

The importance of branding

Rob Holder

Account Executive/DoJ/DOS

HP Enterprise Services

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The Importance of Branding



It Starts With An Identity



What Will Your Company Be Known For



Asia's world city
亞洲國際都會

HONG KONG 香港



Microsoft
Your potential. Our passion.

HSBC 
The world's local bank



NOKIA
Connecting People



同一个世界 同一个梦想
One World One Dream



Impossible is nothing



The Ultimate
Driving Machine

What Is Your Strength

**For 6 years running...
1986, '85, '84, '83, '82, '81,
Ford has designed
and built
the highest quality
American cars and trucks.
No other company can
make this statement.**



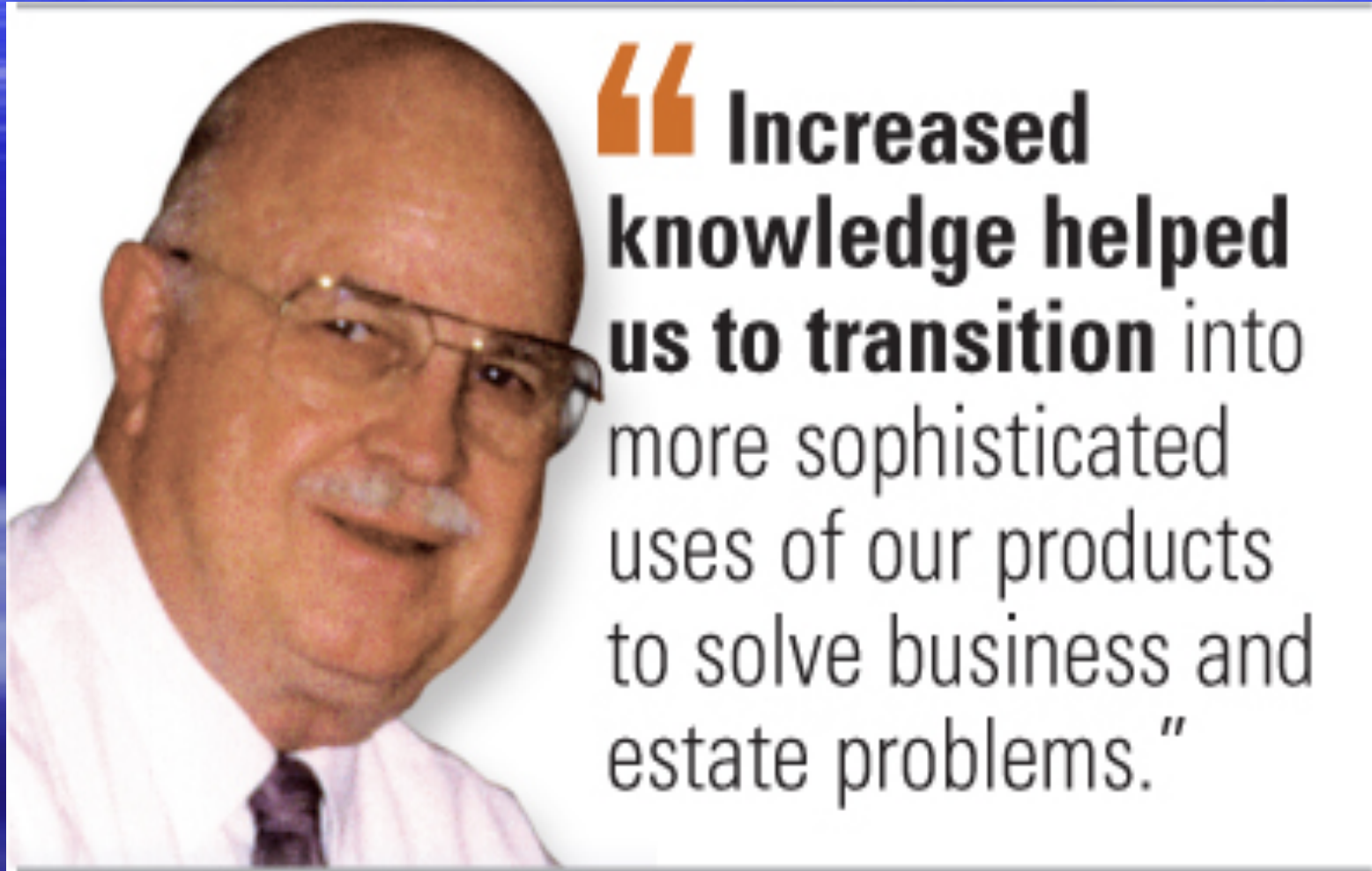
Quality is Job 1.

Ford · Lincoln · Mercury · Merkur · Ford Trucks · Ford Tractors
Based on an average of owner-reported problems in the first
three months of service of '86 models, and in a six-month period
on '81-'85 models designed & built in North America.



Buckle up—Together we can save lives.

How Do You Expand On Your Strength



“ Increased knowledge helped us to transition into more sophisticated uses of our products to solve business and estate problems.”

How Is Your company recognized In
the Market space in which you compete



2010
MOTOR TREND
CAR^{OF}_{THE} YEAR[®]

What Is Your Value Differential And Is It Contained In Your Brand



Why is this Important



Just being Good Is Not Good enough

FROM LOUSY TO GOOD TO GREAT AT THE BOOKSTORE

At the core of every advice-based relationship, there is a tangible business value. For this bookseller, the difference between lousy and good service in one transaction is \$10, while the difference between good and great service is \$40.

SERVICE LEVEL	RESULT	SALES VALUE
Lousy	Fail to take the order and sell nothing to a sure prospect.	\$0
Good	Take an order, and sell the customer exactly what he asks for.	\$10
Great	Advise the customer to purchase not just what he asks for, but what he really needs.	\$50

The Devil is not in the Details
Greatness is



Understand the market place and Adapt



Lead the change that others will
follow



Let your Brand Be your Flag



Its more than just a slogan, it
becomes the soul of your company

 Wharton School Publishing

THE
SOUL
of the
CORPORATION

HOW TO MANAGE
THE IDENTITY
OF YOUR COMPANY

HAMID BOUCHIKHI | JOHN R. KIMBERLY

Questions