

**Integrating  
branding for  
business  
performance**

Auckland, New Zealand  
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# Branding defined

The methods in which the organization communicates, symbolizes and differentiates itself to audiences.



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**Create the  
world we want**

Branding is the interface  
between consumers and  
organizations.

So what sort of consumers are  
out there?



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# The anti-brand

Nike

McDonald's

The National Party



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# The anti-brand

Auckland City Hospital—  
Children's Division



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# The anti-brand

Why did this invoke so much outrage nationally?



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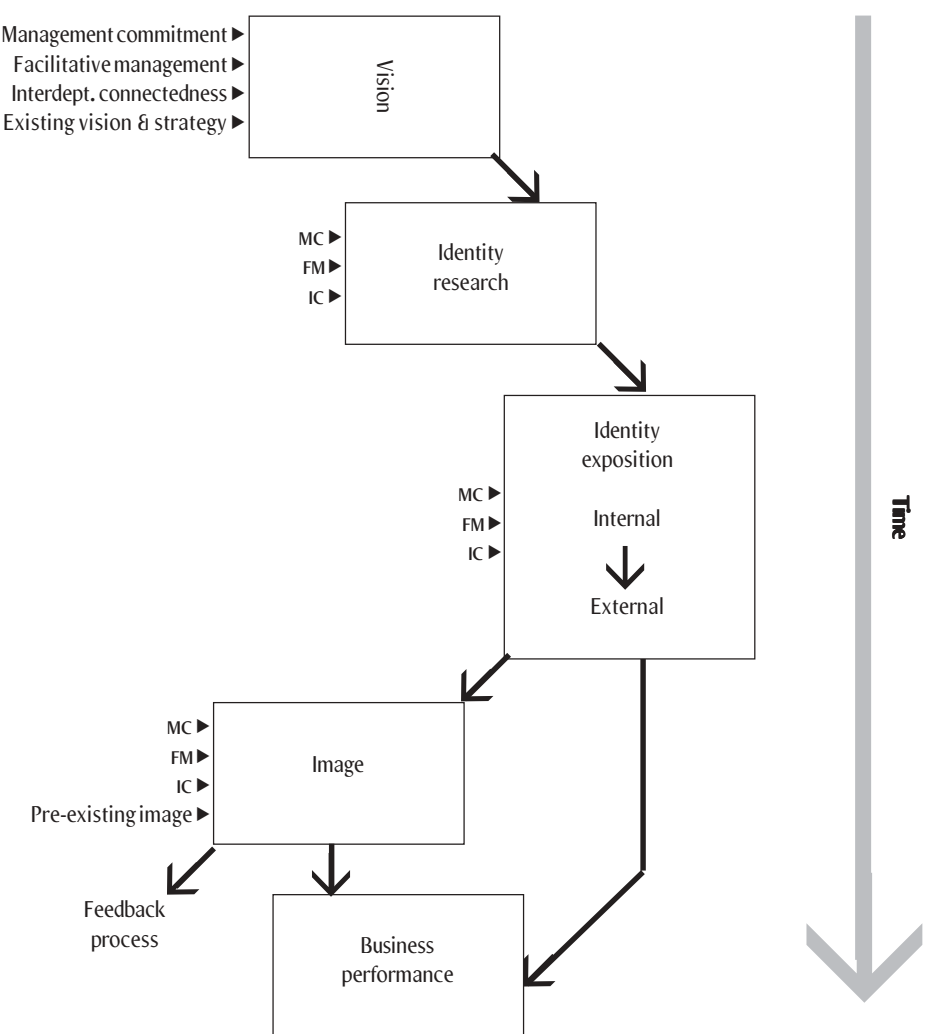
# The branding relationship

It's like any relationship.

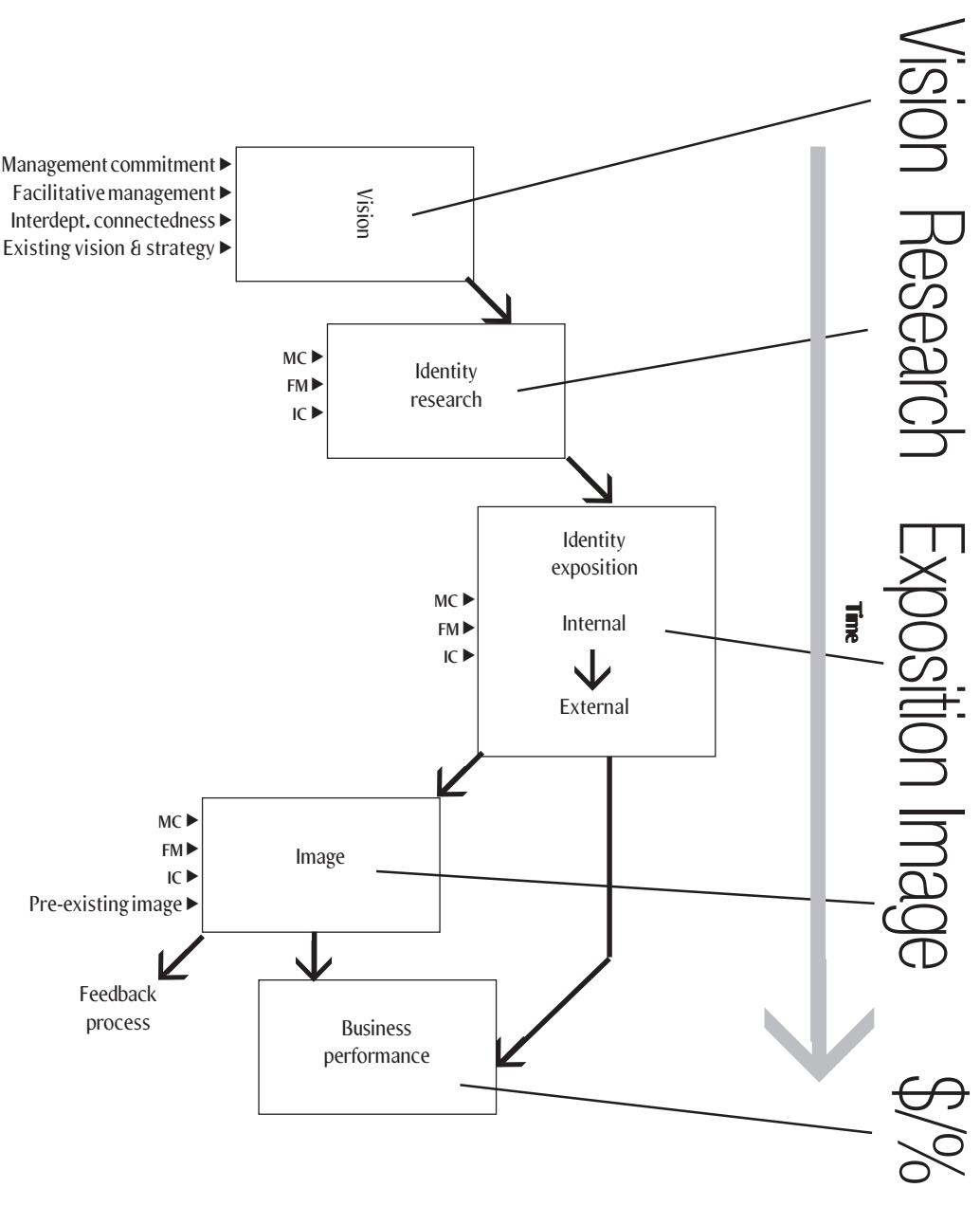


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# The branding relationship



# The branding relationship



# The brand flow

Vision is the most important thing in any organization, and must drive the brand.



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## The brand flow

But integration means more than internally.

What affinity will consumers have with you to stop you becoming an anti-brand?



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# Trends

1. Cynical consumers  
(increasingly so)
2. Dissatisfied workers  
becoming poor brand  
ambassadors



# Trends

3. Brands that neither internal nor external audiences can grasp easily



**The right  
product—in  
touch with the  
people**



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# Solutions

1. Ensure your consumers are part of what your company does: the principle of ONE (Engeseth)



# Solutions

- 2a. Remove the fear from the organization.
- 2b. Forget buy-in: let your internal teams tell you what your personality is.



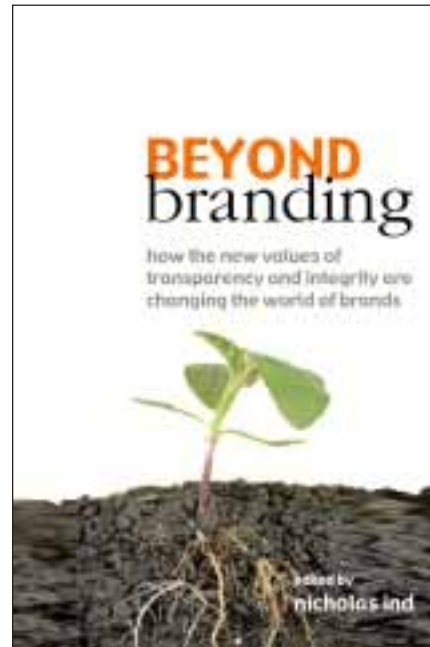


# Solutions

3. Summarize all of this as an attitude or simple vision statement that helps unite every aspect of the brand model



# ***Beyond Branding***



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