

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**

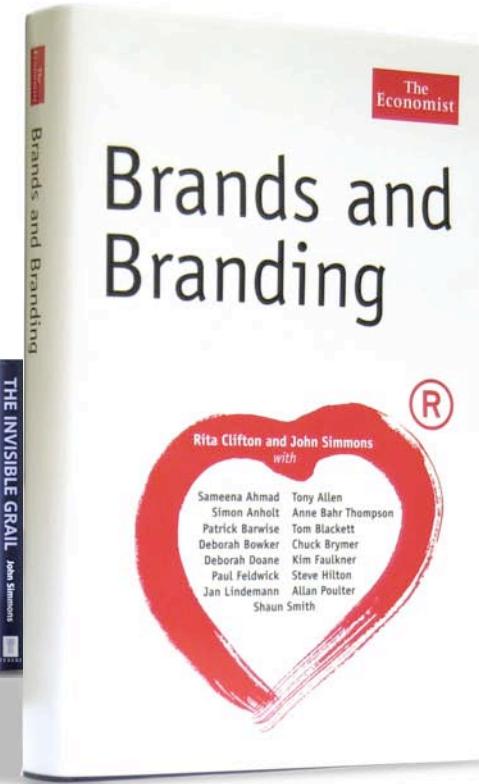
Countries

**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	Coca-Cola	65.32
2	Microsoft®	58.71
3	IBM	57.10
4	GE	51.57
5	NOKIA	33.70
6	TOYOTA	32.07
7	intel	30.95
8	M	29.40
9	Disney	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



THOMSON REUTERS



The Chemical Company



We help clients evaluate, create and manage their brands



2

# About online branding

# Do you recognize this brand?



# DRIVE ME.





23

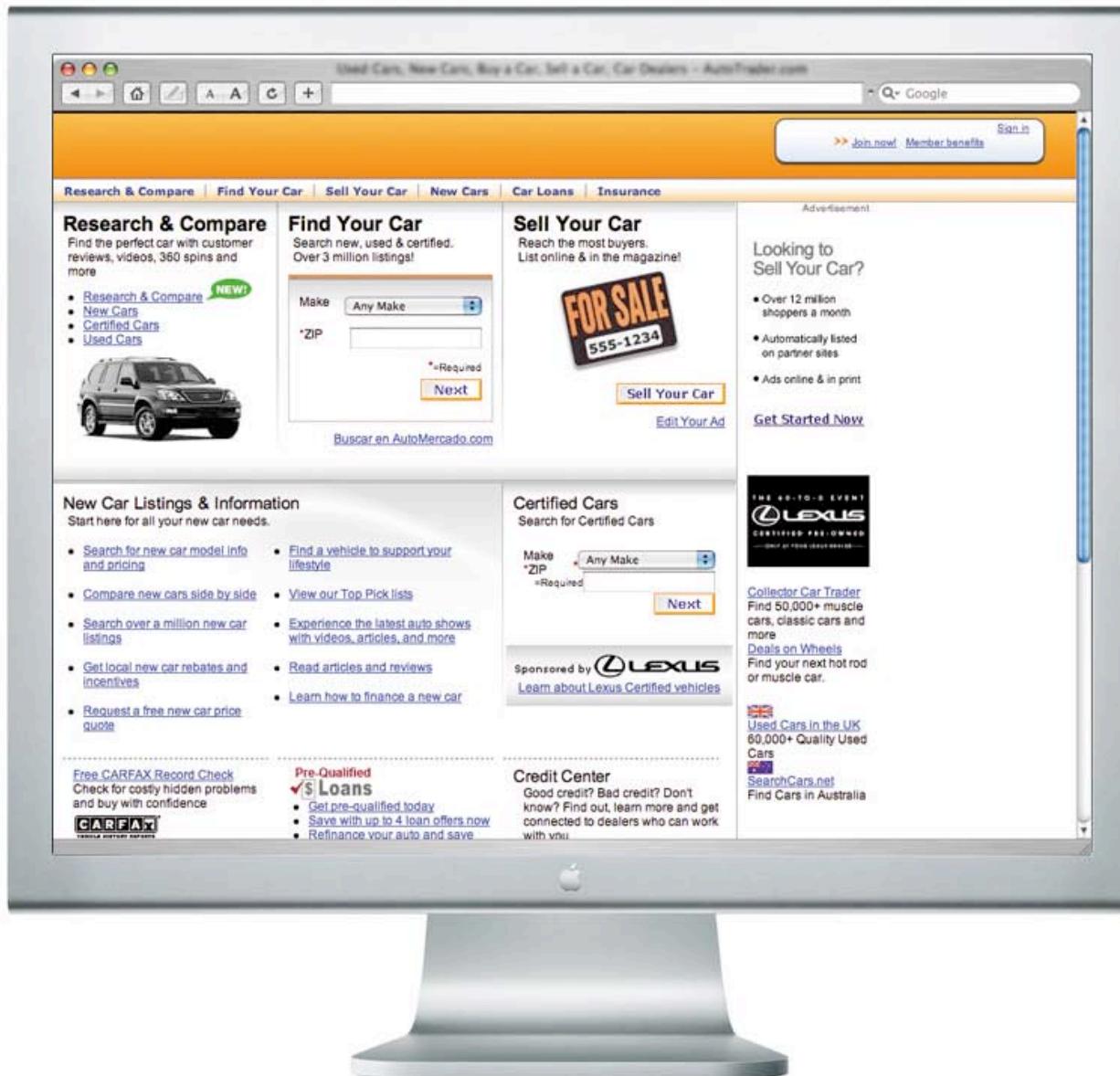
17  
19



# How about these brands?







Used Cars, New Cars, Buy a Car, Sell a Car, Car Dealers - AutoTrader.com

AutoTrader.com

The ultimate automotive marketplace.

Research & Compare | Find Your Car | Sell Your Car | New Cars | Car Loans | Insurance

MY AUTOTRADER.com Sign in  
Join now Member benefits

**Research & Compare**  
Find the perfect car with customer reviews, videos, 360 spins and more

• Research & Compare **NEW!**  
• New Cars  
• Certified Cars  
• Used Cars

**Find Your Car**  
Search new, used & certified. Over 3 million listings!

Make: Any Make   
\*ZIP   
\*Required

**Sell Your Car**  
Reach the most buyers. List online & in the magazine!

**FOR SALE**  
555-1234

**Sell Your Car**

Advertisement

Looking to Sell Your Car?  
• Over 12 million shoppers a month  
• Automatically listed on partner sites  
• Ads online & in print

**Get Started Now**

**New Car Listings & Information**  
Start here for all your new car needs.

• Search for new car model info and pricing  
• Compare new cars side by side  
• Search over a million new car listings  
• Get local new car rebates and incentives  
• Request a free new car price quote

• Find a vehicle to support your lifestyle  
• View our Top Pick lists  
• Experience the latest auto shows with videos, articles, and more  
• Read articles and reviews  
• Learn how to finance a new car

**Certified Cars**  
Search for Certified Cars

Make: Any Make   
\*ZIP   
\*Required

**Sponsored by LEXUS**  
Learn about Lexus Certified vehicles

**Collector Car Trader**  
Find 50,000+ muscle cars, classic cars and more  
**Deals on Wheels**  
Find your next hot rod or muscle car.

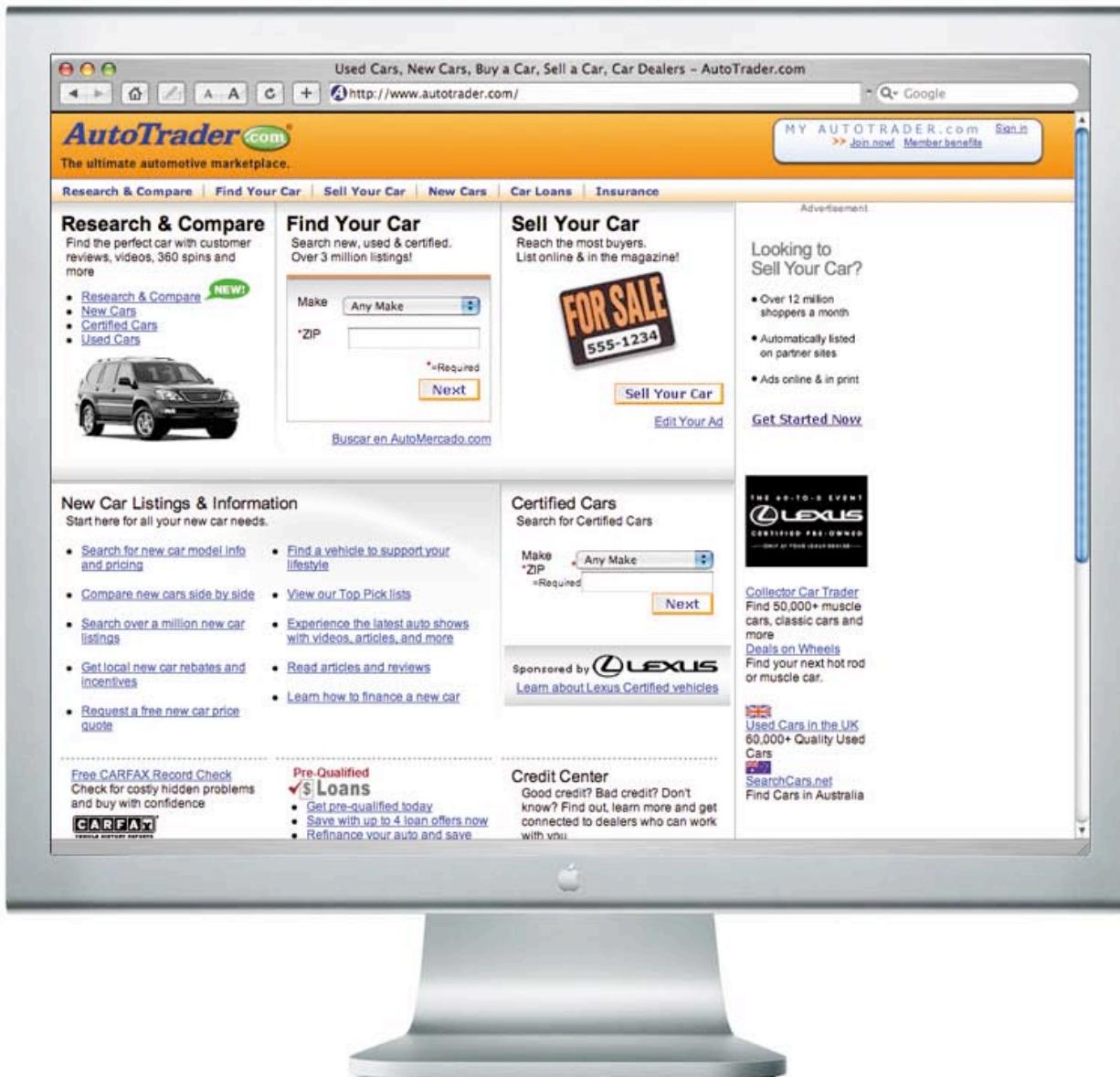
**Used Cars in the UK**  
60,000+ Quality Used Cars  
**SearchCars.net**  
Find Cars in Australia

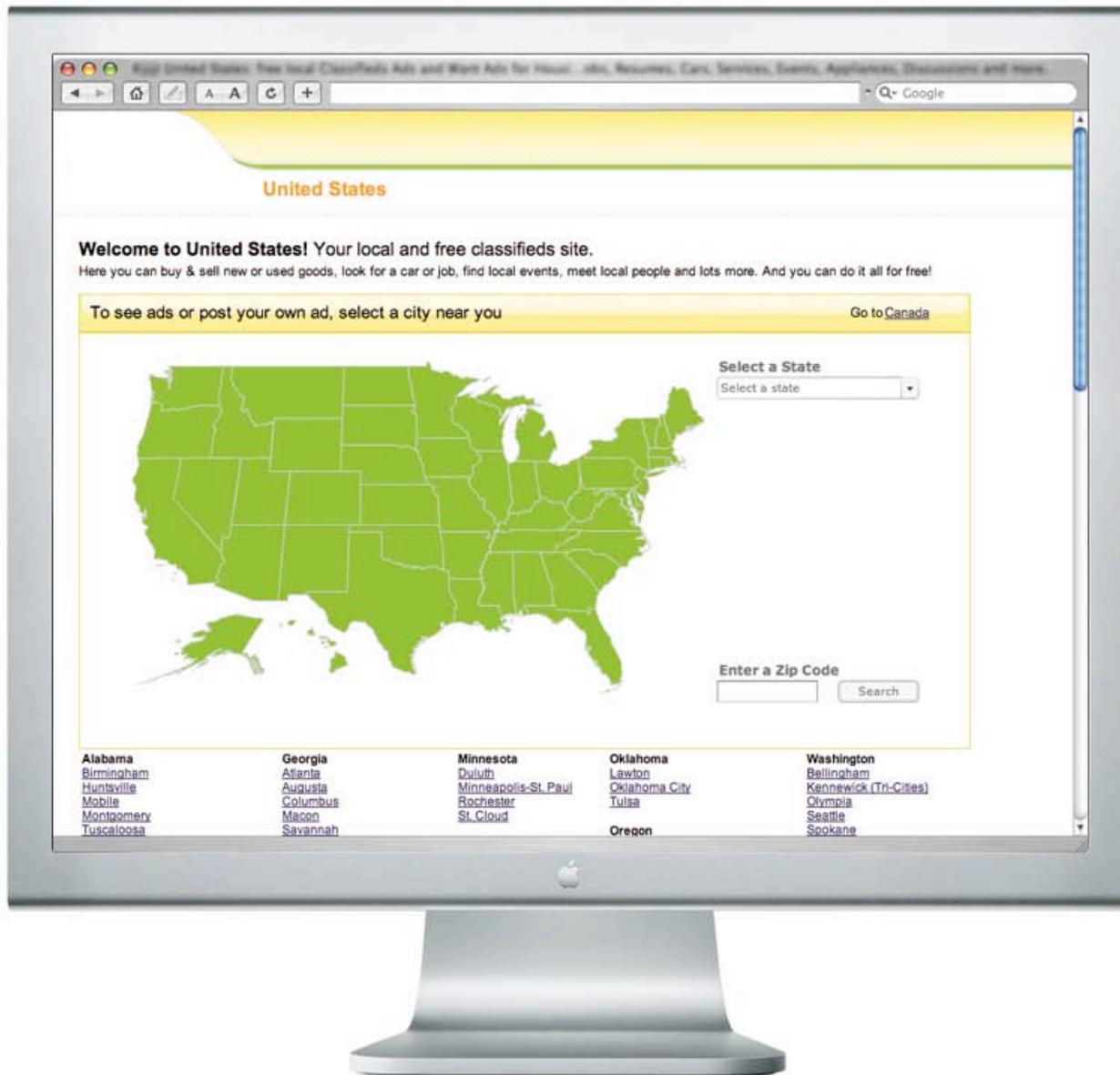
Free CARFAX Record Check  
Check for costly hidden problems and buy with confidence

**CARFAX** VEHICLE HISTORY REPORTS

**Pre-Qualified** **✓ \$ Loans**  
• Get pre-qualified today  
• Save with up to 4 loan offers now  
• Refinance your auto and save

**Credit Center**  
Good credit? Bad credit? Don't know? Find out, learn more and get connected to dealers who can work with you.



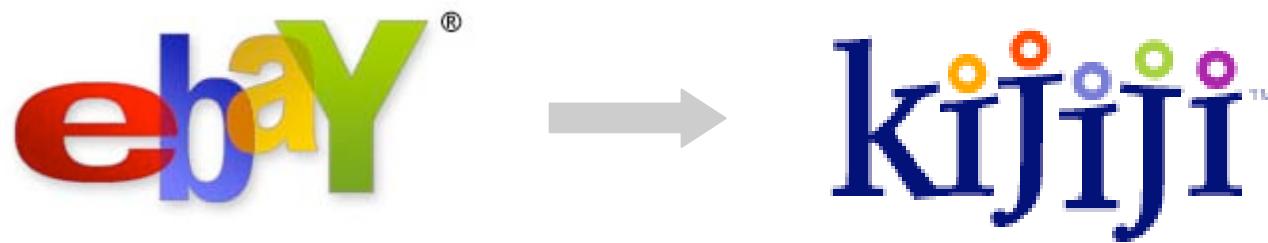




Conclusion:  
Online should not be an afterthought

How do you decide between one brand or many?

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



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

## 1 Strategy

Does the online channel align or compliment the current business strategy?

Yes  
No

See Harmony

Freestanding /  
Stand-alone new brand

## 2 Harmony

Is there the potential for customer and/or partner alienation?

Yes  
No/  
Some

See Credibility

Freestanding /  
Stand-alone new brand

## 3 Credibility

Can you be a credible source?  
Are you capable of making the operational and people investments to close the gaps?

Yes  
No

See Associations

Freestanding /  
Stand-alone new brand

## 4 Associations

Will the sub-brand have a neutral/positive or negative impact on the parent brand?

Neutral  
Positive  
Negative

See Investments

Stretch the current brand

## 5 Investments

Are there sufficient funds to launch and support a freestanding brand?

Yes  
No

Freestanding /  
Stand-alone new brand

Stretch the current brand  
Neutralize through messaging

Conclusion:  
Decision rules exist to decide between one  
brand or many.

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 ...

“personal”



“2 foot”



“10 foot”



“public”



# 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:

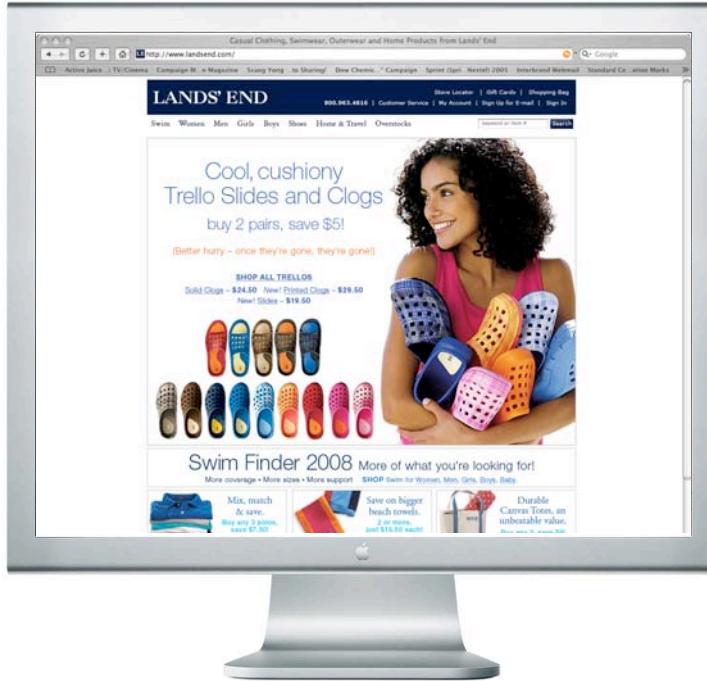
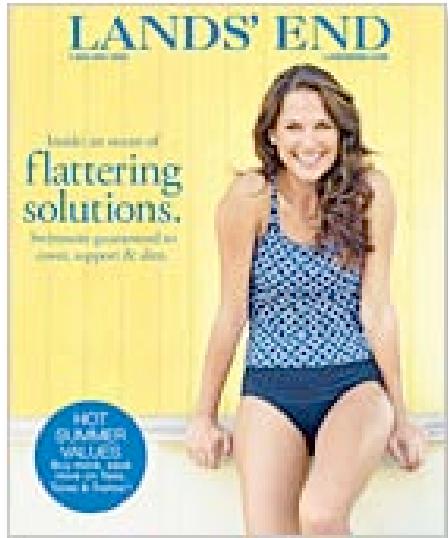
From informer to connector

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



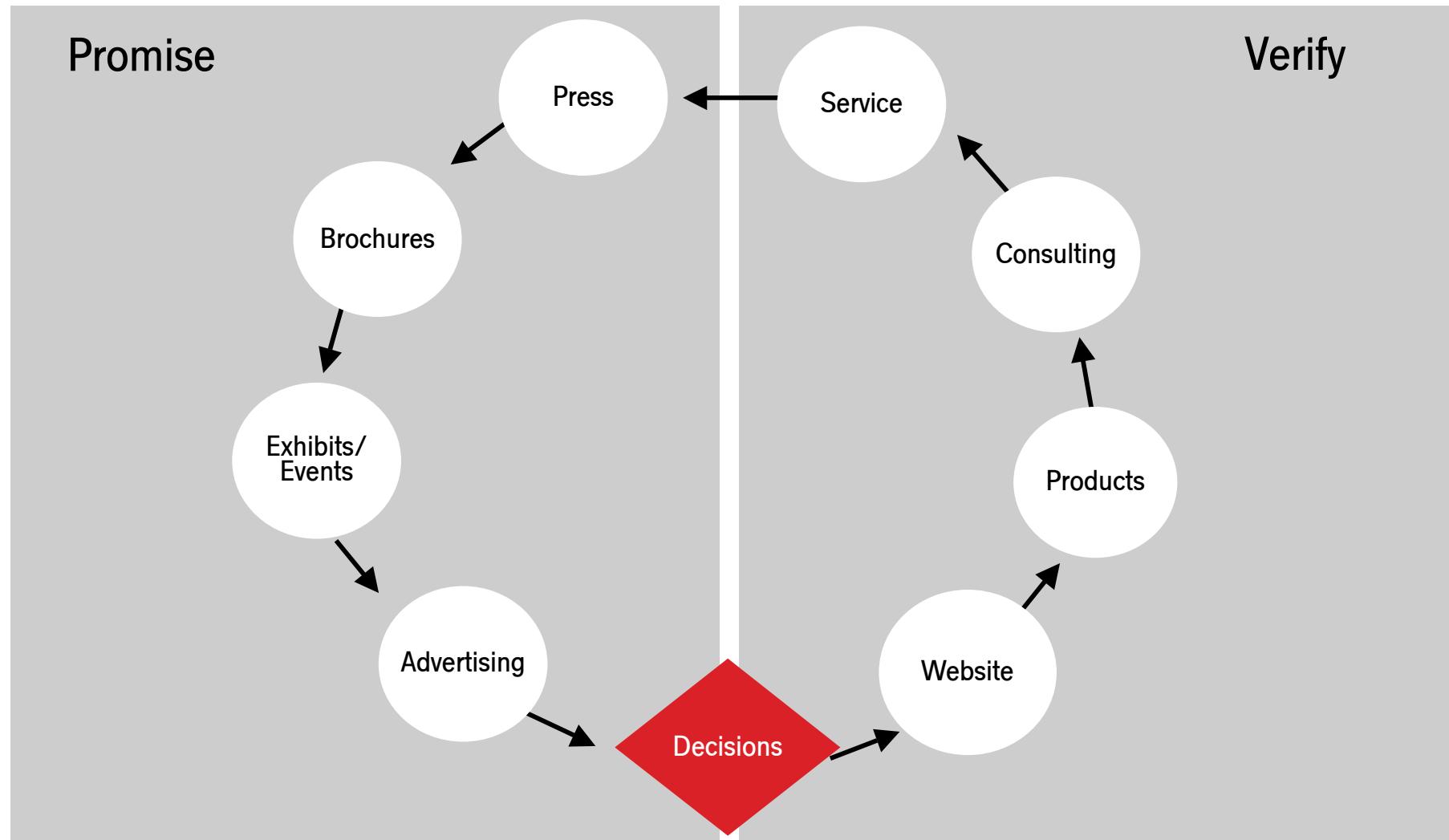
# From technology to lifestyle definer



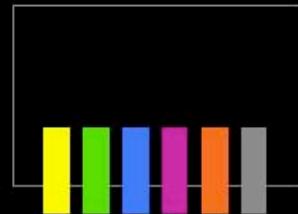
3

Apply  
Insist on one message – and keep it up to date

Brands communicate across the entire chain of experiences.

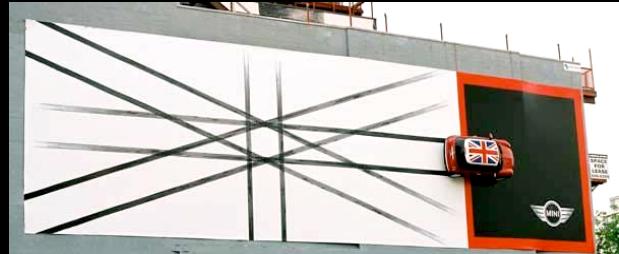


Connecting the promise to the verification across every touchpoint ...



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!

A project by Interbrand B.V.

The ideas and proposals documented in this presentation are the sole property of Interbrand B.V., and are subject to current copyright laws. Unauthorized use, reproduction in whole or in part, as well as transmission to third parties is not permitted.