

# The importance of being branded

Why?



# Strong brands

- Attract more customers
- More regularly
- At a premium price

Quality guarantee

More convenient

Social cachet



You can't choose whether or not to be a brand



You can choose  
whether to manage  
it!

# Why manage?



Professionalism



Profitability



Economic  
Reality

How?  
HOM3

# 1. Ambition

# Decide on a BHAG



The difficulty of being different



Geography no longer a barrier to BHAG's



**GLEN DIMPLEX**

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*...naturally*



I have harboured the absurd notion of motivating a small town, a speck on the map, to become a centre of the imagination

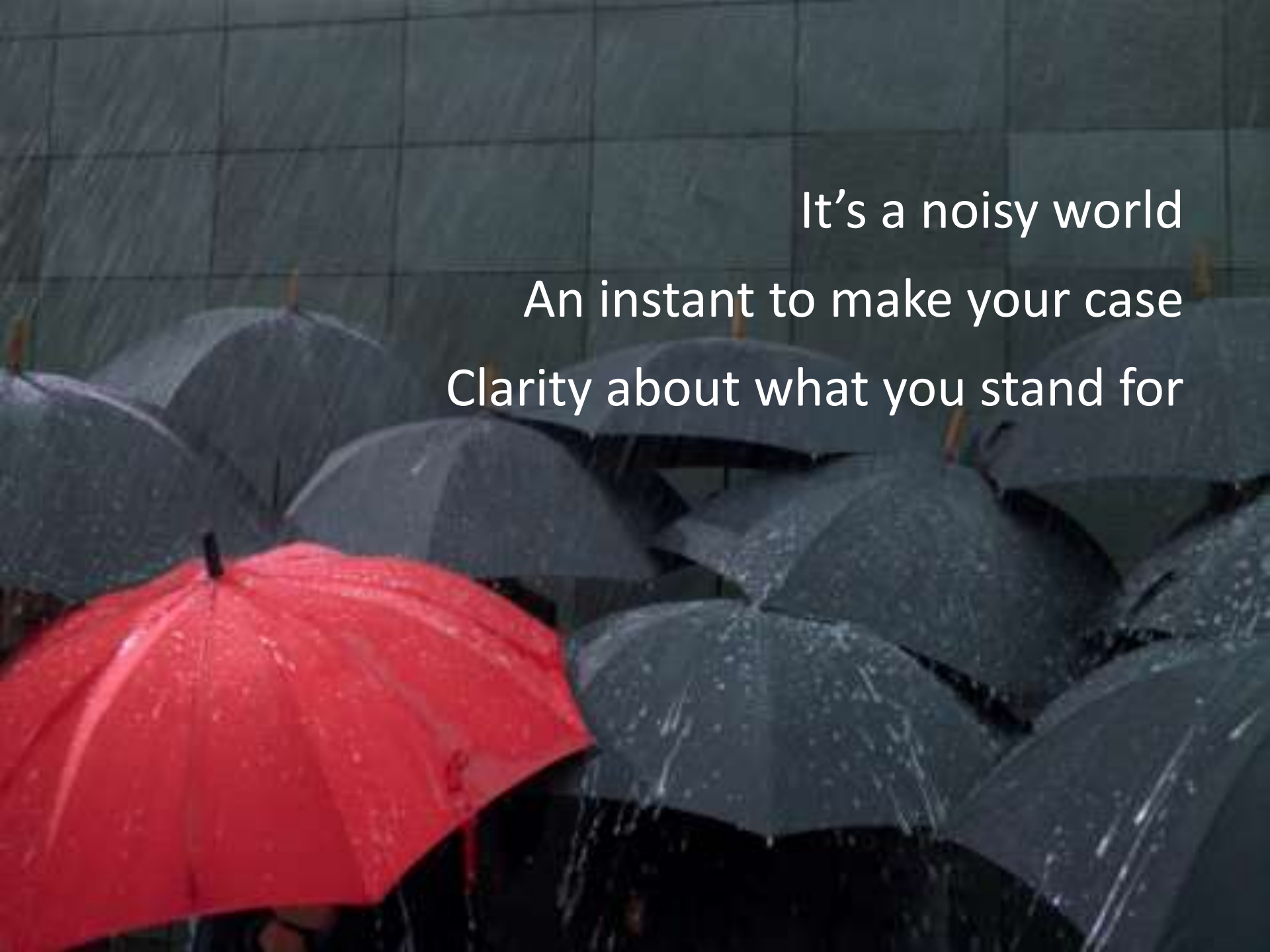
Bryan McMahon

2. Have a brand perspective



Great brands are more than a collective of attributes they have a value system, a sense of purpose.

Competitors can rapidly replicate everything about your business - except your culture, your value system which must represent something bigger than the product or service you are selling.

A photograph of a crowd of people holding umbrellas in the rain. The scene is dark and rainy, with many grey and black umbrellas. In the foreground, a bright red umbrella stands out prominently. The text is overlaid on the right side of the image.

It's a noisy world  
An instant to make your case  
Clarity about what you stand for



Child development



Modern parenting



Ballynahinch 'embodying' Connemara

A white lighthouse with a red lantern room stands on a rocky shore. The sky is a soft mix of blue and orange, suggesting sunset or sunrise. The lighthouse has several windows and a small balcony. A seagull is flying over the water in the distance.

# Developing a powerful brand stance

How does your business improve people's lives?

How does your business improve the lives of people in the immediate community?

If your business was a school – what would it teach?

My business believes the world would be a better place if.....

# The Mullamore House Hotel: Mullamore

- One of the world's great boutique hotels!
- Rejuvenating the economy of Mullamore and surrounding countryside.
- Creating a national and international market for local produce.
- A spiritual retreat for the world's elite.



# 3. Copy



The easiest, most inexpensive way to gain an unfair competitive advantage

ADVERTISEMENT

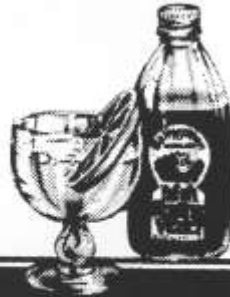
## TABLE WATER for TWO

Whatever happened to good old common or garden lettuce? That's what I'd like to know. Gone! Now it's either a funny colour (radicchio) a funny, frazzled shape (endive), or a funny taste (lamb's lettuce). Then there's the one with no taste at all – iceberg. Awful!

This is what was running through my mind as I supped a Ballygowan Spring Water (there's no substitute for that, thank goodness!) and perused the menu in 'Nostalgia'. I was relieved to see that there wasn't a single 'Salade Tiède' amongst the starters and, when my green salad did appear, I couldn't believe my good fortune – for the salad was one of childhood memory. Just lovely, limp, lack-lustre lettuce. Yummy!

Just as I was about to plunge my fork into its depths, something moved. A caterpillar. I was so startled that I cried out and a

waiter was by my side in an instant. As I asked for a jamjar to be brought, I could see the poor chap's face contort – his dreams of a Michelin Star fading forever. Or even a Michelin tyre. "You want to use the creature as evidence?" he whispered. "Certainly not!" I informed him. "I wish to take it home and keep it as a pet."



**BALLYGOWAN**  
SPRING WATER  
THE REFRESHING CHANGE

ADVERTISEMENT

## TABLE WATER for TWO

Well, I'd only myself to blame. I had ordered just 'Sparkling Spring Water'. (It was a very superior establishment after all, and I thought it might appear churlish to stipulate Ballygowan – that being the only Sparkling Spring Water as far as connoisseurs are concerned.)

Well, imagine my horror – nay, surprise – when I was served an inferior water. You may think that, in neglecting to stipulate Ballygowan, I got only what I deserved.

All the same, there are some things that go without saying. One assumes, for example, that when one orders 'steak' the proprietor

won't take advantage of your vagueness and serve you the winner of the 2.30.

However, after my experience with the Ballygowan, when the waitress enquired if I would like my coffee black or white, I was taking no chances. "Black and white," I told her firmly.



**BALLYGOWAN**  
SPRING WATER  
THE REFRESHING CHANGE



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# Kilmeaden



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# BROTHEL IN PIMLICO

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**WANTED:** Someone with taste, means and a stomach strong enough to buy this erstwhile house of ill-repute in Pimlico. It is untouched by the 20th Century as far as convenience for even the basic human decencies is concerned. Although it reeks of damp or worse, the plaster is coming off the walls and daylight peeps through a hole in the roof, it is still habitable judging by the bed of rags, fag ends and empty bottles in one corner. Plenty of scope for the socially aspiring to express their decorative taste and get their abode in 'The Glossy' and nothing to stop them putting Westminster on their notepaper. 10 rather unpleasant rooms with slimy back yard. £4,650 Freehold. Torted up these houses make £15,000.

ROY BROOKS

Broken down Battersea bargain, erected at the end of a long reign of increasingly warped moral and aesthetic values, it's what you would expect – hideous, redeemed only by the integrity of the plebs who built it.....well.

Originally a one skiv Victorian lower-middle class family res it'll probably be snapped up by one of the new Communications Elite who'll tart it up and flog it for three times the price in 18 months.

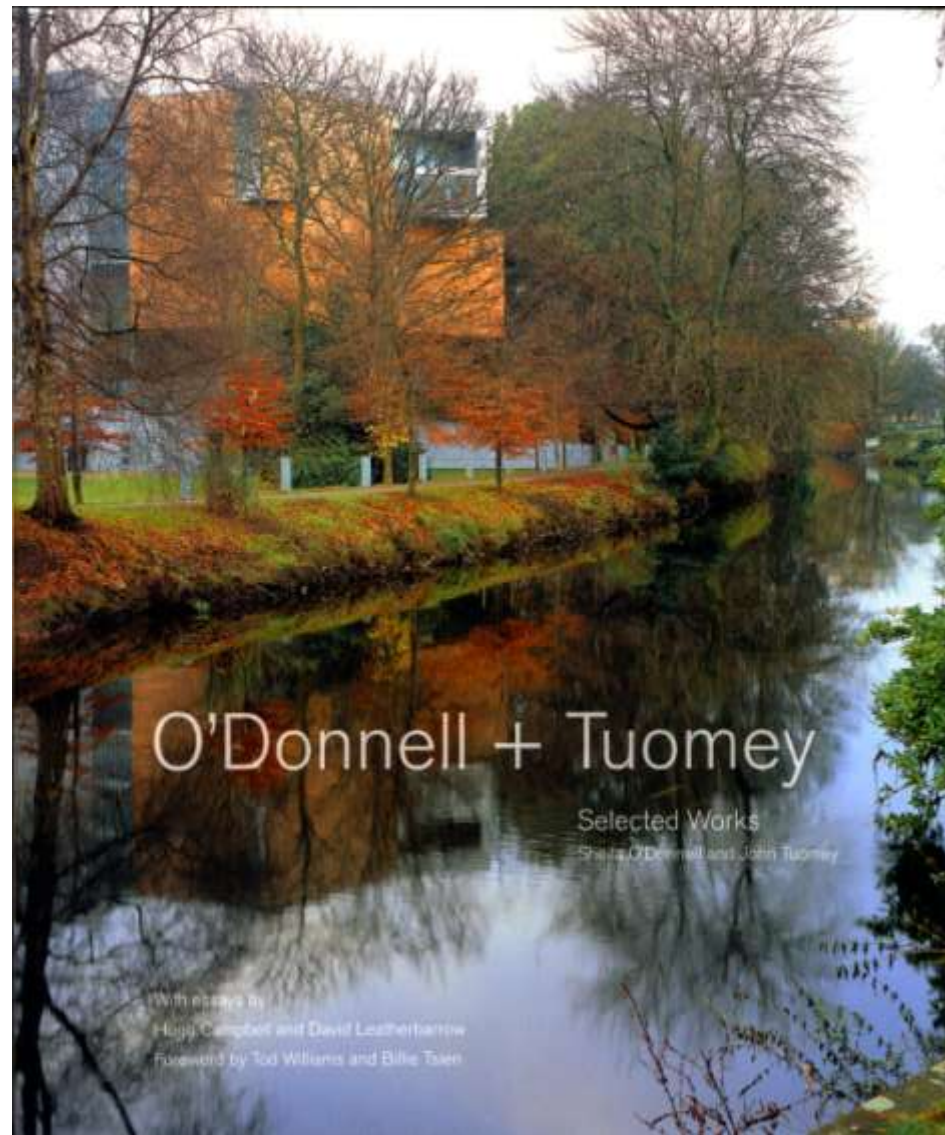
3 normal sized bedrooms and a fourth for an undemandng dwarf lodger. Bathroom, big double drawing-room, breakfast room and kit, nature has fought back in the garden and won.

The pub with  
the best 'craic'  
in the West of  
Ireland

HAVE  
BIG  
Hairy  
Audiacious  
GOALS.

[thingsweforget.blogspot.com](http://thingsweforget.blogspot.com)

# 4. Design





CULLY & SULLY  
WWW.CHEFFACTOR.IE



The Girls



“Making <sup>the</sup> simple complicated is commonplace; making the complicated simple, **AWESOMELY SIMPLE**, that's creativity”  
- Charles Mingus



The Boys





Bank &  
ATM

30

Water taxi

28

Istanbul  
Modern

Topkapi  
Palace

5

Cruises  
along the  
Bosphorus  
& Golden  
Horn

1

Eren  
Bookshop  
&  
Denizler  
Bookshop

20

Book  
Shopping

25

Bookshops  
in a lively  
district



**Istanbul Modern** Istanbul's first major museum of modern and contemporary art.

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## Sightseeing

Contemporary art museum

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www.istanbulmodern.com

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*International and Turkish art under one roof*



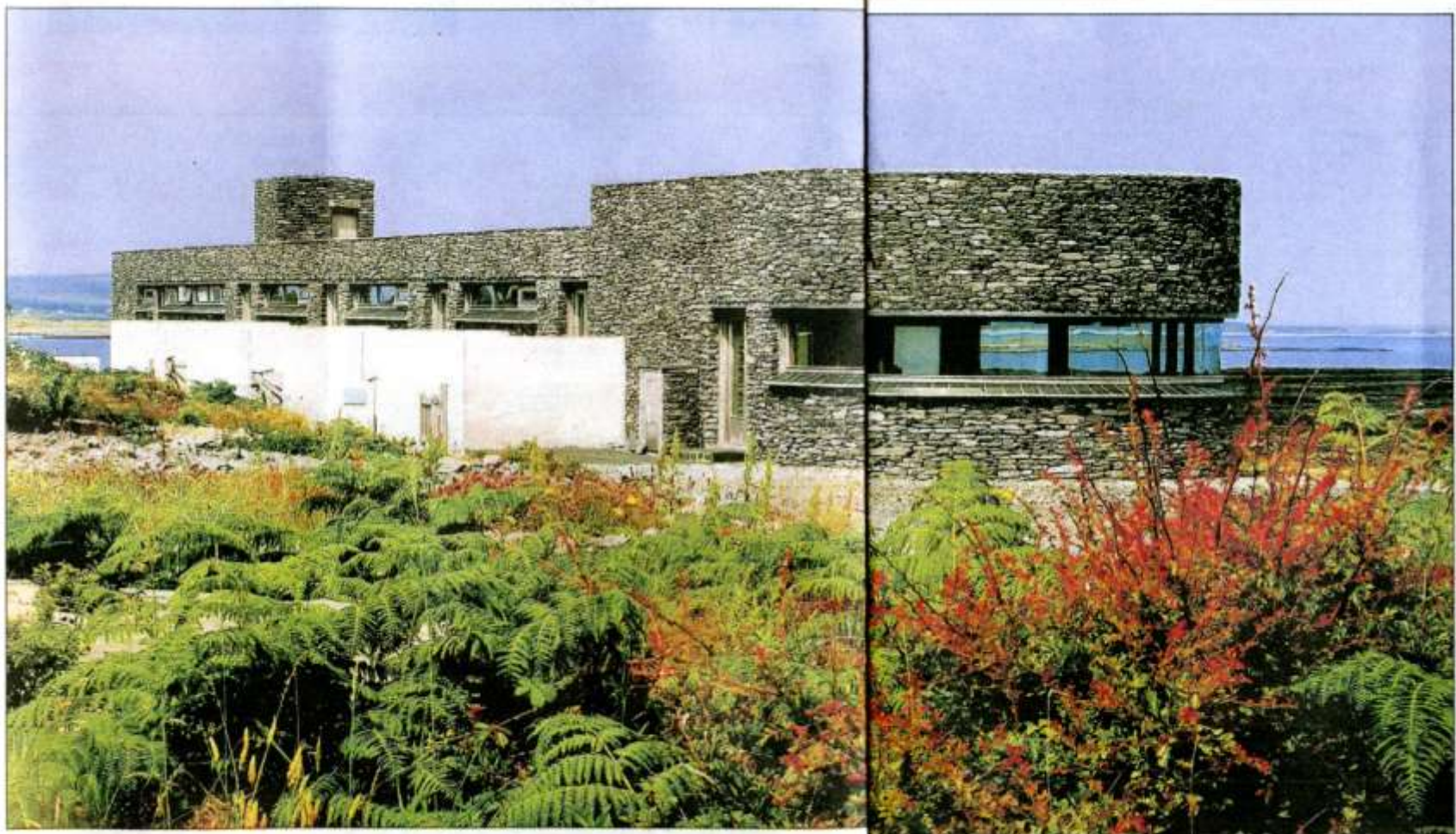
 From Sumahan to Istanbul Modern

**By taxi** Should not cost more than 35 TL, traffic permitting. Ask the driver for Istanbul Modern in Karakoy.

# 5. Ethnography

Brand knowledge doesn't come from market research or trend reports – the marketer's usual way of getting 'close to the consumer' – rather it comes from a cultural historian's understanding of ideology as it waxes and wanes, a sociologist's charting of the contradictions that ideology produces and a literary critic's expedition into the culture that engages these contradictions.





**Enjoy the suite life on Inis Meain in**

**the off season**

# Cultural Branding: Brand Culture

- Organisations are increasingly competing on the basis of their ability to communicate who they are and what they stand for—and are therefore becoming more expressive.

# Cultural Branding: Brand Culture

- A brand culture acts as a perceptual frame through which customers understand value and experience the product.

# Cultural Branding: Brand Culture

- Cultural knowledge is critical for building iconic brands—managers must develop sensitive antennae to pick up tectonic shifts in society that create new identity desires—managers must get close to the *nation*—the social and cultural shifts and the desires and anxieties that result.

# Cultural Branding: Brand Culture

- The greatest opportunity for brands today is to deliver not entertainment but rather myths that their customers can use to manage the exigencies of a world that increasingly threatens their identities.

# The importance of being branded