



*Brand Matters*

# **Leadership Marketing:** *Strategic Branding*

*Influencing the Future*  
*IFIC Annual Leadership Conference*

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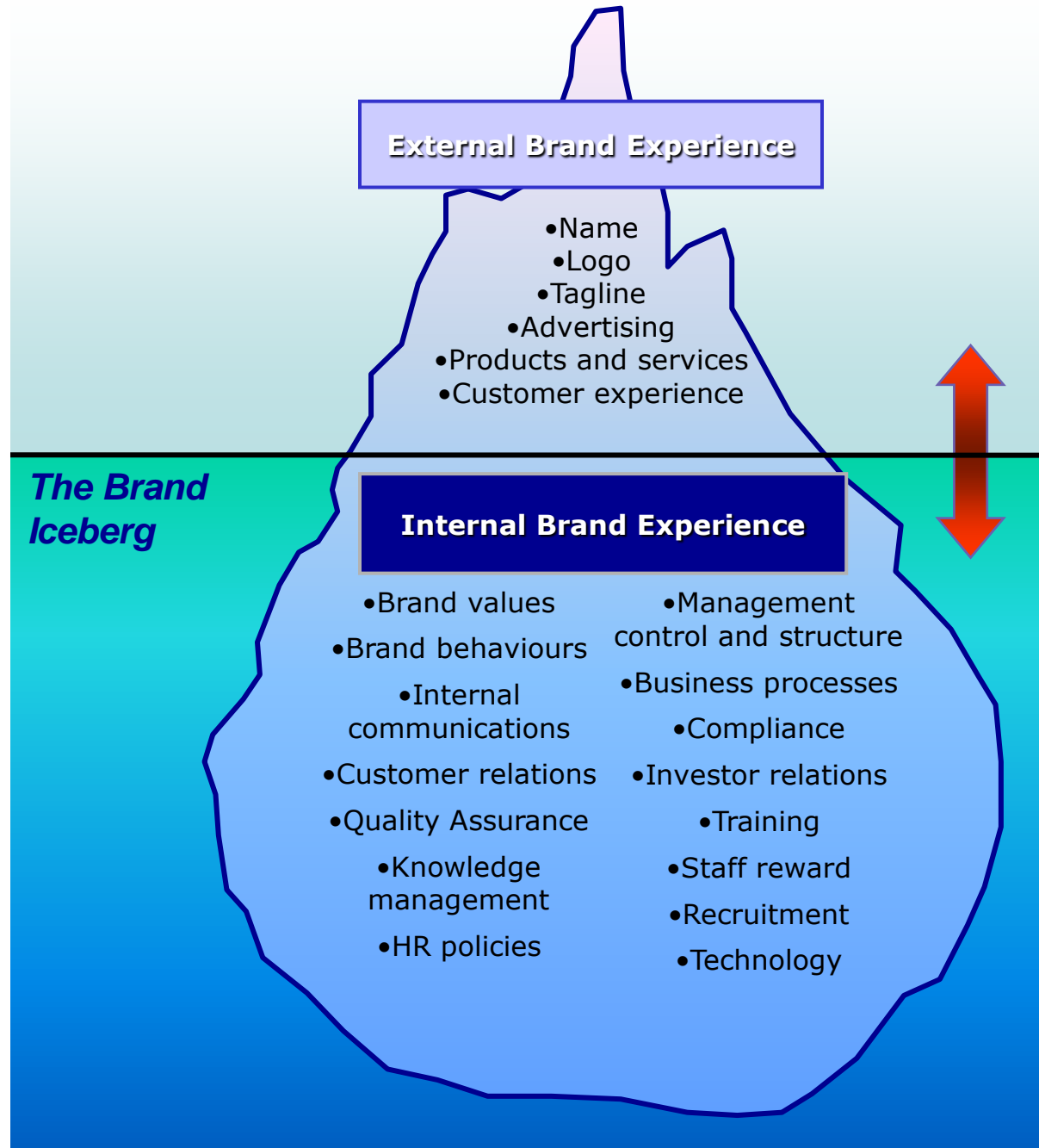
October 3, 2007

What is brand?

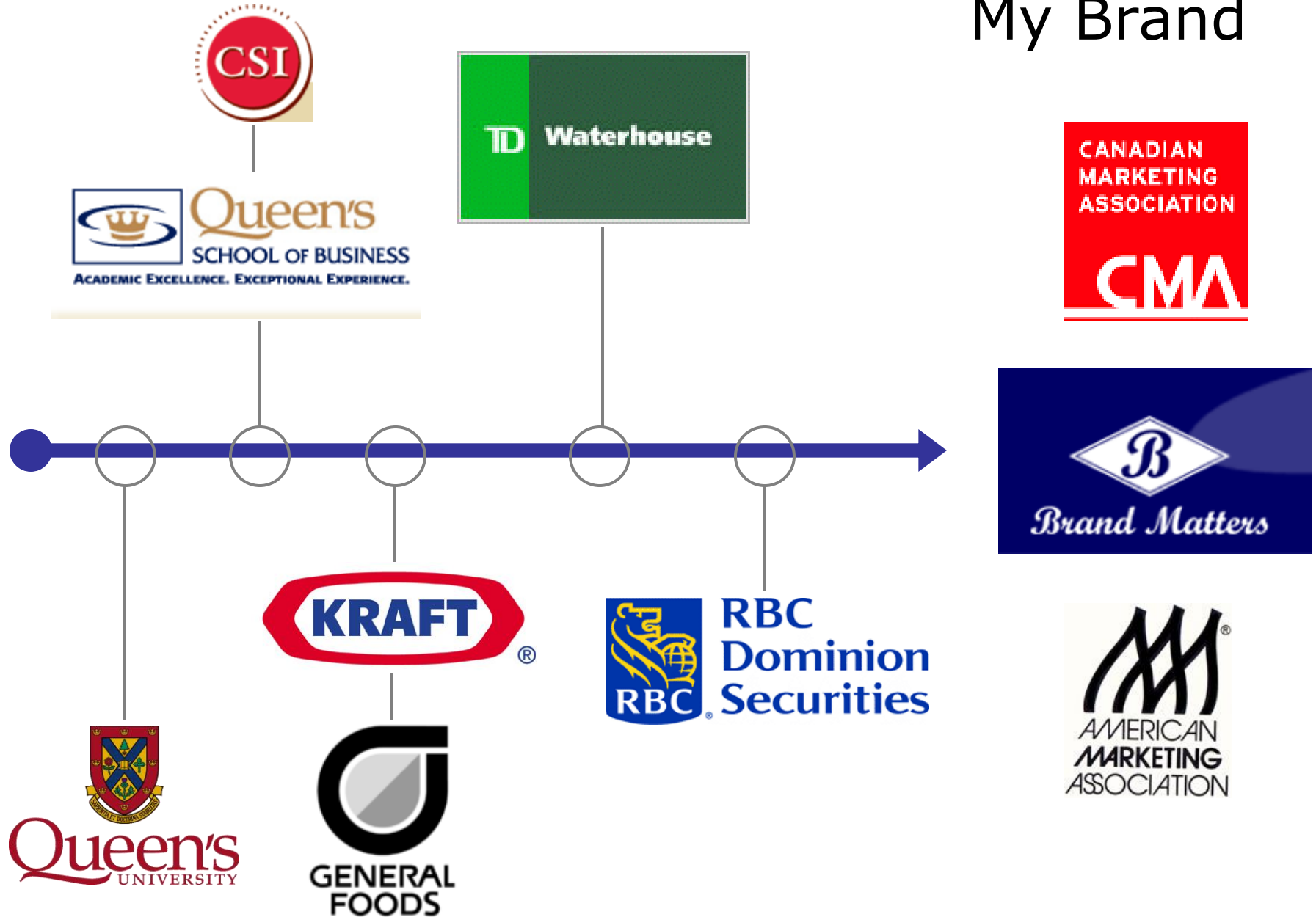
A collection of experiences.

What is brand strategy?

The purposeful creation of value through the management of these experiences by ensuring that all internal and external promises are delivered upon.



# My Brand



# FIVE Key Strategic Branding Themes

<b>Theme ONE</b>	Brand Strategy Development
<b>Theme TWO</b>	Role of Market Research
<b>Theme THREE</b>	Internal Branding
<b>Theme FOUR</b>	Successful FI Branding Tactics
<b>Theme FIVE</b>	External Partnerships

What makes for a compelling brand strategy?

- **Motivating to your customers and employees**
- **Credible**
- **Single-minded**
- **Sustainable**
- **Differentiating**
- **You must be able to deliver on this**

## Why build a compelling brand?

### External Considerations

- To successfully position your brand above your competitor's offerings,
- You must develop a brand proposition that when conveyed in marketing and advertising campaigns, will provide an attractive, unique, and relevant message to current and potential customers

### Internal Considerations

- In addition, this proposition must be realized and consistently echoed by senior executives, customer support, R&D teams, marketing staff, sales staff, and strategic partners
- It will serve as a recruiting tool

Why conduct market research?

3 key benefits:

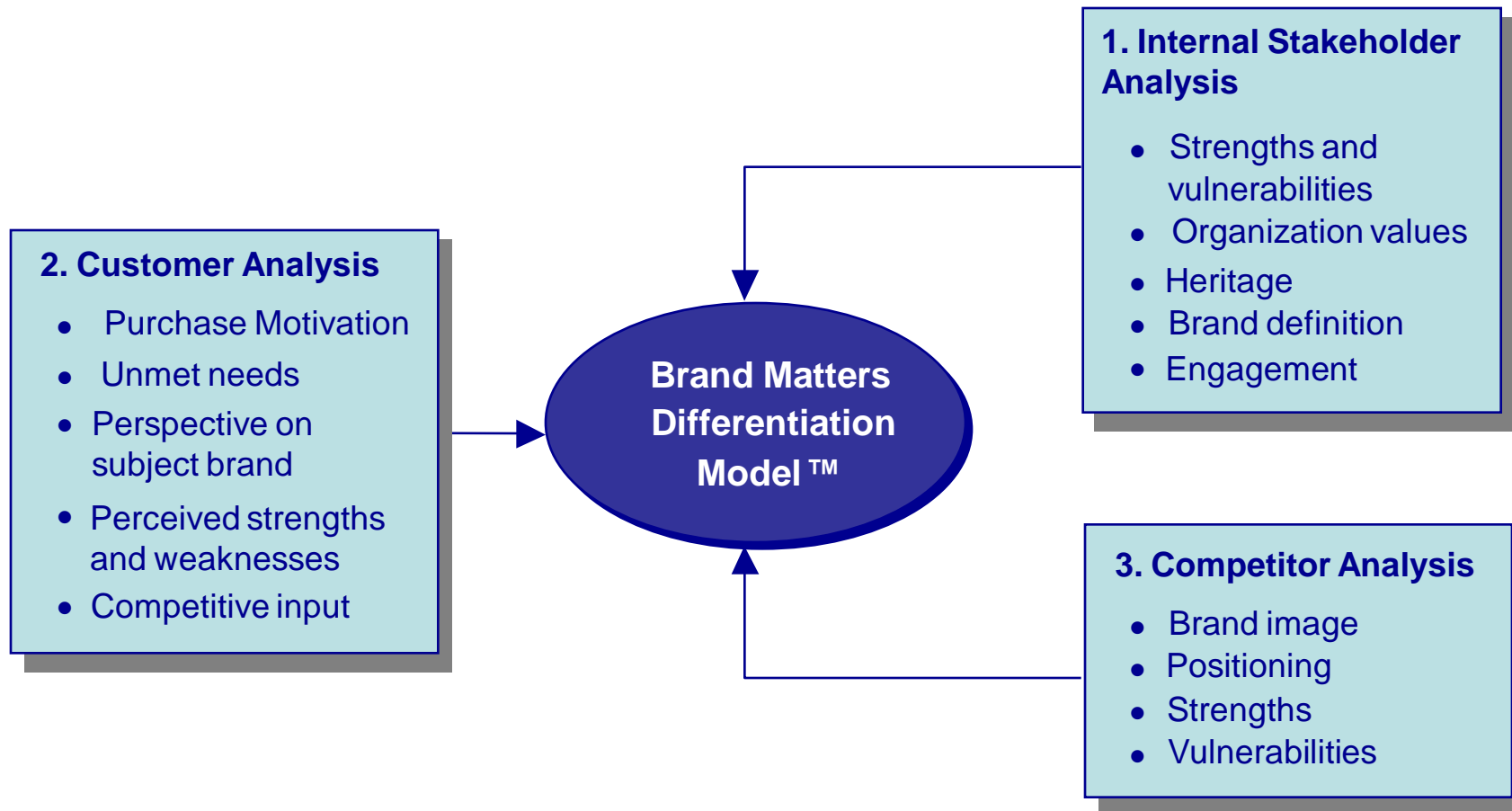
(1) Tells you what you've done,

(2) Acts as an aid to judgment,

(3) Tests what you want to do.



## Multistakeholder modelling



What kind of market research to conduct?

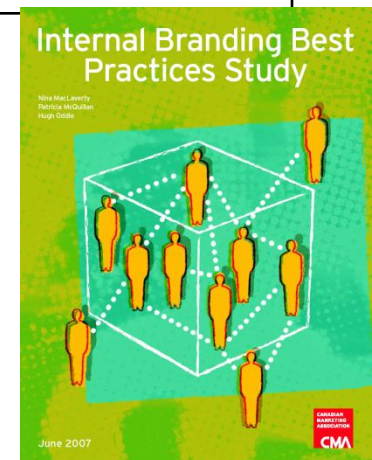
Qualitative vs. Quantitative

Internal vs. External



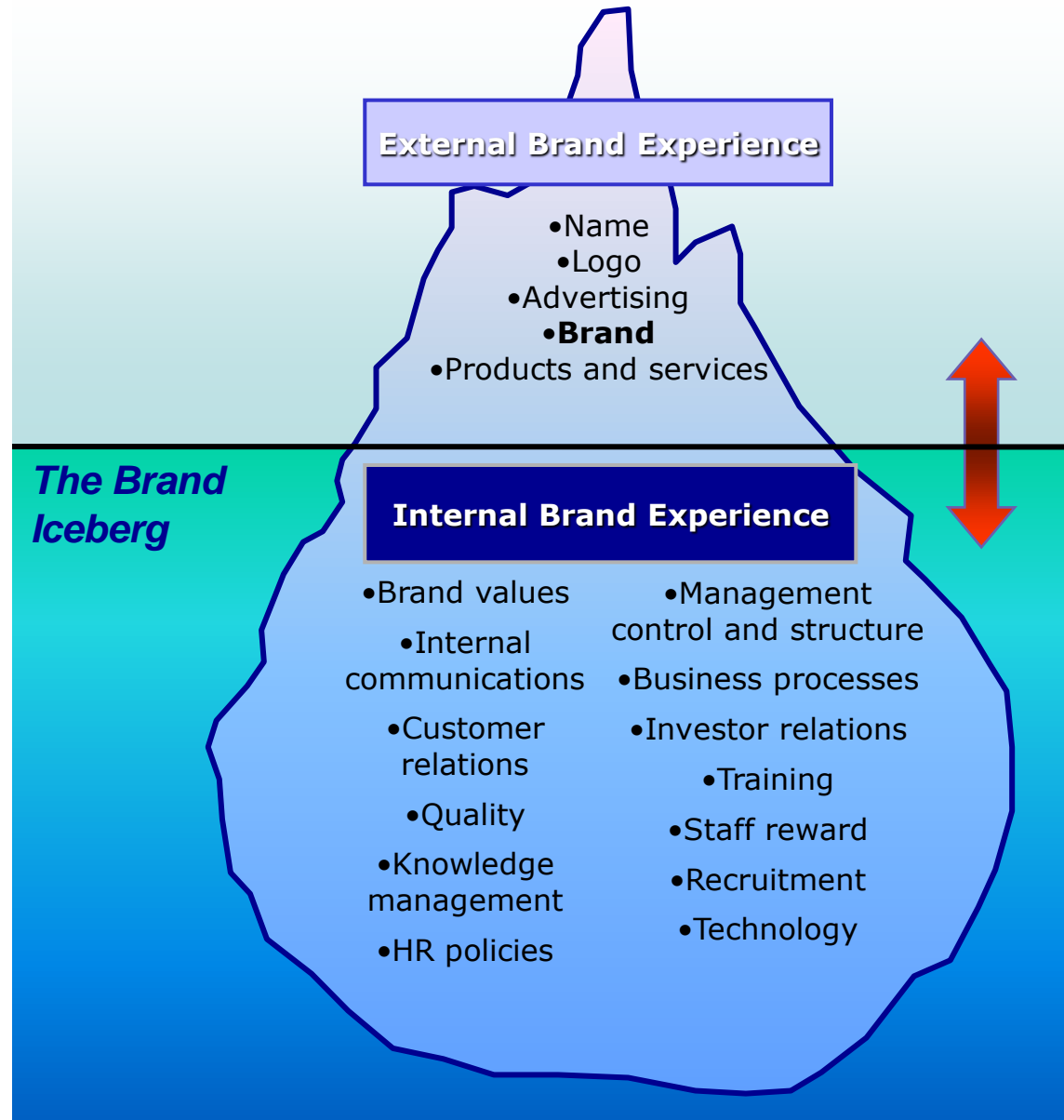
Internal branding is...

...the set of strategic processes that align and empower employees to consistently deliver 'the ultimate' branded customer experience.



The Brand Challenge = ***Internal Branding***

**Supported by clients' key business goals**



Effective sponsorships and promotions summary:

- 1) Must reach individuals' local passions
  - Relevance
  - Engagement
- 2) Must be aligned with Brand & Corporate strategies
- 3) Brand integration
  - 'Big idea' communicated consistently

How to maximize benefit from external agencies?

**Pre-Engagement**

KNOW YOURSELF – KNOW  
WHERE YOU WANT TO BE - SHARED  
PHILOSOPHY – CHEMISTRY – TRUST –  
RELATIONSHIP BUILDING

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**During Engagement**

TRANSPARENCY –  
INTEGRATION – OWNERSHIP  
– PROCESS ALIGNMENT – EMPATHY

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**Future**

RESULTS - MUTUALLY BENEFICIAL  
– LONG-TERM RELATIONSHIP – LOYAL -  
INTERTWINED



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# **Branding Questionnaire**

We'd love to hear from you!

brand-matters.com

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