

Brands, Branding & Behaviour

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Topics

- Brand & Branding
- Brands in the New Age
- Brand behaviour
- Brand behaviour - Business implication
- Future Proof your business

Brand and Branding

- One of the most important aspects of business
- Your brand is your promise to your customer
- It should tell people what they can expect from your products/services
- Differentiates your offering from competition

Your Brand is derived from who you are, who you want to be and who people perceive you to be.

Brand and Branding

- Brand definition is a journey of business self discovery; difficult, time consuming and uncomfortable.

Once defined:

- Logo
- Tag Line
- A voice that reflects the brand
- Messaging & communication
- Integrate
- Design & create brand standards for marketing
- Be true to your brand / Be consistent



New Age

Whilst all this is true, probably practiced day and night; is all of it still relevant.



Some examples



Some more examples

- Damania vs Modiluft
 - Logo / communication / behaviour
- Air India vs Jet
 - Logo / Price / Service
- KingFisher vs Jet
 - Logo / communication / Price / Service / Behaviour
- Jet vs Indigo
 - Logo / communication / price / service / consistency

New Age examples

- Grocery - Big Basket, Local Banya
- Online - Amazon, Flipkart, Myntra, Snapdeal
- Furniture - Urban Ladder, Fab Furnish
- Sunglasses - Ray ban, Polaroid

Brand Behaviour

Logo, communication can keep changing

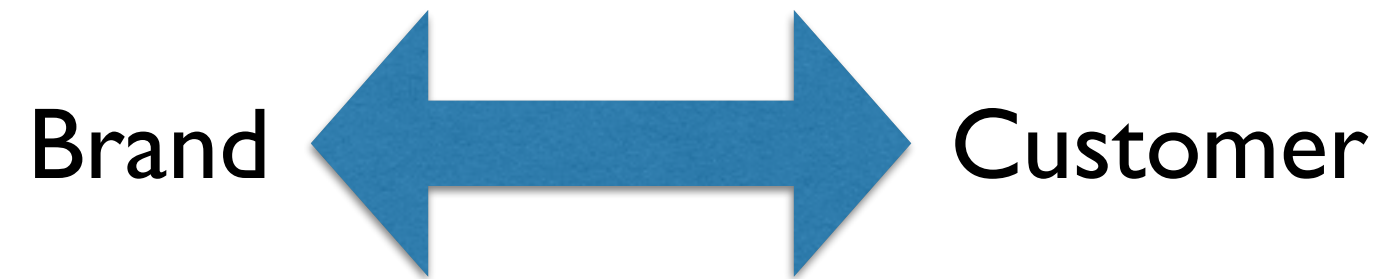
BUT

Behaviour in alignment with your brand's unchanging values cannot.

Brand Behaviour - examples

- Credit cards
 - Amex vs HDFC
- Coffee
 - CCD / Costa / CBTL / BRU / Starbucks
- Vehicle
 - Toyota vs Ford
- Digital Stores
 - Croma vs Reliance

Brand Behaviour - Digital World



It's a war out there!

And Customer experience can be the BIG differentiator!

In fact, great experiences lead to delighted customers, which leads to positive conversations (WOM). And this is better than any marketing or advertising.

LOVE does conquer all!

Brand behaviour

- Tick all the right boxes, however unless you align your behaviour with your brand values, that are unchanging, customers will walk.
- This behaviour has a strong impact on India today and it is just getting stronger as time goes by.
 - India is the 2nd biggest smartphone market in the world
 - Millennials, Centennials are the future and networked as they are, making micro second decisions.
 - Authenticity & experience is the future.

Multiple autors quote 'Demographics is destiny' A bitter truth for India where 50% of population is below 25.

Digital and Social

Social Media is like Teenage Sex:

Everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone wants to try it or at least claim they're doing it.

Marketing and Social Media

Marketing is too important to be left to the marketing department.

- David Packard HP

Social Media is too crucial and important to be left to an agency & 23 year old.

- Anaggh Desai

The goal is not to achieve Social Media greatness, but to achieve greatness thru Social Media.

Future Proofing your Business

FMCG, B2B, Financial Institutions - examples

- HUL, Godrej, Pepsi, Coke, Marico, HDFC, ICICI, SBI to name a few actually have embraced customer experience including relying on digital
- IBM India, Phillips actually have senior people across the board with a mandate to make the organisation digital savvy
- Mahindra Group has embraced it totally, with Mr. Mahindra himself very active and Mr. Nanda actually saying 50% of business for Club Mahindra should come from Digital.
- Edelweiss, HDFC, DBS are amongst the ones that are future proofing themselves.
- The New Age are creating offline experiences to get people to know about them - Flipkart, Urban Ladder, PepperFry, Make my Trip

Adapt or Die

Questions?

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