



Brand Leverage: Challenging assumptions to strengthen the output

a presentation by:

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Tuesday 30th November 2010

part of the **immaculate** group



welcome to brandivity

part of the immaculate group

brandivity
sales & marketing combined

Hello, we're brandivity

Part of an award winning design and marketing facilities group formulated over 16 years ago

We bring together strategic thinking and creative excellence to empower brands, services, products and people through clever, appropriate and inspiring communication that quite simply speaks for itself

Communication is at the heart of every relationship

So whenever we help you communicate we make certain that the experience felt by all is human, professional and engaging - just like us!

challenging assumptions

to strengthen the output

Here's an assumption for you; the logo is the brand

The logo is simply a mark

Not until it consistently signals the kind of opportunities to build relationships with its audience, can it even begin to become to be a brand

But yours it not the only brand looking for recognition - It's noisy out there; How do you get yourself heard?

more than just a logo

make my logo bigger

brandivity
sales & marketing combined

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Not until it consistently signals the kind of opportunities to build relationships with its audience, can it even begin to become to be a brand

But yours it not the only brand looking for recognition - It's noisy out there; How do you get yourself heard?

We could just make the bigger...

more than just a logo

bringing your brand to life



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Not until it consistently signals the kind of opportunities to build relationships with its audience, can it even begin to become to be a brand

But yours it not the only brand looking for recognition - It's noisy out there; How do you get yourself heard?

...but we don't want to do that!

more than just a logo

bringing your brand to life



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more than just a logo

bringing your brand to life

branddivity
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Consistency builds trust

Trust builds recognition

Recognition builds awareness

Awareness builds brands

Brands build businesses

We need to consistently 'tell our story' in a way that is engaging, memorable and relevant

more than just a logo

bringing your brand to life

Does that really work?

Think of red and a soft drink...

What do you feel when you see this?...

What do you think?



And whilst we are not all 'Cokes' or of this world, we can be recognised for what we offer within our own market place if we do not underestimate the power of consistency

more than just a logo

bringing your brand to life

branddivity
sales & marketing combined



And whilst we are not all ‘Cokes’ or of this world, we can be recognised for what we offer within our own market place if we do not under estimate the power of consistency

challenging assumptions

to strengthen the output

Because we are all human

A simple truth that's often lost in business

We never lose sight of it, because it's only human for people to respond positively to experiences that they can relate to.

People respond to positive experiences.

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Brand leverage: definition

A brand can grow quickly if its owner builds on the foundation of performance, personality, and presence to create innovative strategies for expansion through focus or diversification.

Source: McKinsey Quarterly - MAY 1999 • DAVID C. COURT, MARK G. LEITER, AND MARK A. LOCH

challenging assumptions

to strengthen the output

Brand leverage means using the initial brand platform to move into new opportunities

Brands can be:

- Focused - eg Gillette
- Diversified - eg Virgin

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to strengthen the output

Strategy for Diversified Brands

- Find and consistently reinforce the golden thread that links the business - eg Sony
- For Sony, the simple, elegant design of all its products is the golden thread. Design defines a core part of the brand's personality and ensures that customers always experience the brand in a consistent way.

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to strengthen the output

Sony diversification



TV & Home Cinema

- BRAVIA TV
- Home Cinema
- DVD & Blu-ray Disc™
- Projectors



Cameras & camcorders

- Compact Cameras
- DSLR & NEX-5/NEX-3 Cameras
- Camcorders
- bloggie™ cameras
- Photo frames & printers
- Accessories



VAIO and Computing

- Laptops & All-in-one desktops
- Business Laptops
- Customisable Laptops
- VAIO accessories
- VAIO Software
- VAIO Services
- Discover VAIO



Reader eBook

- Reader eBook
- Reader accessories



Home Audio

- Hi-Fi Systems
- Hi-Fi separates
- Made for iPod
- Radios, clock radios & DAB



Portable Audio

- WALKMAN® MP3 & MP4 video
- Rolly™
- Personal CD, MD & tape
- Portable CD & tape radios
- Voice Recorders
- Portable Radio
- Made for iPod



PlayStation®

- PlayStation® 3
- PSP™
- PlayStation® Network
- Coming Soon



Memory, discs & batteries

- Memory Cards
- Blu-ray Discs™
- USB flash drives
- CDs & floppy discs
- DVDs
- 8cm DVD
- Camcorder tapes - VHS
- Audio media
- Batteries & chargers
- CD - DVD accessories



Headphones

- Anywhere
- Active
- Travel
- Bluetooth®
- Headsets
- Hi-Fi & Home entertainment
- EXTRA BASS & DJ



Car audio

- In-car navigation
- Head units
- In-car multimedia
- Speakers & subwoofers
- Amplifiers
- Marine audio
- GPS



Accessories

- TV & Home Cinema
- Camera & Camcorder
- VAIO accessories
- Home Audio
- Portable Audio
- Made for iPod
- Car Audio
- Mobile Phone
- PlayStation®
- Other Accessories



Other Sony sites

- Sony Computer Entertainment
- Sony Ericsson
- Sony Music
- Sony Pictures
- Sony Card

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Strategy for Focused Brands

- Own the category and lead in its development - eg Levis, Hoover, Viagra
- Establish the brand as truly pervasive by ‘swarming’ sales channels - eg Coca Cola

challenging assumptions

to strengthen the output



Coca-cola's marketing channels



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What are the Top 10 Global Brands?

+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%

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to strengthen the output

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So what if you're not Coca-Cola, IBM or Virgin?...

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How to utilize your brand to see direct commercial reality and return on investment?...

a case study for Stilnoct

challenging assumptions to strengthen the output

case study in maximising branding to leverage sales

Stilnoct (zolpidem)



a case study for Stilnoct

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Stilnoct (zolpidem) case study

Client perspective – Lisa Hansen

group product manager for CNS division, sanofi-aventis
UK

Agency perspective – Phil Staff

creative director for Brandivity & immaculate

a case study for Stilnoct

challenging assumptions to strengthen the output

Stilnoct (zolpidem) – background to project

- sanofi-aventis pharmaceutical product
- ‘hypnotic’ – prescription only drug for insomnia
- launched in 1990 – was coming to the end of its exclusive UK patent
- already crowded market place - key competitors benzodiazepines (eg. Temazepam and Zopiclone)
- multiple ‘generic’ competition also poised to enter the market following patent expiry

a case study for Stilnoct

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Stilnoct (zolpidem) – background to project

- target audience: 42,000x UK Doctors/GPs
- disappointing sales achieved
- not a new or interesting treatment area
- UK sales force of 50 direct to Doctors/GPs
- low access to Doctors by sales force (too busy/no need to see them)

a case study for Stilnoct

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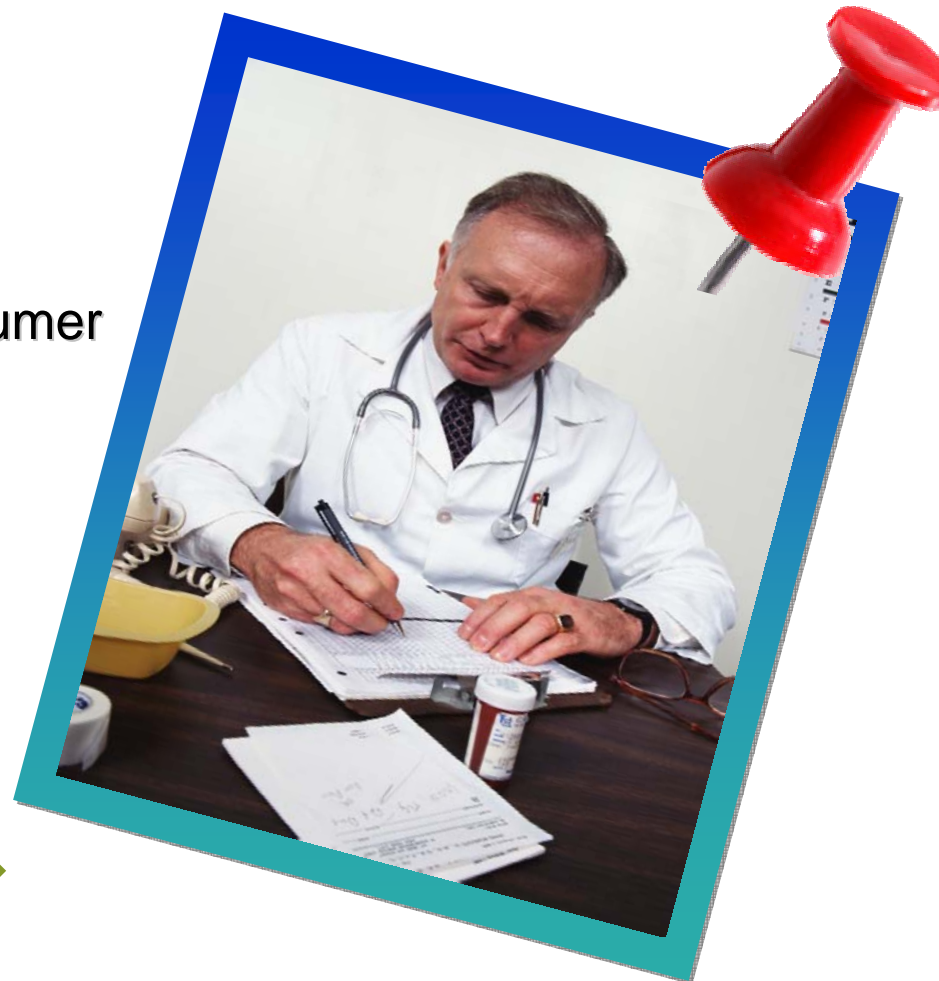
target audience understanding: Over Communication!

Direct mail ►

Direct to consumer advertising ►

Requests from patients ►

Rep detailing ►



Prescribing guidelines & protocols

Journal ads

Key opinion leaders

Medical education

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TOO MANY MESSAGES!!!!

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Stilnoct (zolpidem) – background to project

- creative pitch between 3 agencies
- needed to demonstrate not only creativity through concepts, but also commercial reality of campaign

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Brief

1. with generic competition poised to flood into the market place, create some brand loyalty/name recall, for doctors to prescribe 'Stilnoct' rather than 'zolpidem' in order to slow the expected loss in market share and hold onto sales!
2. to try to encourage access to/meetings with doctors for the sales force
3. plus motivate and revitalize the sales force to encourage prescription of 'Stilnoct'

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previous marketing activities

- existing identity in market place for many years
- previous campaigns has used a visually memorable character, in red and white striped pyjamas called 'Sidney'!
- Doctors had been sent marketing materials previously via post and sales force

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further background to brief

- further key ingredients to add into the mix...

a client who was willing to be open minded, allowing the agency to experiment and push the boundaries within their market place

open communication between client and agency, to share ideas, brainstorming & market experience

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key decisions made at brainstorming stage

- strong 'Cut Through' required due to existing over communication to target audience
- treatment area was non-sensitive, so we could push the boundaries further and even use humour
- whilst strict guidelines had to be followed, B2C thinking could be brought in and used on a traditional B2B target audience
- reference to previous campaign a benefit to help consistency, but a fresh new campaign essential

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Existing branding attribute

‘Sidney’ - the key brand visual



STILNOCT 10mg
zolpidem

The logo for Stilnoct 10mg zolpidem features the brand name 'STILNOCT' in a blue serif font, with the letter 'O' replaced by a stylized blue planet with white stars. To the right, '10mg' is written in a red, italicized serif font. Below this, the word 'zolpidem' is written in a white, lowercase sans-serif font on a solid blue rectangular background.

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newly developed caricature



visual reference
to aid recall &
consistency

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key part of the brief

- Create brand loyalty and brand name recall in target audience...

by creating a headline and lead for campaign that uses the brand name in a play on words!

Still Not Sleeping – problems not using the product

Stilnoct Sleeping – a perfect night's sleep!

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STILNOCT Prescribing Information: Presentation: Tablets containing 10mg or 20mg stilnoxilium. Indications: Short-term treatment of insomnia. A course of treatment should not exceed 6 weeks. Dosage: Adults: 10mg/15mg. Elderly or debilitated patients: 5mg/10mg. Stilnoxilium should be taken immediately before retiring, or in bed. Children should not be used. Contraindications: Hypersensitivity to stilnoxilium, substance abuse, respiratory depression, respiratory depression, severe hepatic insufficiency, acute pulmonary insufficiency, respiratory depression or periodic breathing. Precautions and warnings: Underlying factors of insomnia should be treated before use whenever possible. Caution should be used in patients with depression or a history of drug or alcohol abuse. If psychiatric/psychological reactions occur, treatment should be discontinued (more likely in the elderly). Loss of efficacy may occur after a few weeks. Use of benzodiazepines or benzodiazepine-like products may cause physical and/or psychic dependence, withdrawal symptoms following abrupt discontinuation of therapy, rebound insomnia, anterograde amnesia and anxiety on withdrawal of treatment. Stilnoxilium should be avoided in patients with a history of alcoholism. In the morning, preparation and activities should be avoided. Drug Interactions: Cimetidine (1mg/kg) intake with stilnoxilium is not recommended. Use with caution in patients taking CNS depressants and drugs which inhibit certain hepatic enzymes (cyclosporin, Aggral). Side Effects: Drowsiness, ataxia, dizziness, headache, nausea and vertigo. Cardiovascular effects: Tachycardia. Product Licence Numbers: Stilnoxilium 10mg/15mg, Stilnoxilium 20mg/30mg. Further information is available from the Marketing Authorisation Holder: Sanofi-Synthelabo, PO Box 100, Cuxford, Haringey, London N15 2JX. Tel: 0203 733333 Fax: 0203 733333. Basis: MHRA: Stilnoxilium (mg) (tablets) 10mg/15mg, Stilnoxilium (mg) (tablets) 20mg/30mg. Date of preparation: January 2010. Reference: G. Hermann et al. Journal of International Medical Research 1999; 27(1): 41-46. Acta Therapeutica 1999; 36: 77-86.

STILNOCT 10mg
RESTORES A NATURAL SLEEP PATTERN
sanofi-synthelabo

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- brand development -
- campaign strategy -
- campaign roll out -
- literature -
- support materials -
- direct marketing -
- campaign development -

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The sheep went on to form a boy pop band ►

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Introducing Baazone...

with Roaming Bleating



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brand development -
campaign strategy -
campaign roll out -
literature -
support materials -
direct marketing -
campaign development -

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Outcomes for Stilnoct

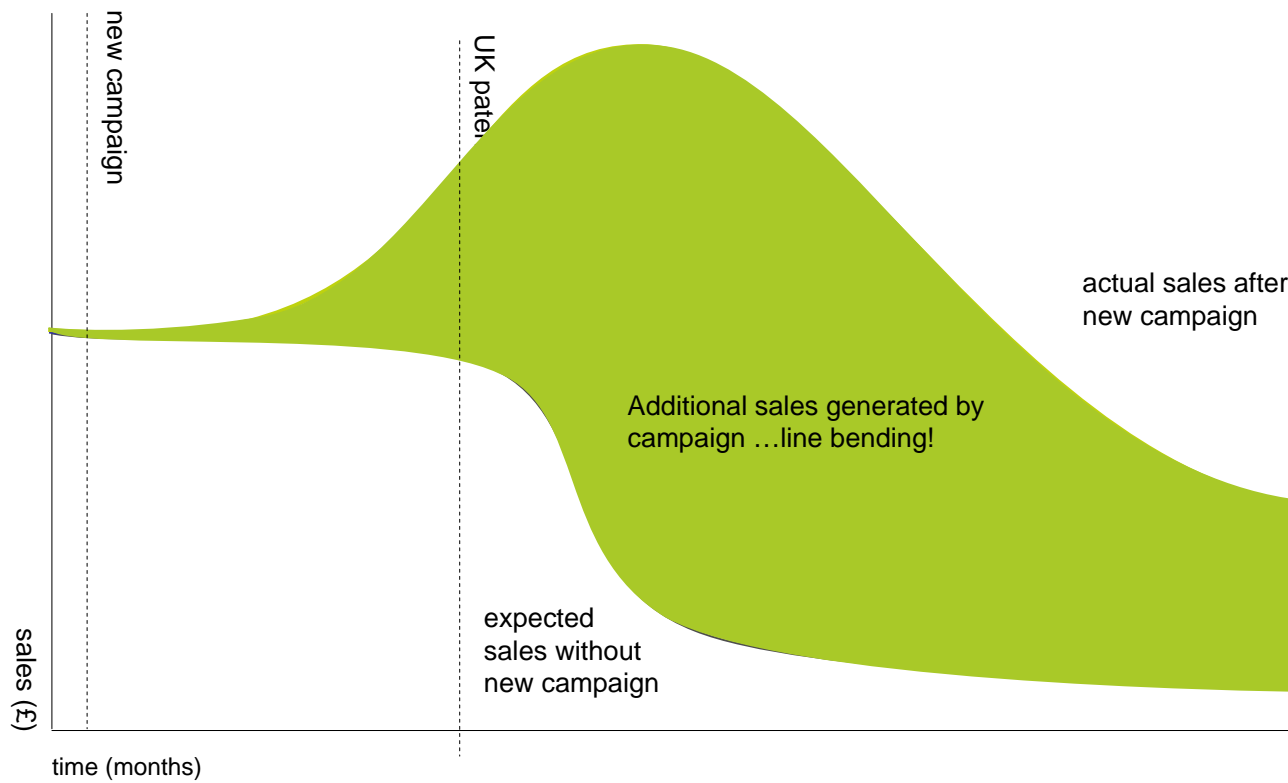
- 24% response to 42,000 UK GP mailing list & added new impetus to campaign
- new materials extremely well received by sales force & GPs
- hugely increased sales force access to GPs with response piece
- not only slowed decline in sales, but increased sales before & after expiry
- greatly exceeded expected sales targets
- ROI of approx 600% (detailed in next slide)
- high % of GP script post patent expiry in UK
- 4 marketing awards including Royal Mail DMA & PM award
- extended campaign for Ireland



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What can you take from this?

- understand your audience
- remember your audience are human and live in today's real world
- be brave, be bold - don't be afraid to try!
- Remember we all like to smile & laugh – even in business! It has been proven that a humorous statement is better remembered by the brain

contact us

get in touch

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thank you

If you have any further questions please contact:

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