

The
Economist

BRANDS AND BRANDING

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with

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The authors

Rita Clifton is a leading practitioner, author and commentator on brands and branding, and has worked with many of the world's most successful companies. After graduating from Cambridge, she spent her early career in advertising, becoming vice-chairman and strategic director at Saatchi & Saatchi. A frequent speaker at conferences around the world, she is also a regular contributor on CNN and the BBC and to all the major broadsheets and business magazines. Since 1997 she has been CEO and then chairman at Interbrand, a global brand consultancy, and she was the editor of its recent book *The Future of Brands*.

John Simmons pioneered the discipline of verbal identity and has consulted for brands around the world such as Guinness, Lever Fabergé and Air Products. He is a consultant and author, and his two books *We, Me, Them & It* and *The Invisible Grail* have become widely valued as authoritative and engaging texts on the role of language in branding. Previously he was a director of Newell and Sorrell and then of Interbrand, where he was verbal identity director and led major brand programmes for companies such as Royal Mail and Waterstone's.

Sameena Ahmad is a business correspondent with *The Economist*, who has written about marketing and brands. Formerly based in New York and London, she now covers Asian business from Hong Kong.

Tony Allen graduated from Cambridge University with a degree in Physical Anthropology. He then joined McCann-Erickson where he worked on some of the agency's biggest accounts, and was involved in launching Diet Coke into the UK. In 1985 he joined corporate identity company Newell and Sorrell, known for its work with such clients as British Airways and Waterstone's the book sellers. He set up the firm's office in Amsterdam in 1995 where he worked on a number of cross-border merger projects including those for PriceWaterhouse and Coopers & Lybrand and Pharmacia and Upjohn. Following the purchase of Newell and Sorrell by Interbrand in 1997, he returned to London to become the joint managing director of the new company in 1999 and then its CEO in 2002.

Simon Anholt is one of the UK's best-known international marketing thinkers. After graduating in modern languages at Oxford University, he worked as international creative co-ordinator at McCann-Erickson before founding World Writers, a culture consultancy, in 1989, which he ran until 2001. He has specialised in the branding of places for over a decade, and advises many cities, regions and countries on public diplomacy and brand strategy, including the governments of the UK (and separately Scotland), Slovenia, Croatia, the Czech Republic, Germany and New Zealand. He also advises the World Bank, the UN, the World Travel and Tourism Council, the World Technology Network and several other organisations. He is the author of the best-selling *AdWeek* book, *Another One Bites the Grass*, and *Brand New Justice: The Upside of Global Branding*, which was published in 2003. He is a founding director of Placebrands, an international consulting firm.

Anne Bahr Thompson has worked as a consultant and strategist in marketing, planning and research, and with brands including Chase, Citibank, Fidelity, Kraft Foods, Quaker Oats, Random House and UBS Switzerland. She was formerly vice-president of market research and planning at Bankers Trust and held product management and strategic planning posts at Chemical Bank. She has an MBA (International Business and Finance) from Darden Graduate School of Business at the University of Virginia and a BA in Communications and English from Rutgers University. She is currently head of consulting at Interbrand.

Patrick Barwise is professor of management and marketing and chairman of the Future Media Research Programme at London Business School. He joined LBS in 1976 having spent his early career with IBM. He is the author of *Television and its Audience*, *Accounting for Brands*, *Strategic Decisions*, *Predictions: Media and Advertising in a Recession*, as well as numerous articles and academic papers, mostly on brands, consumer/audience behaviour and new media. His current projects include a major study of global *Marketing Expenditure Trends* and *Simply Better*, a book on customer-driven strategy, to be published by Harvard Business School Press.

Tom Blackett has been a leading expert on brands and branding for over 20 years. He is the author of *Trademarks* and the co-editor of *Co-branding: the science of alliance* and *Brand Medicine* and a contributor to many other key texts about brands. During his career the international brand

owners he has worked with include Heineken, Unilever, GlaxoWellcome, BP Amoco and Volvo. Now group deputy chairman of Interbrand, he is a regular conference speaker, media commentator and writer.

Deborah Bowker has experience in strategic planning, change communication, media and government relations. Before joining Burson-Marsteller she was director of PricewaterhouseCooper's Centre of Excellence for Strategic Communications and a technical adviser in communications and marketing planning to numerous PwC clients. She has also served as an assistant postmaster general and vice-president at the US Postal Service, and has directed major projects for USPS, a worldwide Olympic sponsorship and a national literacy programme. Her promotion of the Elvis postage stamp earned her a place in the Ad Age 100. She is a Sloan Fellow of the Massachusetts Institute of Technology, where she earned a Master of Science in Management.

Charles (Chuck) Brymer began his career at BBDO, opening its Houston office in 1982 before moving to the head office in New York. Since moving into branding, he has led branding programmes for MCI, Compaq, Samsung, Discover, Procter & Gamble, Gillette and AT&T. As group chief executive of the Interbrand Group based in New York, he is responsible for managing the company's global interests as well as remaining involved in client projects. He has written and lectured extensively on brands, corporate identity, naming and brand valuation.

Deborah Doane is programme director, Transforming Markets, at the New Economics Foundation, a leading think-tank aiming to build a just and sustainable economy. She is an active campaigner and researcher in the area of corporate social responsibility and chair of the CORE (Corporate Responsibility) Coalition, campaigning for stronger corporate accountability of business. She is a frequent speaker at international conferences, to both business and government audiences and contributes to broadcast and broadsheet media, including the BBC, the *Guardian* and the *Independent*. Previously, she was head of the International Humanitarian Ombudsman Project, and she started her career as a senior policy analyst with the Canadian government. She earned a Masters in Development Studies from the London School of Economics.

Kim Faulkner has 20 years of experience in branding, marketing communications and design management, working with a diverse range of

international and local client organisations in Asia. She was a founding partner of Interbrand's office in Singapore and is now chairman of the office, as well as sitting on the board of directors of International Enterprise Singapore. She is also a council member of the DesignSingapore Council and of the Action Community for Entrepreneurship, Singapore.

Paul Feldwick joined BMP (then known as Boase Massimi Pollitt), an advertising agency, in 1974. Today he is executive planning director for the same company (BMP DDB) and worldwide brand planning director for DDB. He has been chairman of the Association for Qualitative Research and of the Account Planning Group, and is a Fellow of the IPA and the Market Research Society. He has spoken at the US Account Planning Group Conference and twice won "best" paper at the Market Research Society Conference (UK). He is the author of *What is Brand Equity, Anyway?*.

Steve Hilton is the founding partner of Good Business, a leading corporate responsibility consultancy. He is a prominent commentator on the social role of business, and the author *Good Business – Your World Needs You*, a constructive riposte to the anti-globalisation movement. Previously, he was campaign co-ordinator for the Conservative Party's successful 1992 general election campaign and then worked at Saatchi & Saatchi, where he combined commercial and social marketing disciplines with clients ranging from British Airways to Boris Yeltsin.

Jan Lindemann is global managing director, brand valuation, at Interbrand Group, responsible for the company's brand valuation practice worldwide. He has extensive experience in advising on brands, marketing and financial issues in all major industries and countries, with clients who include American Express, AT&T, AXA, Bank of America, BBC, BP, BT, Gucci, Fujitsu, GE, Heineken, IBM, Japan Tobacco, L'Oreal, MasterCard, Nestlé, NYCE, Olivetti, Orange, Pilsner Urquell, Prada, Powergen, Prudential, RHM, Samsung Electronics, Texas Instruments, TNT, Vodafone and Wells Fargo. His work has been widely published on these subjects and he is a frequent lecturer, commentator and broadcaster on brand related issues, including the creation of the league table on the leading global brands. Previously he worked as mergers & acquisitions adviser for Chase Manhattan Bank.

Allan Poulter is a partner at Field Fisher Waterhouse, a London-based law firm, practising within its Trade Marks and Brand Protection Group. He is qualified as a solicitor and as a registered trade mark attorney, and was previously managing director of Markforce Associates. He has managed the international trade mark portfolios of several household-name clients and has particular expertise in Community Trade Mark proceedings. He is a member of International Trade Mark Association's publications board and is editor of the INTA publication on the Community Trade Mark. Conferences he has spoken at around the world include Eurolegal's Annual Trade Mark Conference and INTA's Madrid Protocol Forum in Washington, Chicago and San Francisco.

Shaun Smith is a leading expert in helping organisations create and deliver customer experiences that differentiate their brands. A consultant to a wide range of organisations covering many different industry sectors, he is also author of *Managing the Customer Experience* and *Uncommon Practice*. He started his career at British Airways, becoming head of Customer Service, Sales and Marketing Training worldwide before moving to Asia for 11 years as managing director of Cathay-Performa consulting. He later joined the Forum Corporation as senior vice-president of The Customer Experience Business with responsibility for their customer experience consulting practice in Europe. He now runs his own business focussing on speaking internationally and advising companies in the area of brand experience.