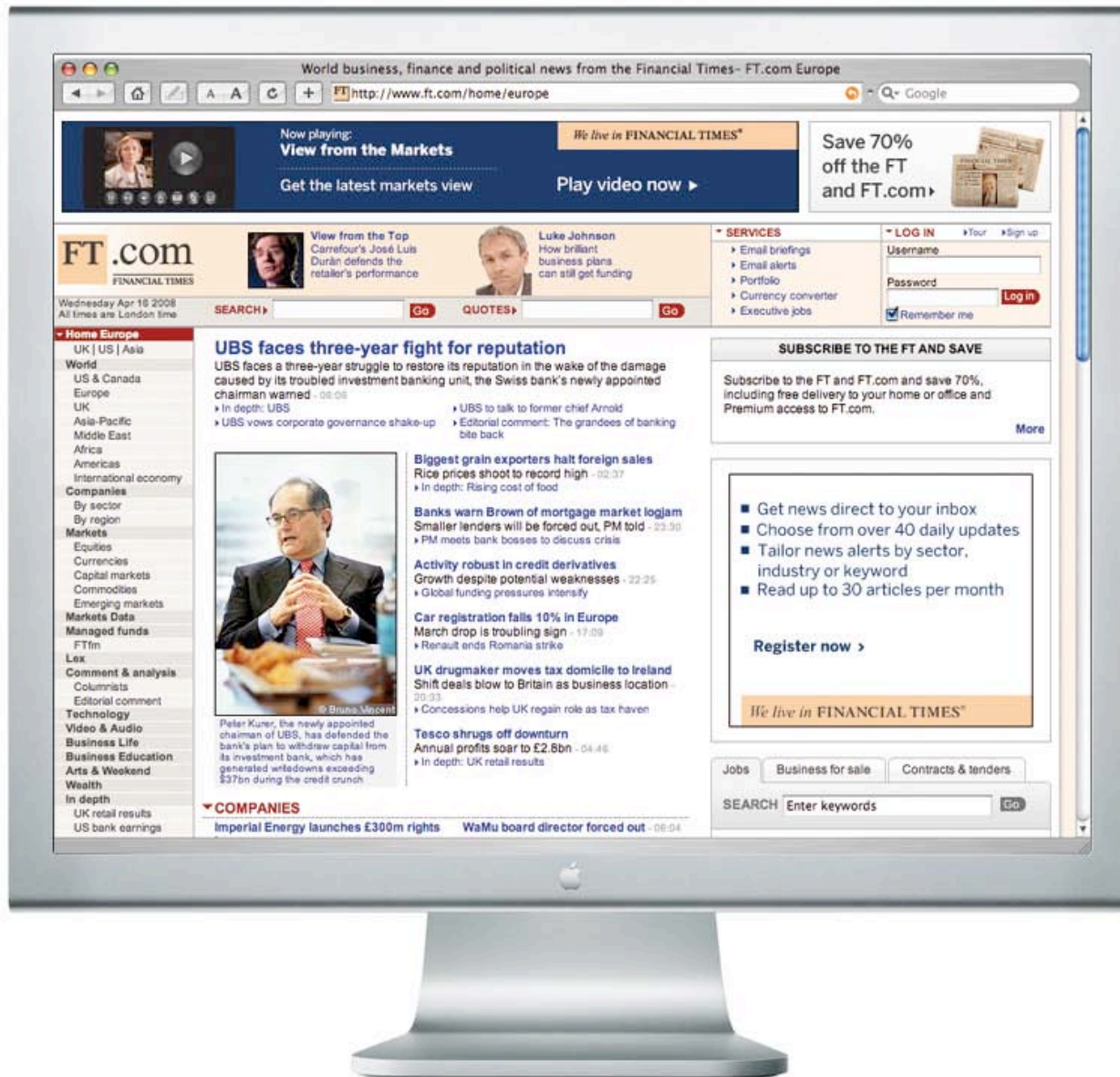
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MINI ONE

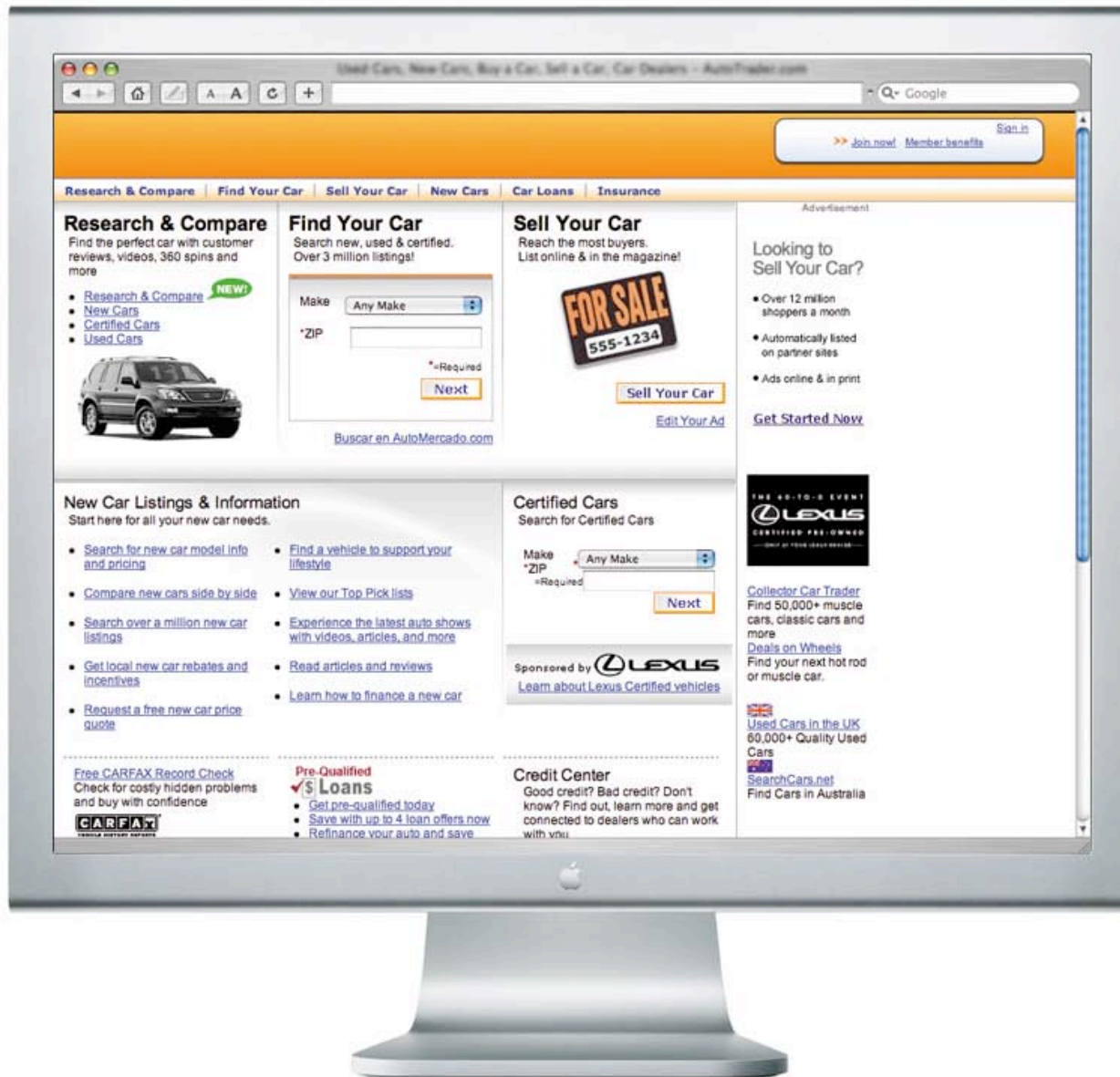


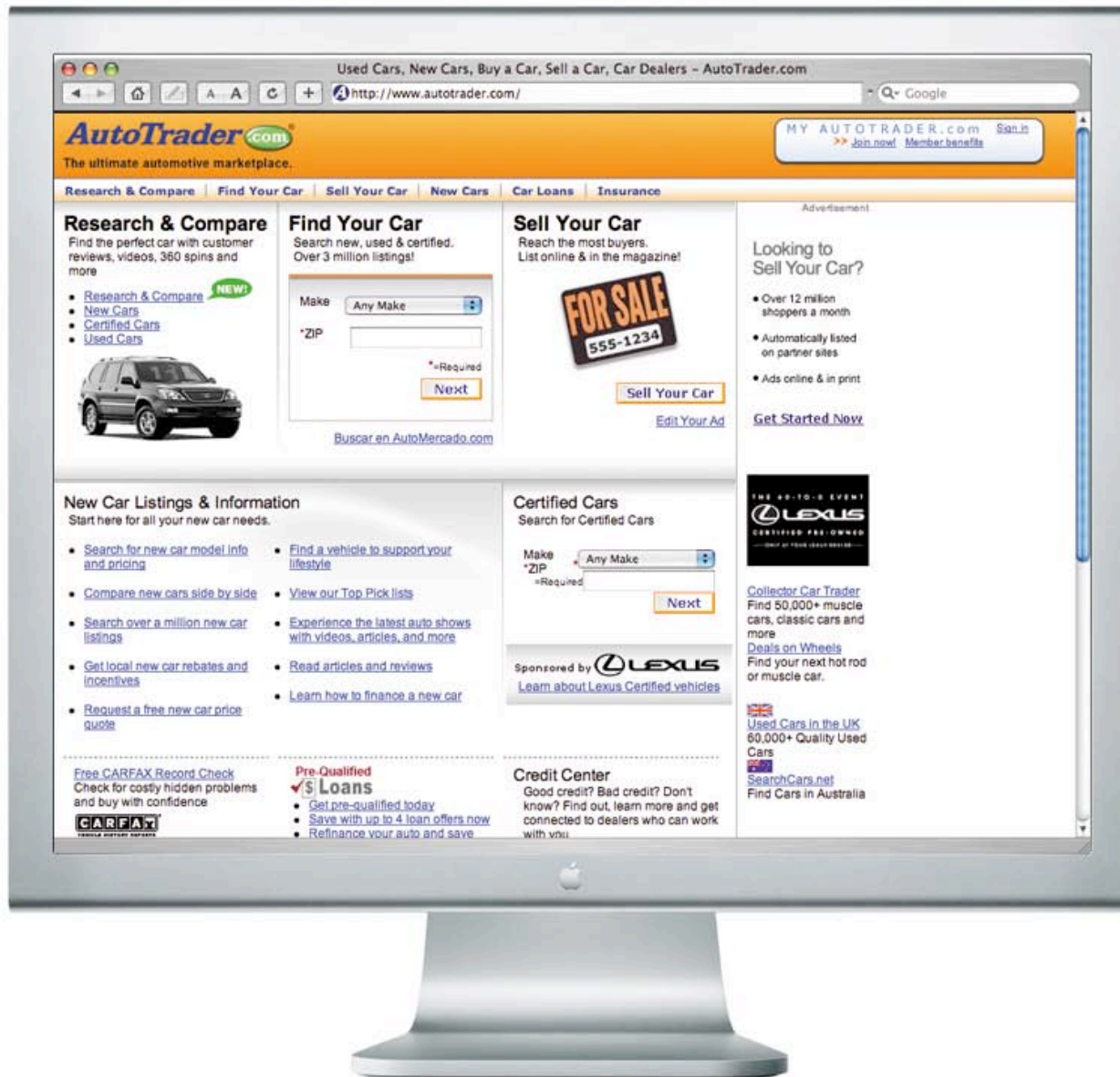


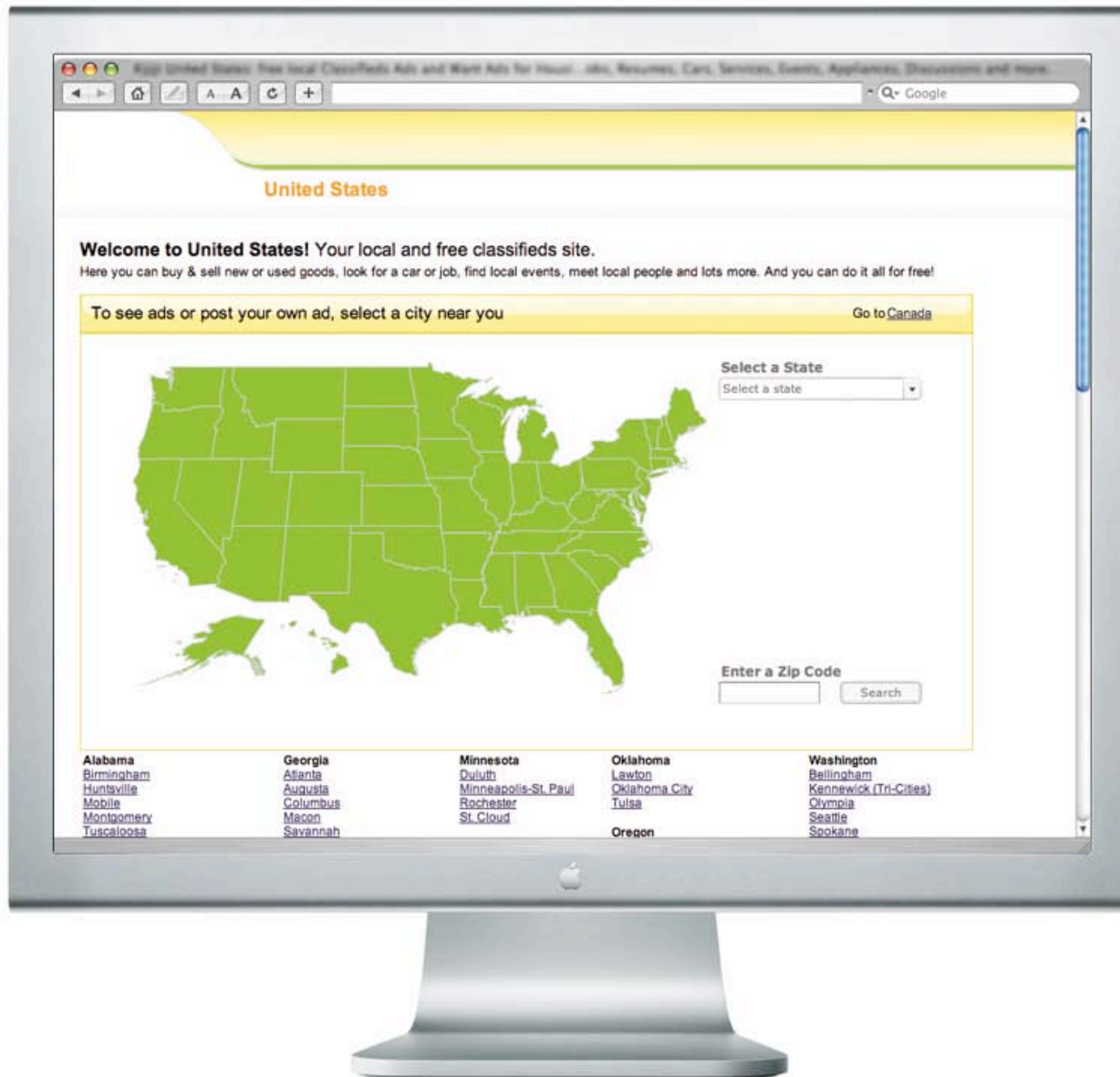
How about these brands?

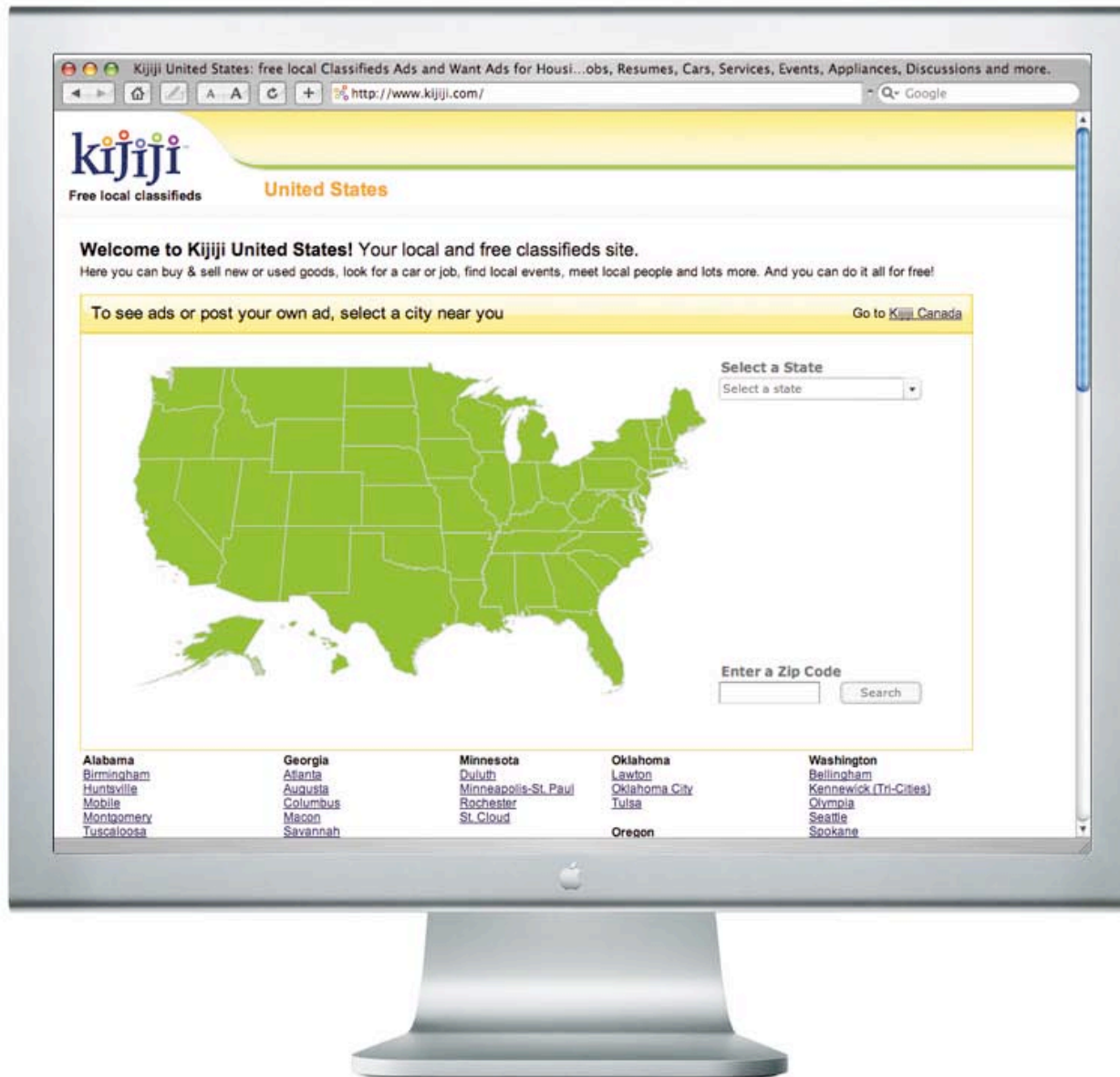












Conclusion:
Online should not be an afterthought

How do you decide between one brand or many?

Should you follow the example of Vogue and Ebay and create separate brands?

VOGUE → STYLE.COM / THE ONLINE HOME OF VOGUE

ebay® → kijiji™

Or forge ahead and stretch an existing brand like the majority of free classified brands?



There are 5 key criteria that you need to consider

1 Strategy

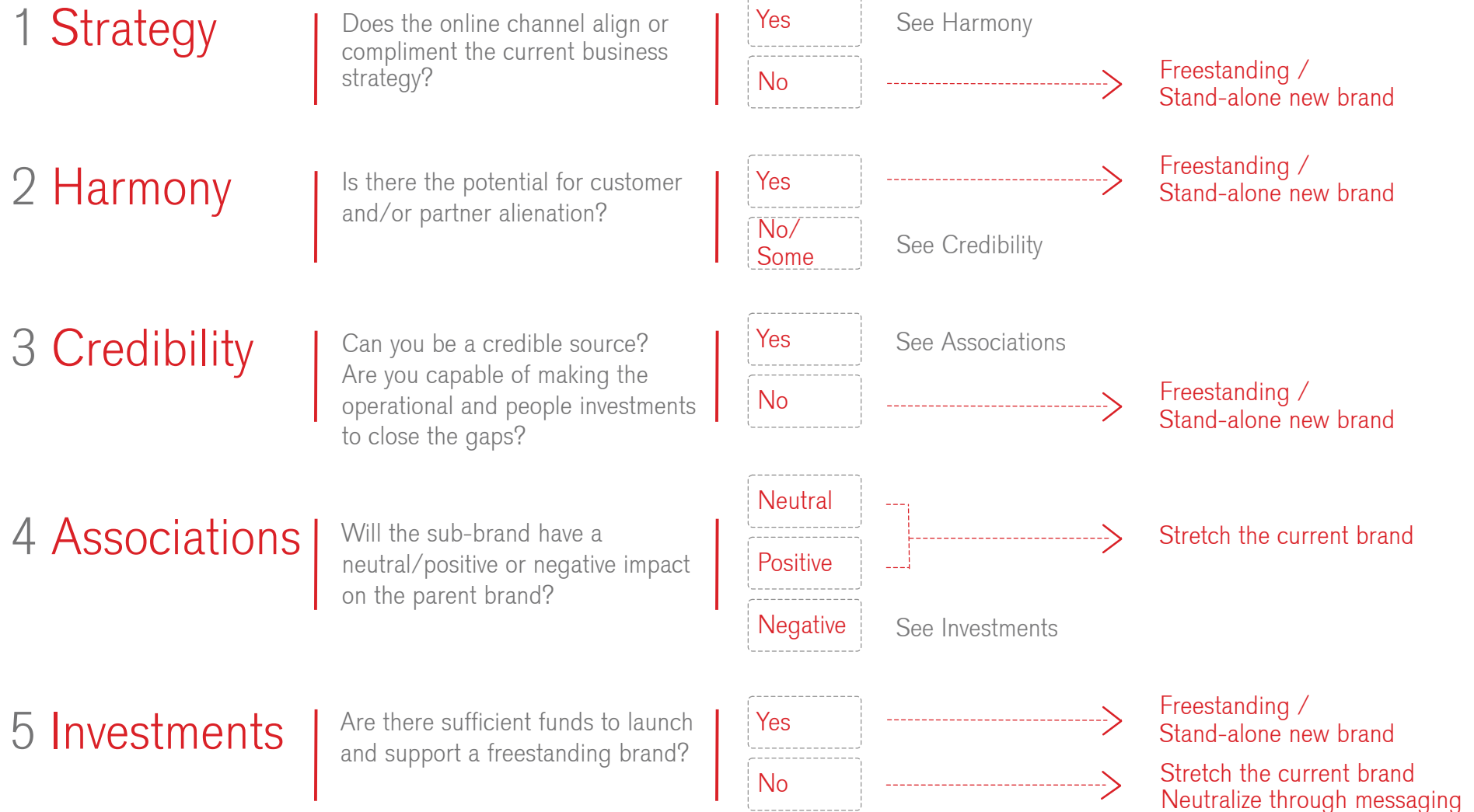
2 Harmony

3 Credibility

4 Associations

5 Investments

There are 5 key criteria that you need to consider



Conclusion:

Decision rules exist to decide between one brand or many.

3

How do you stretch a brand across another touchpoint?

The route to success

The route to success.

Connect

Understand how your target group uses the channel

The route to success.

Connect

Understand how your target group uses the channel

Leverage

Use the potential to reinforce the brand

The route to success.

Connect

Understand how your target group uses the channel

Leverage

Use the potential to reinforce the brand

Apply

Insist on one message – and keep it up to date

Connect:

Understand how your target group uses the channel

Welcome to the new customer ...



Permanently connected

Born Collaborators

Media Generators

Self-Servers

Time and Place Shifters

Information traders

Continuous partial attention

Multi-tasking is the norm

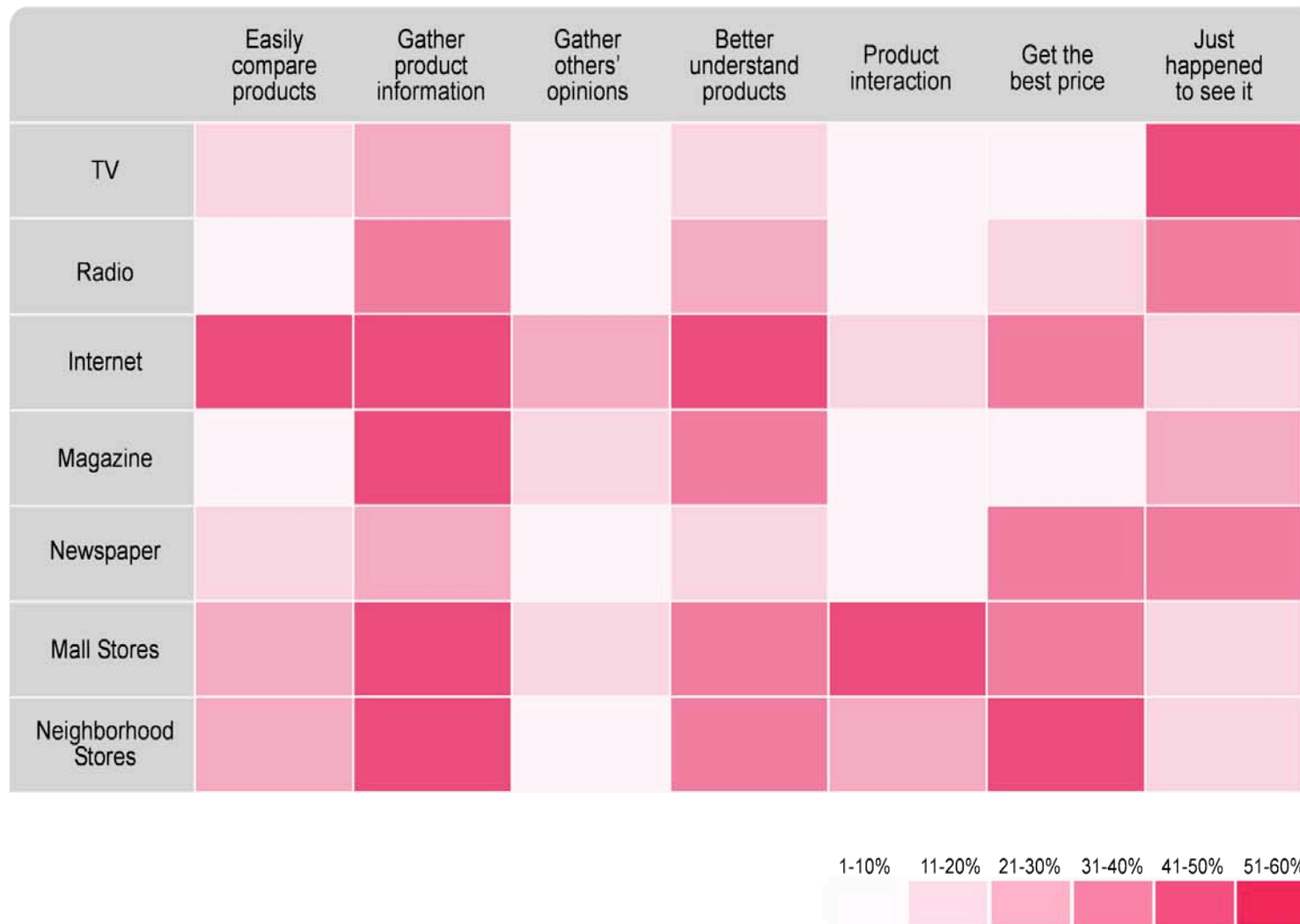
Value service over experience

Need "Reader's Digest" version of everything

They live in a 4 screen world ...



Touchpoints are leveraged differently at each stage of the “shopping” process



You need to deliver more than information to connect with customers online

- They want an experience and expect rich media content → No copy-paste
- They don't value creativity in the absence of functionality → No form over function
- They want a dialogue but don't want interruptions (pop-ups) → Don't use and abuse their attention
- They expect interaction and collaboration → Give them a forum

People + Content + Functionality

The combination of people, content and functionality elevates the role of your brand to another level:

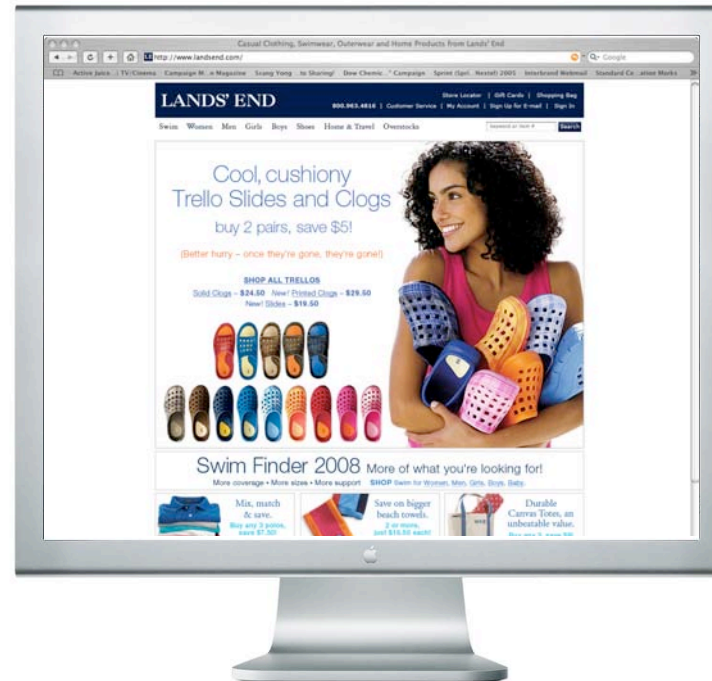
From informer to connector

Leverage:
Use the potential to reinforce the brand

Expanding the brand experience is an opportunity to reinforce your brand position and connect with your targets on a different level



From traditional catalogue to enriched shopping...



From credible news source to in-your-pocket database of knowledge



From technology to lifestyle definer

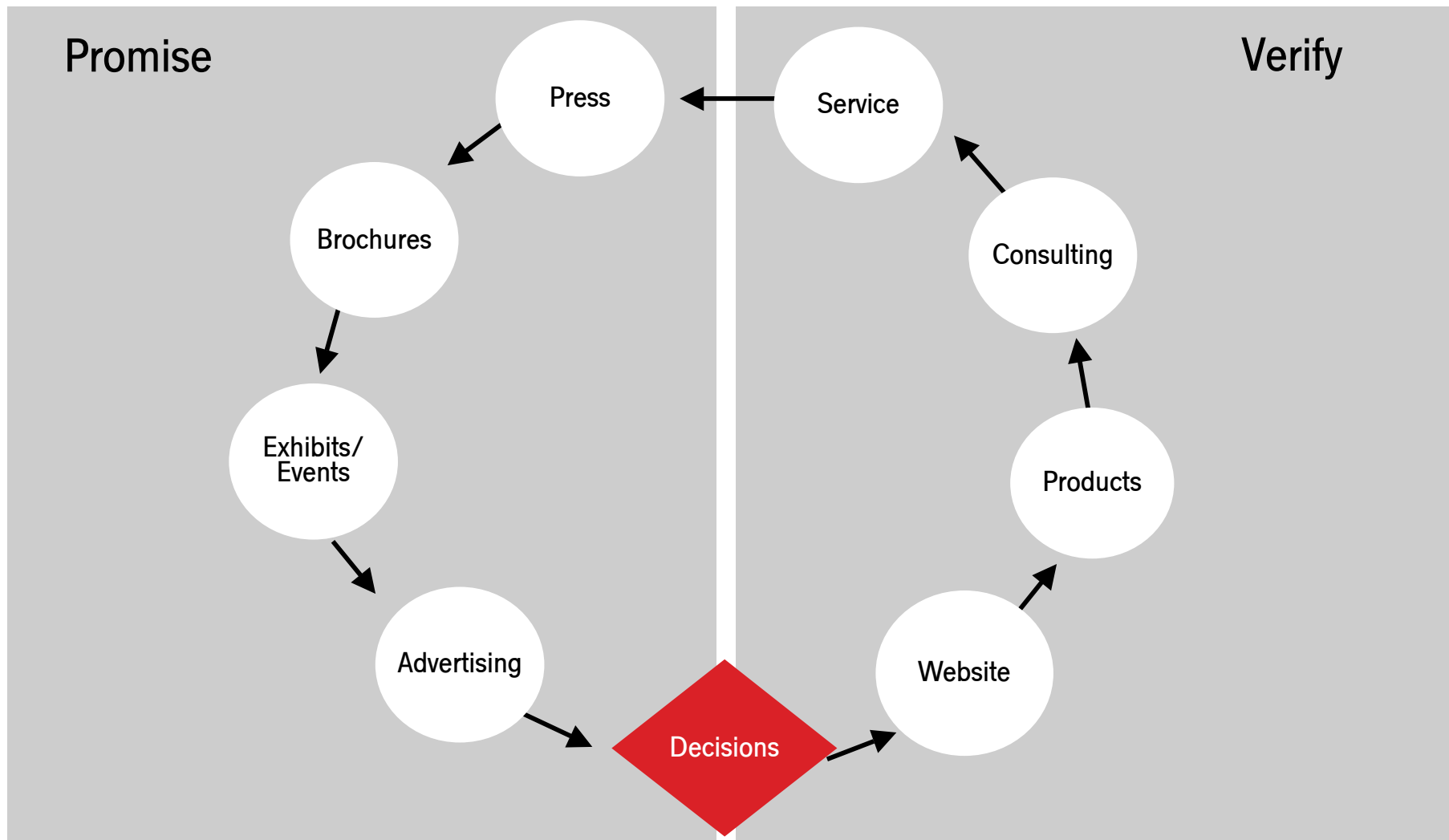


3

Apply

Insist on one message – and keep it up to date

Brands communicate across the entire chain of experiences.

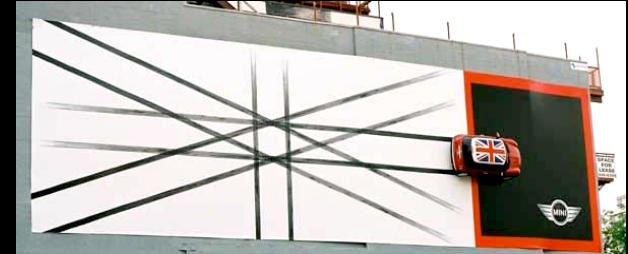


Connecting the promise to the verification across every touchpoint ...

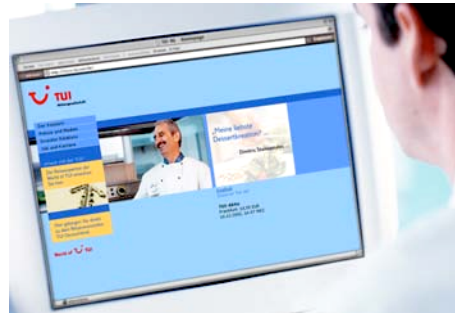


ABCABC
ABCABC

MINI Thesis



... is a deposit to your brand



Conclusion:

The road to online success is connect,
leverage and apply.

Summary

Conclusions:

1. Online should not be an afterthought.
2. Decision rules exist to decide between one brand or many.
3. The road to online success is connect, leverage and apply.

Questions

thank you!

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