

Integrating responsibility:

why you're
determining
marketing agenda

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JY&A Consulting

The brand manifesto

1. Branding unites people's passions.
2. Brands must have focus to be relevant.
3. Branding is about delivering what you promise.



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The brand manifesto

4. Good brands should make people happy.
5. Finance is broken.
6. Brands are not advertisements.



The brand manifesto

7. Brands bring humanity to the organization.
8. Brands create community.



Issues

1. Gen Yers are realists.
2. Gen Yers admire companies with humanitarian agenda, accountability, honour and responsibility, and will buy from them when possible.



Issues

3. Not all Gen Yers research the backgrounds of companies but have a preference to those that do “extracurricular” activities.



Issues

4. Gen Yers have a built-in BS meter.
5. Gen Yers desire control within their environment.



Issues

6. Gen Yers create change more subtly because they do not think overt activism works, but getting in to the power structure does.



Issues

7. Gen Yers do not necessarily believe in the global community.
8. Gen Yers respect a dialogue.



Summary

1. Understand what you and your brand stand for.
2. Unify your team with a brand focus.



Summary

3. What socially responsible programme can you bring to the table that extends your brand attitude? If you don't do it, Gen Y is going to reject you.



Summary

4. Keep your brand promise.
5. Create affinity with Gen Y, but do it authentically and appropriately.



Summary

6. Make positive community change. Even if your programme is local, show how doing your part helps the “community” with which you are involved.



Summary

7. Bring humanity to your organization.
8. Create community. Don't be scared of giving away power to do this: consumer empowerment can build affinity and loyalty.



Summary

9. Listen, learn and give (or reward) graciously.
10. Be one with Gen Y: end the “us and them” mentality.



Further enquiries and reading

There will be a post-lecture handout. If there are any more questions, send me feedback either at jack@jya.net or visit www.jackyan.com.



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