

BrandMatters

Connecting Business to Brand™

Building Brand from the Inside Out

Proactive Customer Experience Management

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Roundtable Introductions

- Name, position, company
- A bit of background on yourself and your organization's brand
- What motivated you to attend today's session?

Branding from the Inside Out

BRANDING 101

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Successful Market Positioning Attributes

Motivating to your customers and employees

Credible

Single-minded

Sustainable

Differentiating

Must be able to deliver

Why brand?

- Evokes meaning and emotion
- Creates distinction
- Transcends functional benefits in favor of core human values
- Talent management

In order to build strong brand equity and leverage it as a competitive advantage, your brand must be valued by customers and employees and you must ensure it is different from competitors.

Branding from the Inside Out

MARKET RESEARCH TOOLS

When to use qualitative research?

- Usually used to gain greater insight to understand attitudes
- Allows for two-way discussion. Examples of qualitative techniques include on-on-one interviews and focus groups.
- They can not reliably be generalized to the population at large.
- The qualitative researcher is the primary instrument for data collection and analysis.

Branding from the Inside Out

INTERNAL BRANDING BEST PRACTICES

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Internal Brand Defined

The set of strategic processes that align and empower employees to deliver the appropriate customer experience in a consistent fashion.

Making it stick!

- Brand sustainability teams
- KPB's as a performance management system
- On-going tracking and keeping employees informed





Thank you!

With expertise in;

- (1) Brand strategy development
- (2) Market research (customer & internal stakeholder)
- (3) Brand repositioning
- (4) Internal brand alignment

We would be happy to setup a consultation with you.