



You Have Brand...Now What?



An Executive's Guide to Brand
Champion Know-How

Presented by Dawn Borgeest

You've "Got Brand" If You



- Understand your customer
 - How they perceive you
 - What they're looking for
- Have a brand promise that reflects the *unique* benefit you bring to your customer
 - That benefit is *highly relevant* to your customer
- Have articulated your brand "personality"

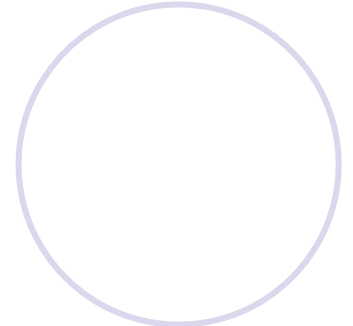
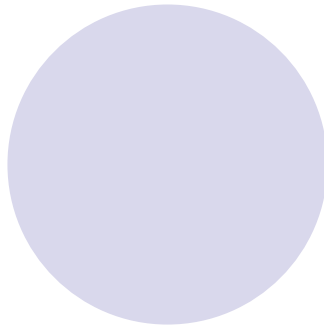
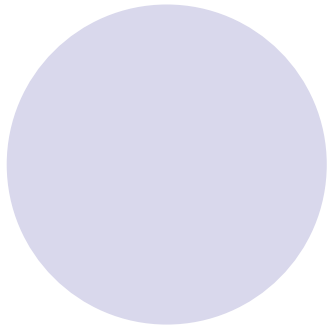


Successful Brands...

- Have CEO leadership and support
- Have a culture that “sets the stage” and supports brand promise
- Has employee understanding and support
- Align messages across the organization

- The Conference Brand – “Managing Corporate Brand” Study

Largest impact on brand
favorability...





Interaction with Employees

When it's all said and done, it's
the ***experience*** that matters



The Brand Experience

- How do people experience your organization...your brand?
- Develop a “journey map” that shows the points of contact...the experience...with your organization

Experiencing Your Brand



- How do potential members become aware of us?
- How do we introduce our organization to them?
- How do we recruit them for membership?
- What is their first “member experience”?
- How do we engage them throughout the year...about what...when?
- How do we ask for renewal...what happens when they renew?
- How much dialogue do we provoke with them?
- How do we manage customer data?
- How many one-on-one, personalized interactions do we create?
- What is their volunteer experience with us?
- What makes an experience with us different from our competitors?
- How do we ensure we’re in touch with our customers’ expectations of us?
- How do we gather perceptions of our work in an on-going, yet unobtrusive, way?
- How do we provide “listening opportunities”?



Experiencing Your Brand

- Define roles

- Staff, volunteers, other customers

- How might they impact that experience to be more “on brand”?

Getting Them on Board & on Brand

- Create context by sharing information
 - Build understanding of what brand is and why it's important
 - Presentations, articles, books, speakers
 - Input into brand development process
 - How do you see the organization?
 - What business is the organization in?
 - Input into brand implementation plan
 - What can people expect if we're living the brand?
 - Brainstorming sessions & discussion groups

Creating Brand Synergy



- Does brand align with mission, vision, strategic plan and biz plan?
- Do communications align?
 - Conduct comprehensive audit
 - External and internal; timeline
- Does HR/organizational development align?
 - Recruitment & retention strategies
 - Training and development needs
 - Performance reviews
- Do programs, services, operations and facilities align with brand?

Bringing Brand to Life



- Gates Foundation Guiding Principles

- We take risks, make big bets, and move with urgency. We are in it for the long haul.
- We advocate – vigorously but responsibly – in our areas of focus
- We must be humble and mindful in our actions and words. We seek and heed the counsel of outside voices.
- We treat our grantees as valued partners, and we treat the ultimate beneficiaries of our work with respect.
- Delivery results with the resources we have been given is of the utmost importance – and we seek and share information about those results.

Bringing Brand to Life



- Wegmans guiding principle/brand promise
 - We believe that good people, working toward a common goal, can accomplish anything they set out to do. In this spirit, we set our goal to be the very best at serving the needs of our customers. Every action we take should be made with this in mind. We also believe that we can achieve our goal only if we fulfill the needs of our own people. To our customers and our people we pledge continuous improvement and we make the commitment “every day you get our best.”

Bringing Brand to Life



- Nordstrom

- “As an employee of Nordstrom all we ask is that you use the best possible judgment at all times”

Guiding Principles



- Support the brand promise and personality
- Provide inspirational “creed” that employees, volunteers and customers can relate to
- Give the organization a “values framework” that transcends one person’s tenure
 - Provides organizational continuity and focus



Brand Building Organizations

- View brand as a key asset
- Are truly marketing driven organizations
- Have executives who “live the brand”
- Declare “brands” publicly
- Have brand plans
- Identify and track key indicators of success
- Manage brand across boundaries

Practical Notions to Manage Brand...

- Someone is in charge
 - formally manages the brand
 - at least one brand champion
- Brand plan linked to your biz plan
- Culture reflects or reinforces the brand
- Know how you'll measure fulfillment
- Complete organizational "buy in"

Ten Steps to Great Brand



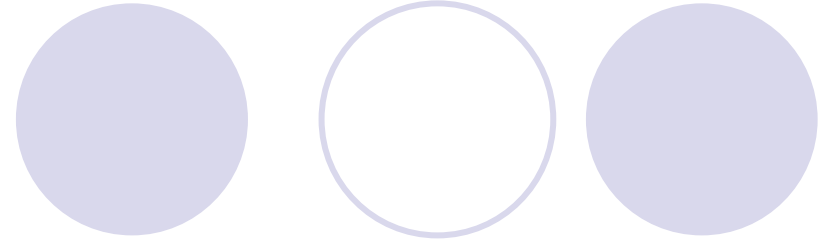
- Executive leads the brand work
- Build your own model
- Involve key stakeholders
- Advance your vision
- Exploit new technology
- Empower people to become brand ambassadors
- Create the right delivery system
- Communicate
- Measure brand performance
- Adjust relentlessly and be ready to raise the bar

What Marketers Know...

- Your best customers are worth far more than your average customers
- Making promises and keeping them is a great way to build a brand
- Share of wallet is easier, more profitable, and ultimately more effective a measure of success than share of market
- Conversations among the people in your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.
- If you are marketing from a static annual budget, you're viewing marketing as an; expense...not an investment
- You're not in charge. And your prospects don't care about you.
- Good marketers tell a story.
- A product for everyone rarely reaches anyone.

- Seth Godin

What it Takes...



- Simplicity
- Patience
- Relevance
 - Build and manage from customer's definition of value
- Accessibility
 - Ensure fulfillment
- Humanity
 - Stand for something; laugh at yourself
- Omnipresence
- Innovation