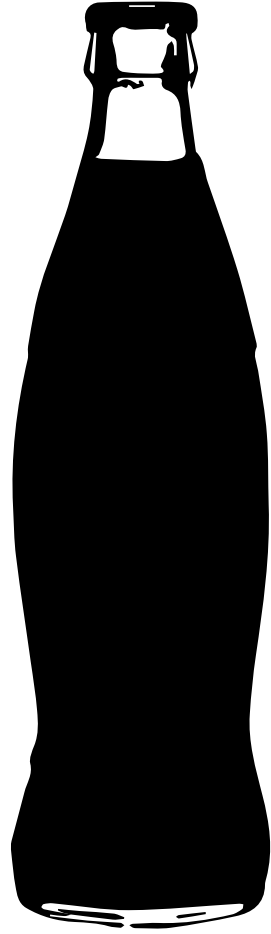




UK formation training :

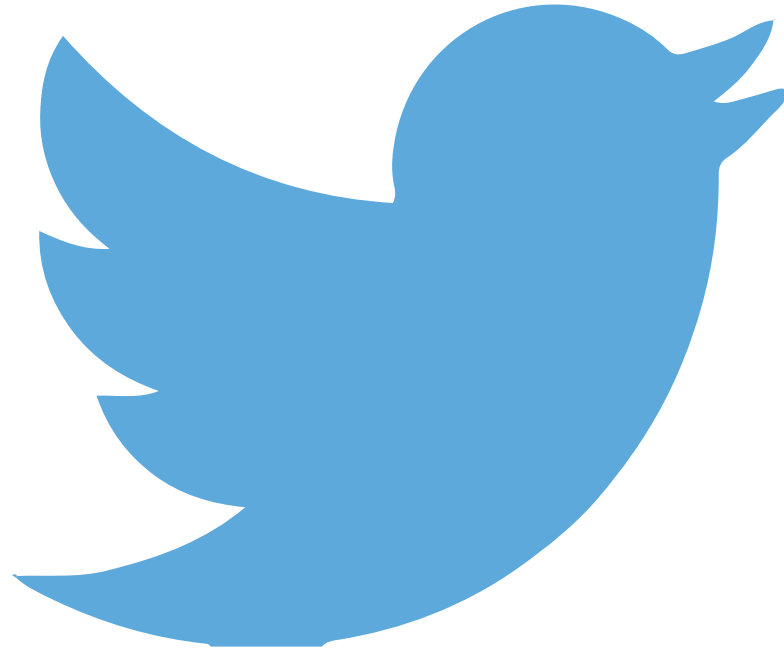
19-20 nov 2014

Formation anglaise :









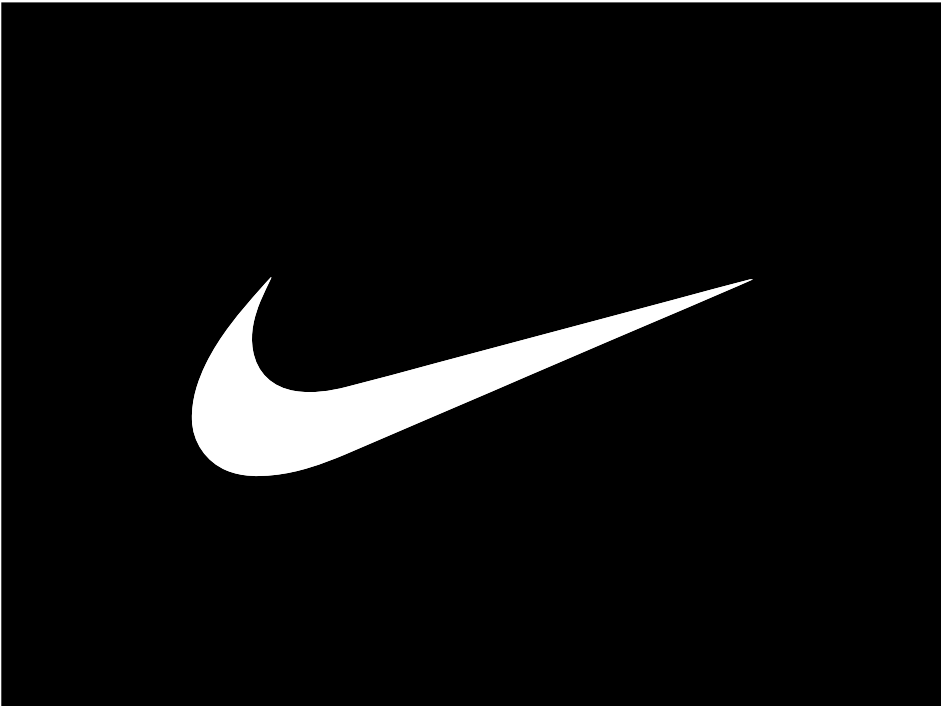


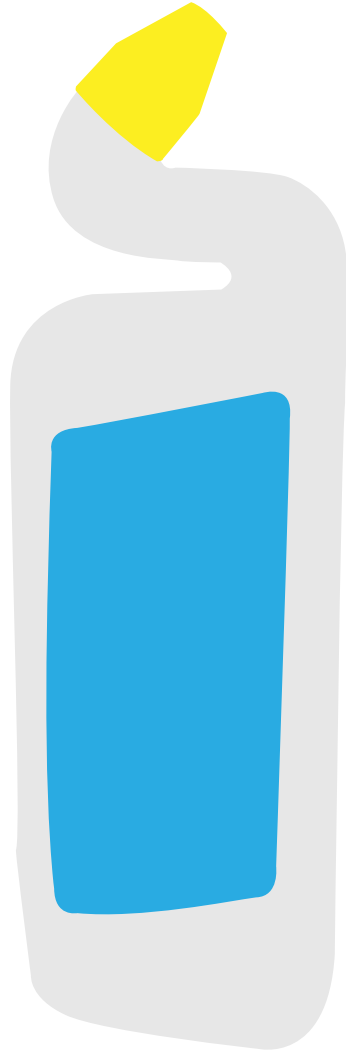




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THE POWER OF

BRAND.

WHAT IS A BRAND?

“ A person’s gut feeling about a product, service or company”

Marty Neumeier “ZAG”

- “That nebulous bundle of perception that floats in most people’s heads about virtually every person and every organization they’ve come across”
- Wally Olins “On Brand”

A CURIOUS MIXTURE...

- What a product does and what it stands for
- The measurable and the immeasurable
- A recipe of appeals
- Reputation
- A promise
- And much more than a logo

Brands are...

Often deeply personal but also about involvement and association...

The outward and visible demonstrations of private and personal affection...why else would any item of clothing have a logo on it?

Brands are...

- “fiendishly complicated – elusive, slippery, half real/half virtual things; when CEO’s think about brands their brains hurt”

Jeremy Bullmore

Brands are...

“ A source of unknown happiness for the ordinary man...especially on Sundays”

The Volkswagen Beetle

Convenient, simple, robust, dependable, naïve, faithful, loyal...cheap enough

LOVABLE

Laying the foundations for the past 40 years of the VW Golf.

So what DO they DO?

- They get loved
- They get sworn by
- Bring order to clutter
- “Lighthouses in a chaotic world”
- They get more people buying more things for more years and at a higher price...brand leaders sell more and can charge more. Fact.

But what do they really do?

- Something quite simple happens in the marketplace...
- “ PRODUCTS SEEK OUT THEIR CUSTOMERS...BRANDS GET SOUGHT OUT BY THEIRS”

How did they evolve?

- In a century they went from...
- Patent medicines to
- Breakfast cereals to
- FMCG...for a long time...to
- Retail – where you find the brands in the shop but the shop IS the brand too
- Services
- Insurance, Finance, IT, mobile phones

Where are they going?

- Pretty much everywhere...and why not?
- Charities – NT, RSPCA, RSPB, FOE
- Art and culture – TATE
- Music – Rolling Stones – Ed Sheeran
- Sport – The Manchester United syndrome
- Sportsmen – The Beckham syndrome
- Politics – New Labour...er...UKIP...eek!

How might they come unstuck?

- By losing touch with the heartbeat of their customers...but thinking they're still in tune
- Arrogance
- Getting out of step with public opinion
- Fashion – pure and simple
- Being unable to predict the future
- Greed – the banks became greedy and careless – charging for everything they could think of
- Think how you might drift from an old friendship

Challenges for any brand...any business...

- For the love or for the money?
- Is it the right thing to do?
- Is hard selling (hard) selling out?

- Is chasing the money compromising integrity?
- Does it have to be? Really?

- Is it any different for a social enterprise?

And what is a SE anyway?

SE – a definition...

- A business that makes at least 50% of its income by trading
- And spends at least 50% of its profit/surplus on its social mission
- Charities have typically achieved the latter and are getting increasing good at the former.
- Not all charities are social enterprises – or vice versa. Though many are. Does it matter?
- What's the triple bottom line then?

It's like a three legged stool...

- All three legs have to be equally strong – and of the same length...ish...
- **Commercially viable**
- **Socially driven**
- **Environmentally aware**
- ...get those three working powerfully and in balance...but...

NOT FOR PROFIT?!

- Without commercial sustainability there is no future...no matter how strong the social intent
- Doing good is good for business but **DOING GOOD BUSINESS IS GOOD FOR DOING GOOD!**
- Not for profit?
- No!
- Its what you DO with the profit that puts the social into social enterprise

Should they be brands?!

- Why not?
- As the lines get blurred along the old fashioned spectrum from rampant capitalism to charity they can both use the same marketing tools to build themselves into powerhouse brands.
- And many are doing just that.

WE LIKE BRANDS

- If we didn't they wouldn't exist...we wouldn't buy them... and actually it's us who decide which will succeed and which will fail.

BRANDS

- Are quite simply on the march into charities, the arts, sport and culture, regions and cities...it's no longer just about products on the supermarket shelf.
- And typically brands perform better, are more effective and more influential.

In the past...socially driven businesses have seemed to be about...

- Do - gooding
- Ill - trained enthusiastic part - timers
- Ill - paid full - timers
- Sort of 19th century
- ...with shabby offices
- But what of...

- THE RED CROSS
- AMNESTY INTERNATIONAL
- GREENPEACE
- CHRISTIAN AID
- FRIENDS OF THE EARTH
- NATIONAL TRUST
- EDEN PROJECT
- SHELTER

And it's competitive out there!

- You may all like and get on with each other
- So do many huge corporations
- But a coin in their tin is a coin less in yours...and they might nick the bigger funders too
- So ...sometimes the gloves have to come off
- Use every trick in the book...others will

- You'll soon get used to it!

So what will happen?

- They/you? will get better and better at it
- They/you? will merchandise and sell better
- They/you will spend our money more efficiently
- They/you will be better at capturing our concern our interest and our money!
- And they/you will help us feel better about ourselves.

“We love brands because they make life more attractive and easier. We can define ourselves through them... we like their complex mix of function and emotion, we like brands that help us to say something about ourselves.

And we have the power to shape brands to be what we want and to shape the society in which we live”

Wally Olins – “On brand”

PRODUCTS SEEK OUT THEIR
CUSTOMERS...BRANDS ARE SOUGHT
OUT BY THEIRS.

Do you...

- Want to constantly go seeking? Or be sought out?
- Be better understood?
- Better Supported?
- Loved?
- Paid for?
- It's up to you...

Why have they succeeded?

Eden Project

An idea/ a vision

A social vision/enterprise

Charismatic leadership

Attitude

Media friendliness

Brilliant staff

Location

Scale

World class architecture

Zeitgeist!

Fifteen Cornwall

An idea/ a vision

A social vision/enterprise

Charismatic leadership

Attitude

Media friendliness

Brilliant staff

Location

Manageable scale

Smart design

TIMPSONS

Who?

T/O £175 million

On every high street and increasingly in many superstores – 1200 branches.

They fix things! Shoes, locks, keys, watches, umbrellas, dog leads, they'll even engrave your sports trophies.

And print your photographs

FAMILY OWNED

With a family culture

90 kids fostered over the years and

400 ex-cons employed...12% of a 3000 workforce are ex-criminals and they want more; they even train them in prison or on day release so they're "job ready" when they get out.

They even relocate them if need be

They start on around £6 an hour and are soon on the bonus scheme.

They never use...

The expressions...

Social Enterprise or
Corporate Social Responsibility

They just DO it...it's in their culture...it IS their culture...it works