



# BRANDS vs TECHNOLOGIES



**BRAND IS AN  
IDENTITY**



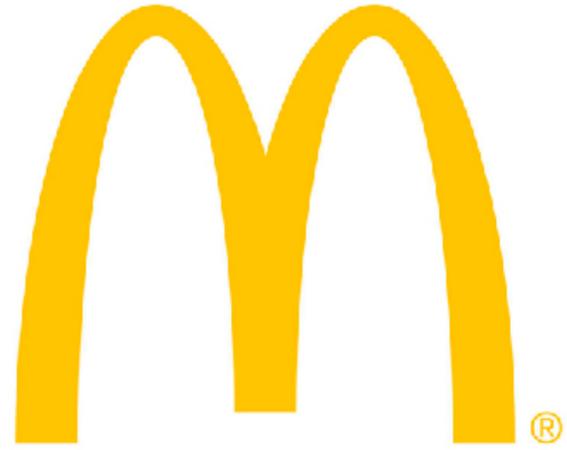
*Birra*



*dal 1846*



**BRANDS IS A  
PROMISE**



**i'm lovin' it<sup>®</sup>**

**NOKIA**  
Connecting People



**Билайн<sup>®</sup>**  
живи на яркой стороне

**HSBC**   
The world's local bank





WHERE  
MAXIMUM  
PERFORMANCE  
LIVES

**maxell**  
www.maxell.com

THEIR TIME  
OUR TIME

**RAGTIME**  
THE MUSICAL

"THIS FEEL-GOOD MUSICAL  
IS A PHENOMENON!"

A WORLDWIDE  
MEGA-HIT

THE WORLD'S BEST  
POPULAR MUSIC!

WITH JOHNSON & JOHNSON  
**MAMMA  
MIA!**

THE SHARPEY MICAL COLLABORATION

IN WINTER GARDEN THEATRE  
1454 BROADWAY AT 54TH STREET

TOUS

2007  
**TOSHIBA**

**American Lager**

**EVOLTA**  
State of the Art

**YAHOO!**

**PENNS SANCHEZ**

SAT. DECEMBER 12  
LIVE ON PAY-PER-VIEW

**Kodak**

**Kodak**

It's time to smile!

ABOUT  
**WHITE  
CHRISTMAS**

# ADVERTISERS ARE THE KINGS





**BRANDS IS A  
DELIVERED PROMISE**



## BRAND PROMISE



## BRAND EXPERIENCE





<b>BMW</b>	
<a href="http://bmwusa.com">bmwusa.com</a> 1-800-334-4BMW	<b>The Ultimate Driving Machine®</b>

# JOY IS IMPATIENT.

**BMW EfficientDynamics**   
Less emissions. More driving pleasure.

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**BRAND IS THE  
VALUE**



	TANGIBLES	BRAND	OTHER INTANGIBLES
<b>Pharmaceutical</b>	<b>10%</b>	<b>5%</b>	<b>85%</b>
<b>Industrial</b>	<b>70%</b>	<b>15%</b>	<b>15%</b>
<b>Utilities</b>	<b>60%</b>	<b>25%</b>	<b>15%</b>
<b>Financial Services</b>	<b>35%</b>	<b>25%</b>	<b>40%</b>
<b>Info Tech</b>	<b>20%</b>	<b>25%</b>	<b>55%</b>
<b>Automotive</b>	<b>50%</b>	<b>35%</b>	<b>15%</b>
<b>Retail</b>	<b>25%</b>	<b>50%</b>	<b>25%</b>
<b>Food and Drink</b>	<b>15%</b>	<b>60%</b>	<b>15%</b>
<b>Luxury Goods</b>	<b>25%</b>	<b>70%</b>	<b>5%</b>

Interbrand



**DIGITAL AGE**





**DIGITAL  
MAKES US  
DISORIENTED**

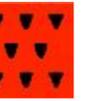






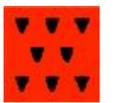


**THE WAY PEOPLE CONSUME CONTENT,  
SERVICES AND PRODUCTS IS CHANGING.  
SO COMPANIES SHOULD CHANGE THE WAY  
THEY PRODUCE, DELIVER, COMMUNICATE.**

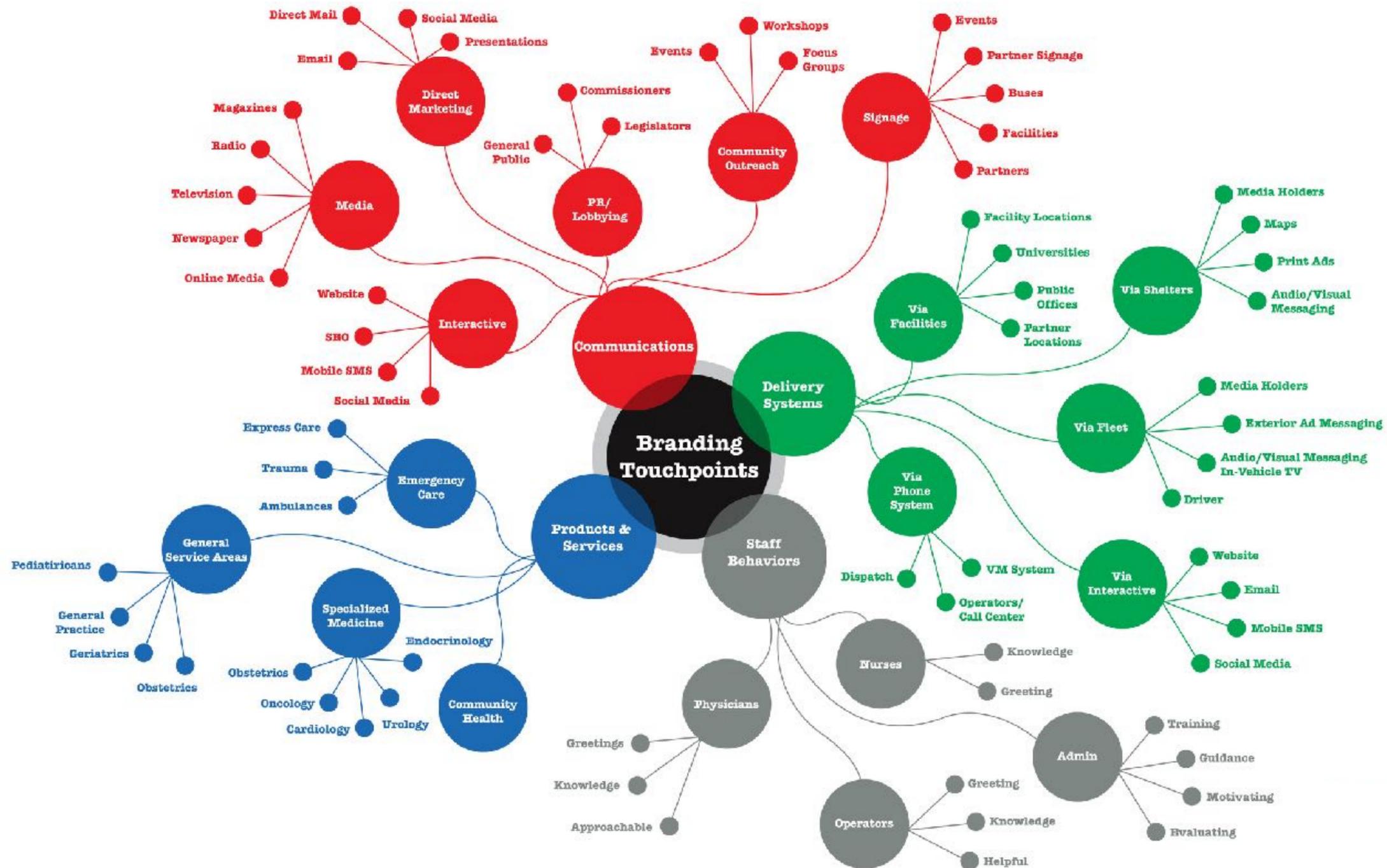


## OLD CUSTOMER JOURNEY





# NEW CUSTOMER JOURNEY



A large, stylized green Android robot logo is centered on the slide. The robot is composed of several horizontal bars of varying lengths, with two antennae on top and two legs at the bottom. The text "Welcome to fragmented reality !" is overlaid on the robot's body.

**Welcome to fragmented reality !**



**MORE TOUCH-POINTS**  
**LESS TIME FOR CONTACTS**  
**DISTRACTED ATTENTION**  
**ALWAYS CHANGING**



**CUSTOMERS NOW ARE LOYAL TO  
EXPERIENCES, NOT TO COMPANIES,  
PRODUCTS OR BRANDS**



**FROM**

**HOW TO DEVELOP  
UNIQUE BRAND**

**TO**

**HOW TO BUILD AND  
MAINTAIN UNIQUE CUSTOMER  
EXPERIENCE**



# HOW TO BUILD AND MAINTAIN UNIQUE CUSTOMER EXPERIENCE ?





# DIGITAL TRANSFORMATION



# THE SIX STAGES OF DIGITAL TRANSFORMATION



## **BUSINESS AS USUAL:**

Organizations operate with a familiar legacy perspective of customers, processes, metrics, business models, and technology, believing that it remains the solution to digital relevance.



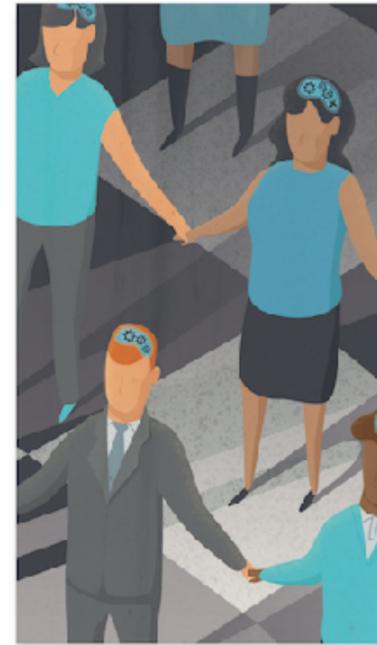
## **PRESENT AND ACTIVE:**

Pockets of experimentation are driving digital literacy and creativity, albeit disparately, throughout the organization while aiming to improve and amplify specific touch-points and processes.



## **FORMALIZED:**

Experimentation becomes intentional while executing at more promising and capable levels. Initiatives become bolder and, as a result, change agents seek executive support for new resources and technology.



## **STRATEGIC:**

Individual groups recognize the strength in collaboration as their research, work, and shared insights contribute to new strategic roadmaps that plan for digital transformation ownership, efforts, and investments.



## **CONVERGED:**

A dedicated digital transformation team forms to guide strategy and operations based on business and customer-centric goals. The new infrastructure of the organization takes shape as roles, expertise, models, processes, and systems to support transformation



## **INNOVATIVE AND ADAPTIVE:**

Digital transformation becomes a way of business as executives and strategists recognize that change is constant. A new ecosystem is established to identify and act upon technology and market trends in pilot and, eventually, at scale.

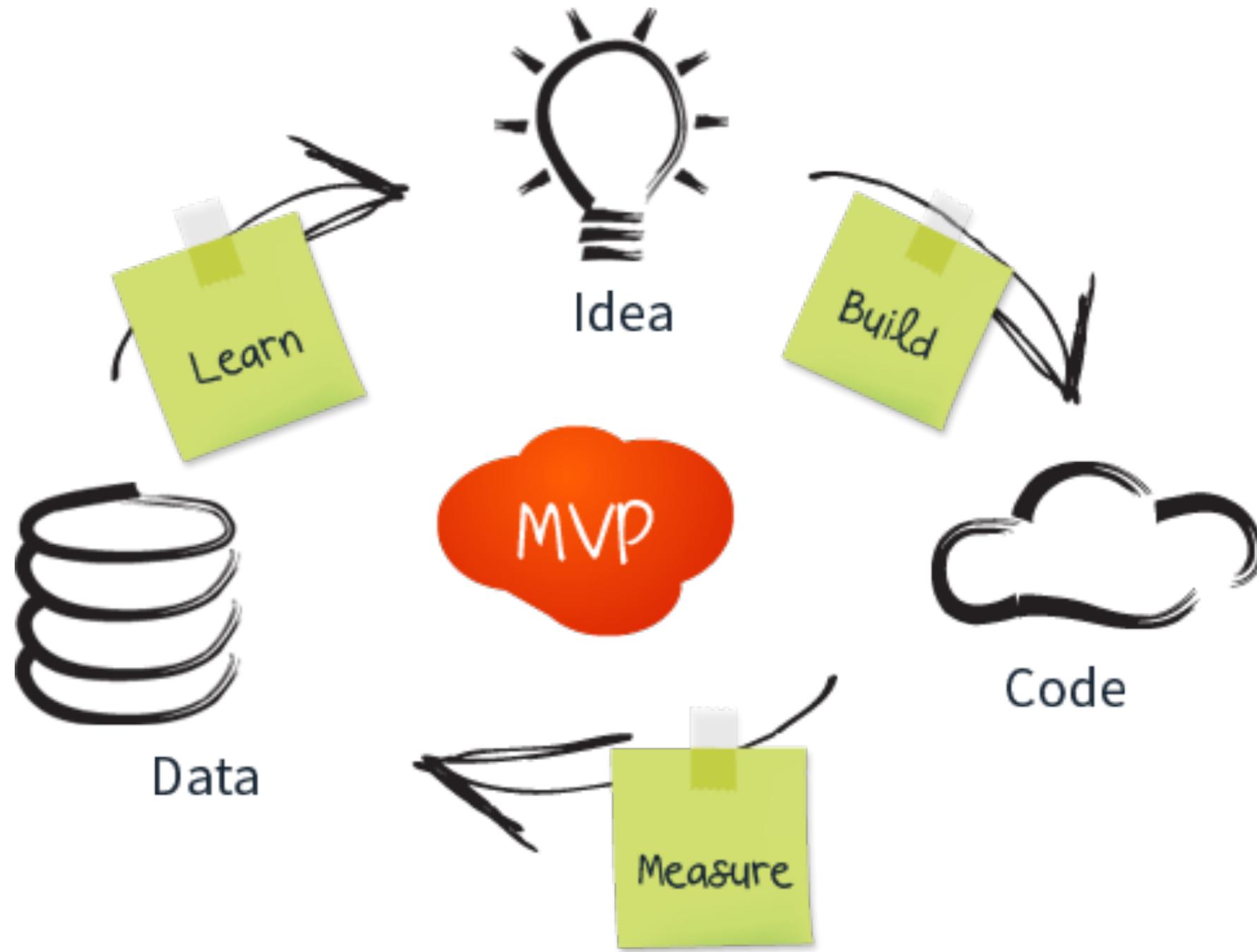


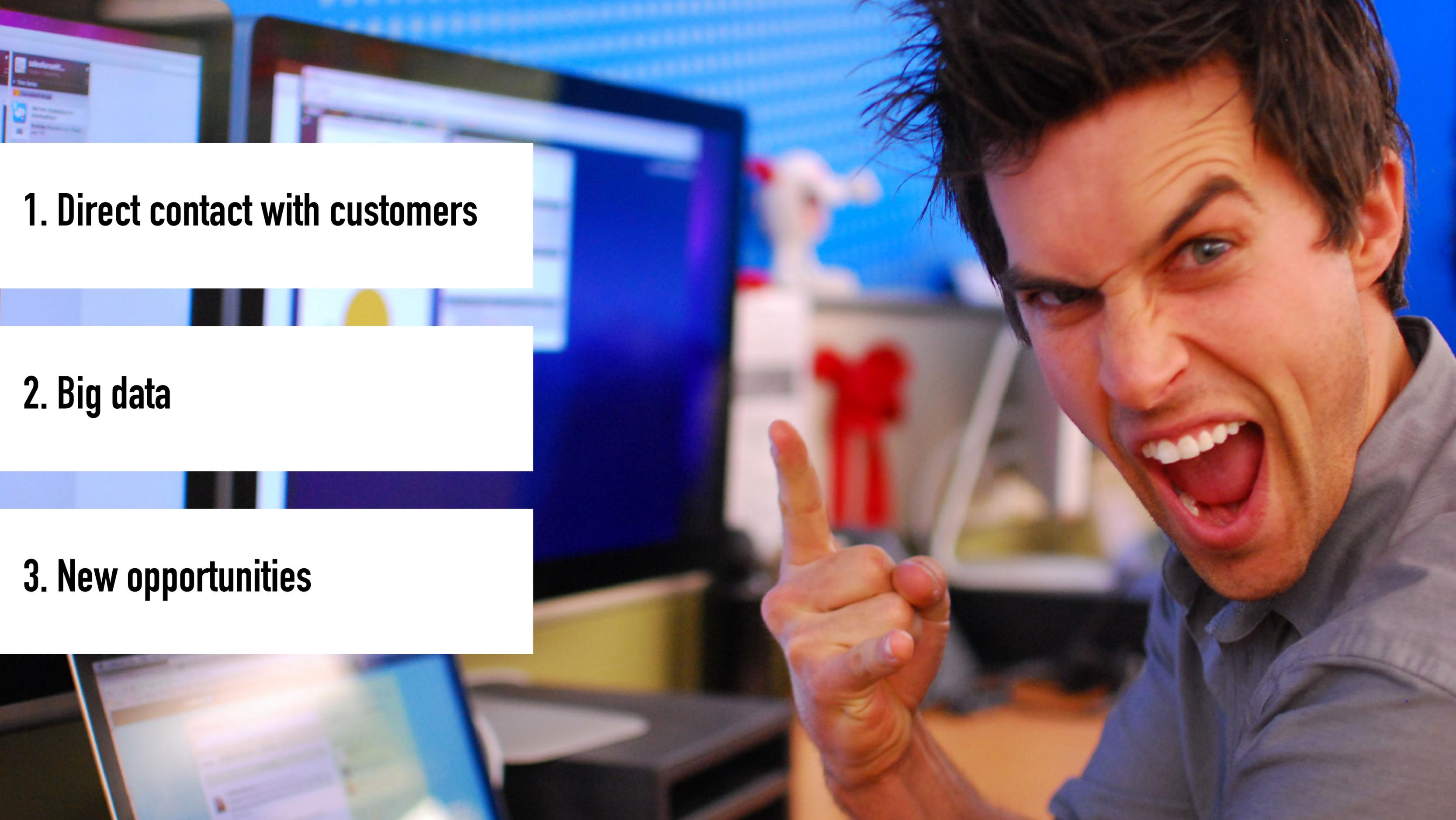
**CHIEF DIGITAL OFFICER  
IS A KING**



**IN TODAY'S FAST-PACED, MULTICHANNEL WORLD,  
MARKETERS NO LONGER HAVE THE LUXURY TO SPEND  
MONTHS AND CRAFTING LARGE PROJECTS**

**THEY MUST INNOVATE AND PRODUCE ON THE FLY AND  
RESPOND IMMEDIATELY TO MARKET DISRUPTIONS**



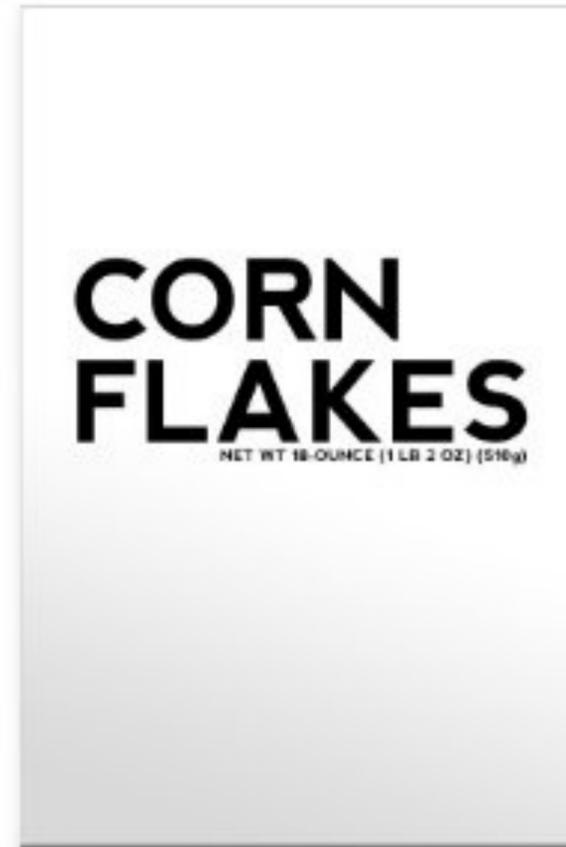


**1. Direct contact with customers**

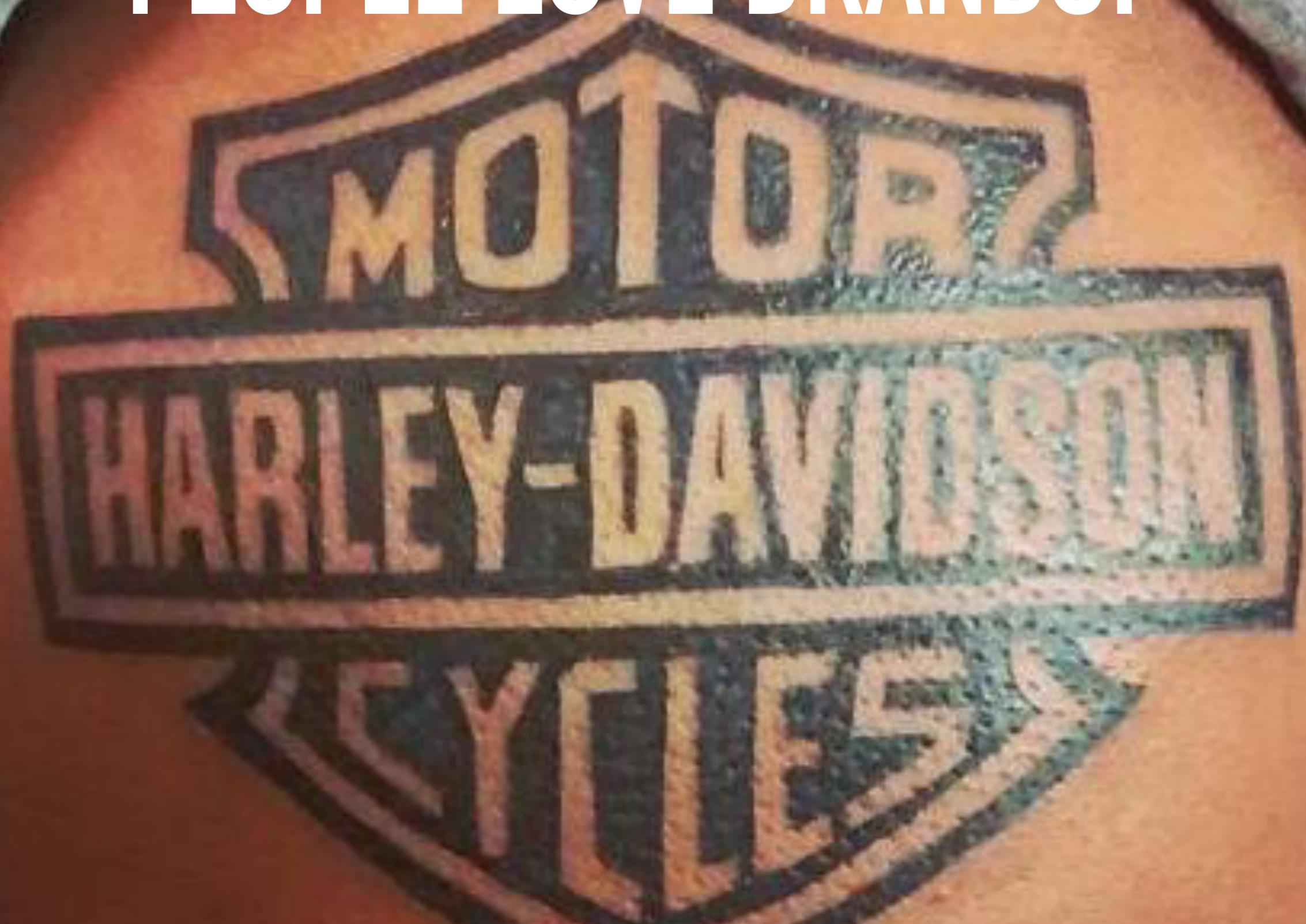
**2. Big data**

**3. New opportunities**

# NO BRANDS



**PEOPLE LOVE BRANDS!**





**EVOLVE OR DIE**



**HOW TO BUILD BRANDS IN THE  
WORLD WHERE **CHANGES** IS  
**THE ONLY ONE CONSTANT ?****