

An Overview for the IEDC 2018 Economic Future Forum









Branding is the public's perception of your product or service, i.e. YOUR REPUTATION.

amazon

Your **brand** is what other people say about you when you're not in the room. **—JEFF BEZOS**





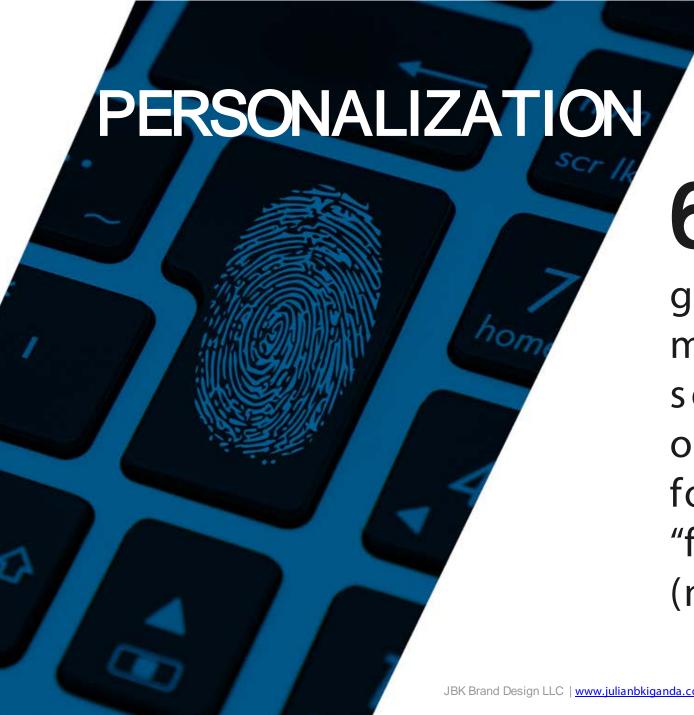
- 1. Memorable
- 2. Compelling
- 3. Authentic
- 4. Consistent
- 5. Connects (Relevant)
- 6. Clear





1. Personalization 2. Internal **Brand Culture** 3. Data + **Automation** 4. Meaning & Authenticity 5. Re-Imagine **Diversity**





60%

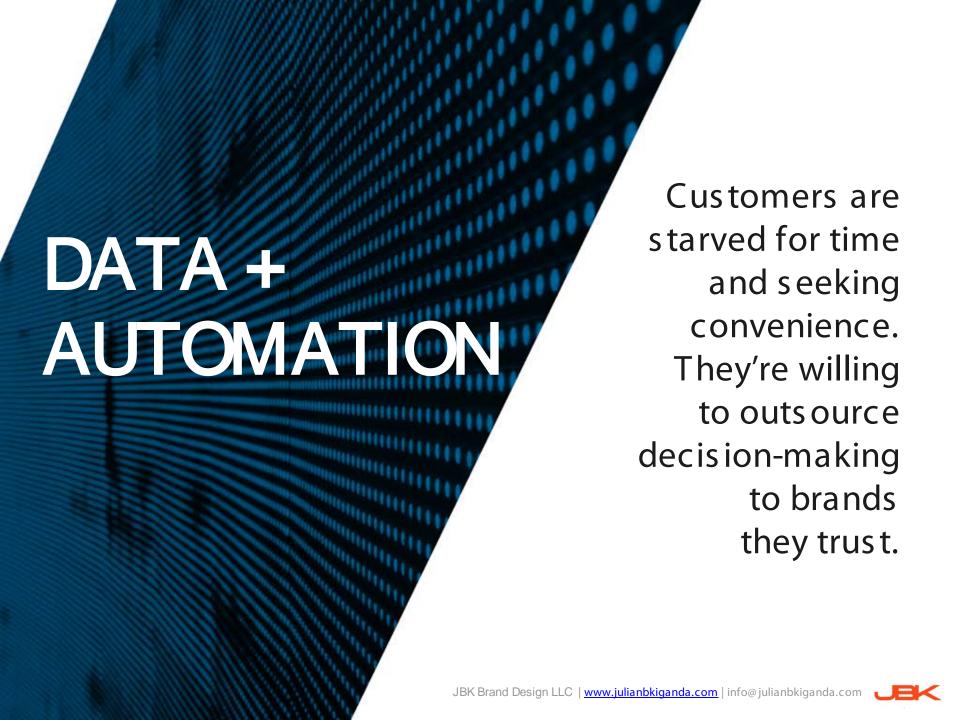
growth in mobile searches on Google for terms "for me". (near me)

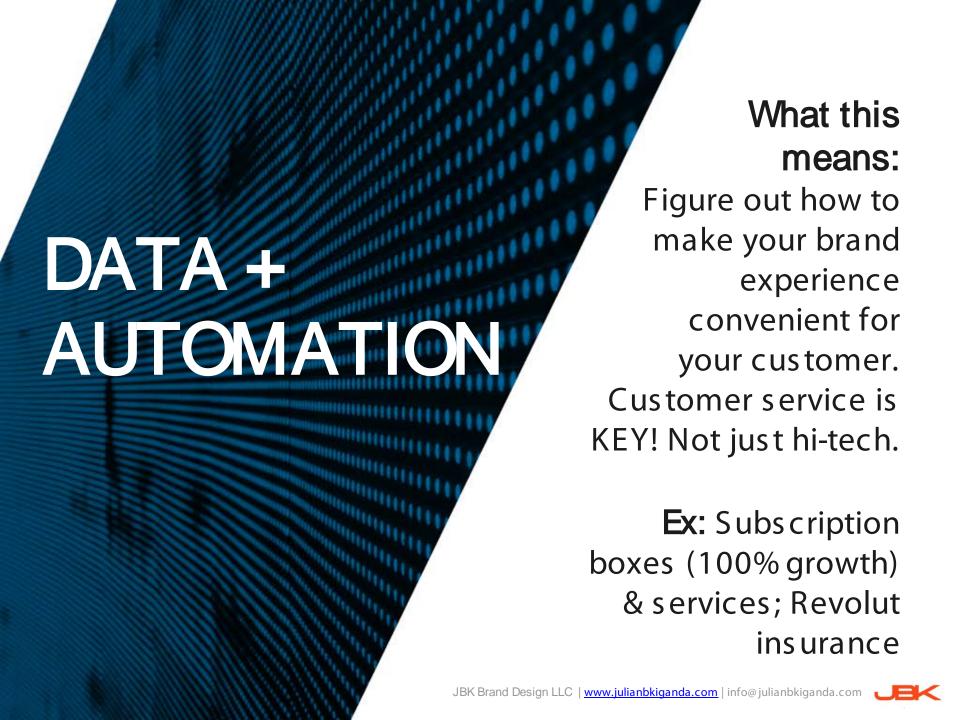














60% of millennials seek employers with a clear purpose.

74% were satisfied with their jobs if they felt their work was meaningful to themselves, the company, and the community.

66% of consumers claim to be willing to pay more for products from more socially responsible companies.

Brands with a purpose set on improving our quality of life outperform the

stock market by 120%.

Interbrana



What this means:

Clearly articulate your mission, values, and purpose. Incorporate them into your brand story.

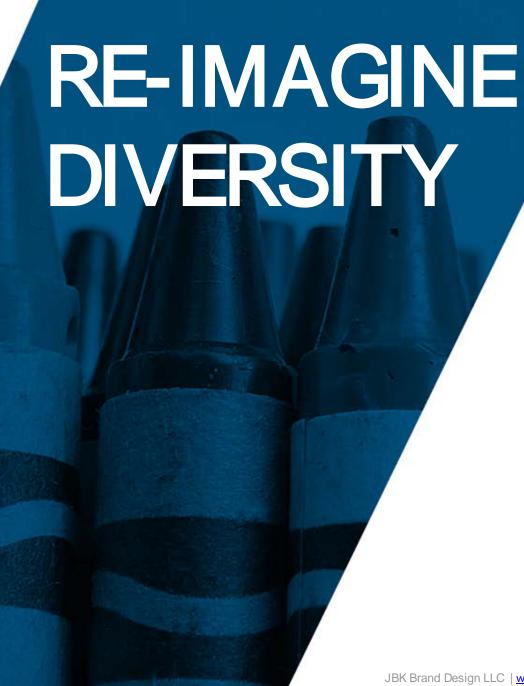
Ex: TOMS shoes; Patagonia 1%; CCPL—engage, discover, learn





Globalization and changing demographics require brands to cater to everyone including traditionally marginalized groups.





What this means:

Paying lip service to diversity initiatives is not enough.

Brands have to integrate diversity into their culture.

Ex: Google memo; spending habits of older Americans; Black Panther effect









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