

Thoughts on Globalization and Branding



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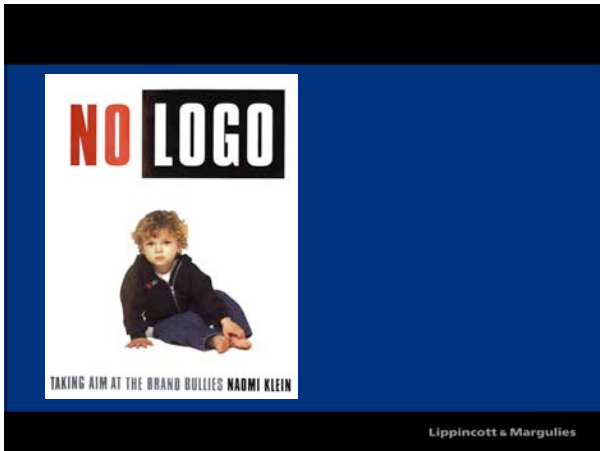
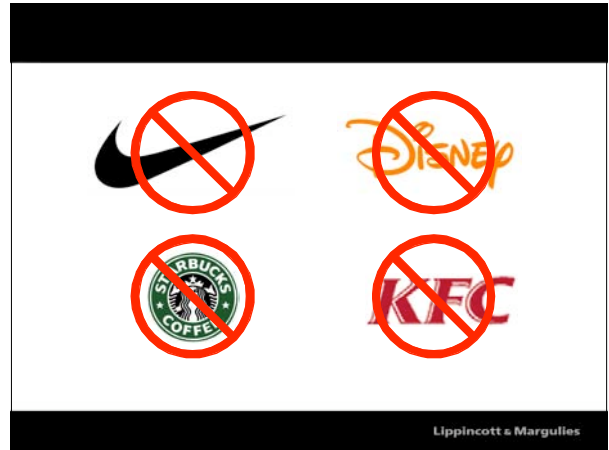
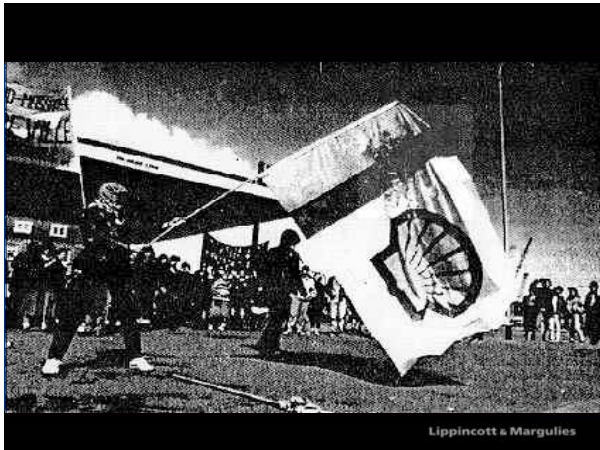
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Recent Identities Created by Lippincott & Margulies

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"No Logo" says:

Global corporations have used branding to advance their "utopian aspirations..."

- ...by selling "ideas" instead of products, companies have directed their investment into marketing instead of production...
- ...and so have visited un-told damage on the world's labor force, culture and environment.

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Why do companies "brand?"

Are companies selling "ideas" or products?

What is branding's role in globalization?

What's next?

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Companies brand because it is a powerful way to differentiate from competitors and increase preference...

...not to advance “utopian aspirations.”

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How powerful? Consider this...

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Why is branding so powerful?

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This makes me feel smart...



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This makes me feel successful...



ROLEX

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This makes me feel unique...



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This makes me feel like I belong...



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This makes me feel cutting-edge...



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This makes me feel sexy...



VICTORIA'S SECRET

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This makes me feel like a good mother...



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This makes me feel like a good provider...



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This makes me feel like [celebrity name here]...



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Some companies sell “ideas” ...

...but most companies sell products.

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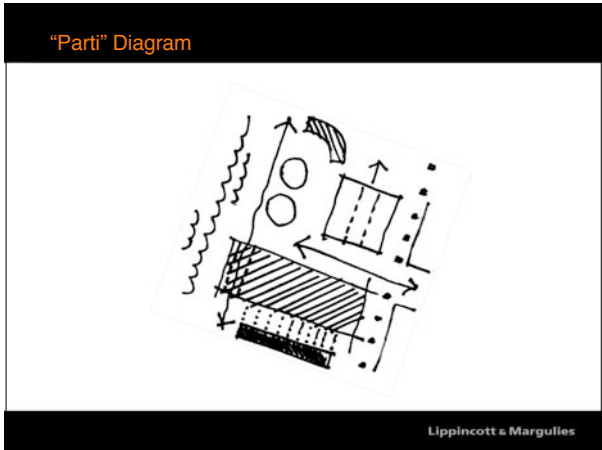
Ideas, not products?

Coca Cola sells “occasion enhancement”

Starbucks sells “community”

Nike sells “empowerment”

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Positioning

A **positioning statement** provides the underlying platform for communications. It distinguishes the company's offerings/brand offerings from those of the competition by articulating the company's/brand's unique strengths.

Effective positioning addresses:

- Definition** How does the company define its business?
- Differentiation** What makes the company/brand special?
- Deliverable** What benefit does the company/brand deliver to its customers?

Effective positioning is:

- Credible** People can believe it.
- Relevant** People care about the premise.
- Unique** No one else can believably claim it.
- Durable** It can last.

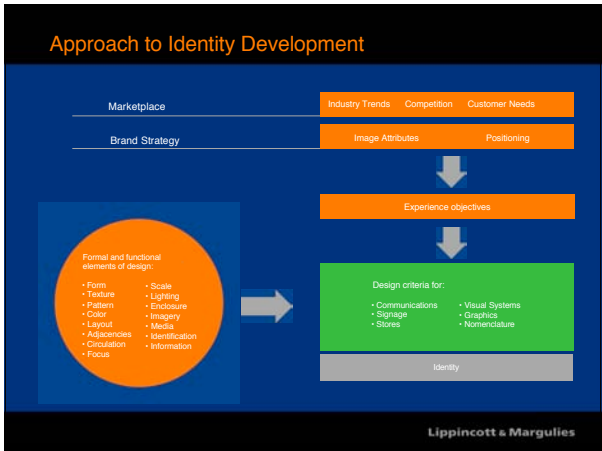
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Positioning Examples

Image Attributes
Image attributes describe the personality of the brand and provide guidance for the tone and manner of the organization's communications — verbal expression and visual imagery.

	IBM	Apple	Microsoft
Positioning Statement	IBM creates and delivers the innovative technology and the know-how to enable you to win in a world continually being transformed by information.	Apple is the brand of information technology that helps ordinary people accomplish their goals.	By fundamentally improving and driving the innovation in the software industry, Microsoft is the brand that helps people leverage the power of computing to achieve their aspirations.
Image Attributes	<ul style="list-style-type: none"> Reliable Global Experienced 	<ul style="list-style-type: none"> Creative Irreverent Passionate 	<ul style="list-style-type: none"> Contemporary Human Direct
Tagline	Solutions for a Small Planet	Think Different (formerly: The Power to Be Your Best)	Where Do You Want To Go Today?

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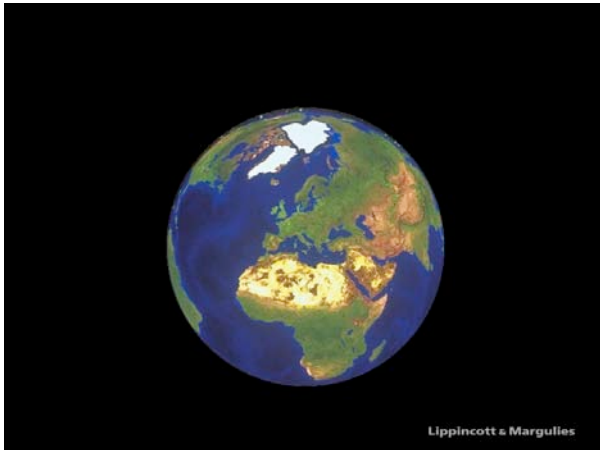
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Globalization \neq Global Branding

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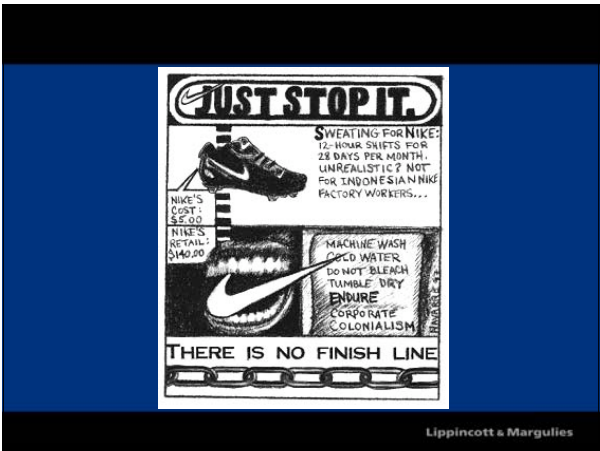


Optimism and design
 Ideas over ideology
 Development as freedom
 Consumerism and democracy

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“If I can choose my refrigerator...
 ...I’ll want to choose my government.”

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Global Branding Issues

- Product and service features
- Addressing local tastes
- Learning from local expertise
- Business style
- Language
- Iconography
- Local context (colors, materials, forms, architecture)

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Product Customization



Chicken-fried steak
(Argentina)



Curry Potato Pie
(Hong Kong)



Egg Burrito
(Mexico)



Shamrock Shake
(Ireland)

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Localization



Germany 	Argentina 	Brazil 	El Salvador 	Colombia 
United Kingdom 	India 	Japan 	South Africa 	

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Business Practices

Ford Motor Company



Computers to employees for home use



The SUV dilemma



Think City: two-passenger, battery electric car in Scandinavia

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Language



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Language

Willkommen. Die offizielle BMW Website.
 Welcome. The official BMW Web site.
 Bienvenue. Le site Web officiel de BMW.
 Benvenuti. La pagina Web ufficiale BMW.
 Welkom. De officiële BMW Website.
 Bienvenido. La página Web oficial de BMW.
 Bem-Vindo. Website oficial da BMW.
 ようこそ BMW のオフィシャル・ホームページへ。

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Iconography



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Value-based branding

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IDENTITY and
IMAGE management

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