

BUILDING YOUR BRAND FOR THE FUTURE

An Overview for the IEDC 2018 Economic Future Forum

WHAT IS BRANDING?





WHAT IS BRANDING?

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



WHAT A GREAT BRAND IS/DOES

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

The background of the slide is a dark, angled view of a computer screen displaying financial data. It features several line graphs with orange and white lines, and tables of numbers. The overall color scheme is dark with orange and white highlights.

5 KEY TRENDS IN RETAIL TO APPLY TO YOUR BRAND

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



PERSONALIZATION

60%
growth in
mobile
searches
on Google
for terms
“for me”.
(near me)



PERSONALIZATION

What this means:
Know your customer deeply and provide relevant experiences for them. CX => IX

Ex: Walmart tech for shoppers; Netflix recommendations; Knorr recipes on IG



INTERNAL BRAND CULTURE

Your internal culture is more visible to the public. Customers want transparency and seek to engage with brands that have better internal cultures for their people.



INTERNAL BRAND CULTURE

**What this
means:**

Build an internal culture that humanizes your brand and shows you care about your people.

Ex: Amazon Career Choice Initiative;
Taco Bell tuition reimbursement

DATA + AUTOMATION

Customers are starved for time and seeking convenience. They're willing to outsource decision-making to brands they trust.

DATA + AUTOMATION

**What this
means:**

Figure out how to
make your brand
experience
convenient for
your customer.
Customer service is
KEY! Not just hi-tech.

Ex: Subscription
boxes (100% growth)
& services; Revolut
insurance



PURPOSE + MEANING

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%**.

Interbrano



PURPOSE + MEANING

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



RE-IMAGINE DIVERSITY

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



RE-IMAGINE DIVERSITY

**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

NOW WHAT?

1. Survey customers and stakeholders.
2. Improve customer experience.
3. Improve internal culture.
4. Express brand values and brand positioning clearly.
5. Tell better stories.
6. Consider rebranding.



Let excellence
be your brand.
When you are
excellent, you
become
unforgettable.
—OPRAH WINFREY

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