



Managing Our Own Brand

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When Eileen asked me to speak to everyone about managing our own brand, I thought - wow, that's like speaking to a teachers' group about the value of education!

We have seen through the many presentations this week that, Collectively, we are focused. . . .

Entrenched in our Company's services. . .

With our client's success in mind. . .

We are focused. . .

To provide them with the quality **research services** we offer

to help them

strengthen **their business**. . .

their brand equity.

We are focused to the extent that . . .

we may not take the appropriate measures to

effectively **manage our own brand** . . .

The Millward Brown Brand!



Brand. . .

The tangible product plus the intangible values, associations and expectations attached to the product/company, by the customer or prospect.


— **Marty Brandt,**
PowerBranding

So,. Looking at what a couple of self-proclaimed guru's have said on the subject of Brand

The tangible and the intangible


Product = features and price

Brand = features + price + name + identity + attributes + perceptions and associations




Branding,
properly understood,
is virtually synonymous with marketing.

— **David Arnold,**
The Handbook of Brand Management



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What does this mean to you?

Consistent communications?

Throughout our visual communications and marketing efforts

We need the

Consistent implementation of our corporate identity system

- Our Millward Brown standards -

Then. . .

Consistency that crosses over into EVERYTHING we do. . .

Through our collective efforts

As a global corporation

and the “family” of Millward Brown companies



We all know that brand is always the BIGGER picture. . .

We are a company devoted to it!

But we need to pause and look in our our back yard. . .

At our own brand.

As Millward Brown companies,
we all have a responsibility to our "family"

To our Brand

To proudly represent **ourselves** as a quality organization.



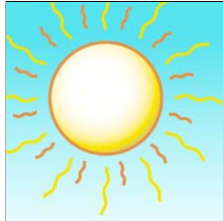
Each of us brings a diverse range
of cultures and individual qualities
to our "Parent" brand -
Millward Brown.

In order to maintain the integrity of our "Parent" brand. . .

We MUST remember that we are a "Family" first. . .

Our individual roles play an important part
in managing a quality association with
the Millward Brown brand.

Customers need to make the connection that
the positive corporate values are shared across
all Millward Brown companies.



*The best means of achieving
consistency, originality and freshness
is to identify and sustain a set of **brand
values** which is credible and reflects
the culture of the organization.*

— **Stuart Crainer,**
The Power of Real Brands



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Every day. . . We bring these concepts to our customers.

Here's a concept for you. . .

Suppose we were to apply the same research methodology
we offer our clients . . . To our brand

What is your perception of our brand's position?

How well do you think we would fare in our Brand Loyalty. . . ?

Our Brand Equity. . . ?


What would our **Brand Voltage** be?

So.


With regard to managing our own brand -

My intent here today is. . . .


to give you some compelling logic to consider.



**Consider
the position
of our
Mission Statement**



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FIRST

What are our Brand Values?

Let's **consider** what messages we are communicating. . .

Our Mission Statement



Millward Brown

“To help our clients build profitable brands and services through research-based consultancy.”



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We aim to help our clients build
Profitable BRANDS
through our Research Services. . .

HMMM. . .

OK. . . .

We **know** we are good at the market research services we offer,


But,

does our own brand project that we are experts at
the brand part of our product equation?


Does our communication visually confirm that
we are brand experts?



**Consider
Our
positioning statement
or 'tag line'**



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**How about our tag line
which is more widely communicated. . . .**



Millward Brown

“The Research Power Behind Great Brands”



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Research **POWER**

Behind

Great Brands. . . .

Behind great brands. . .

Now. . . If we combined the two. . . *we have a great*

Brand-Value Proposition for Millward Brown.

But. . . Let's really think about this for a minute. . .

Do we effectively communicate. . . . Consistently. . . .

That we are experts when it comes to

Powerful brands. . . As brand champions?



Consistency

Brand Management takes an orchestration of many communications and marketing activities, consistently integrated over time, to build a winning brand.

Consistency,
Consistency,
Consistency.

We need to work in concert with each other!

This goes far beyond logos and letterhead. . .

But. . . That is a great place to start.

Consistency in our business materials is a manageable beginning.

Group has documented and initiated

a visual corporate standards system that is live on the Intranet. . .

These Visual Standards are an initial step that we must embrace.



Brand Equity

The unique set of real and/or perceived distinctions attached to a brand by customers.



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We all know the value of Brand Equity. . . .

I know I'm not telling you anything new here -

We live it every working day on the behalf of our clients.

But - what I am asking you to do is

look at these Brand Equity dimensions with respect to Millward Brown

with respect to MB Interactive. . . .

with respect to MB Precis. . . .

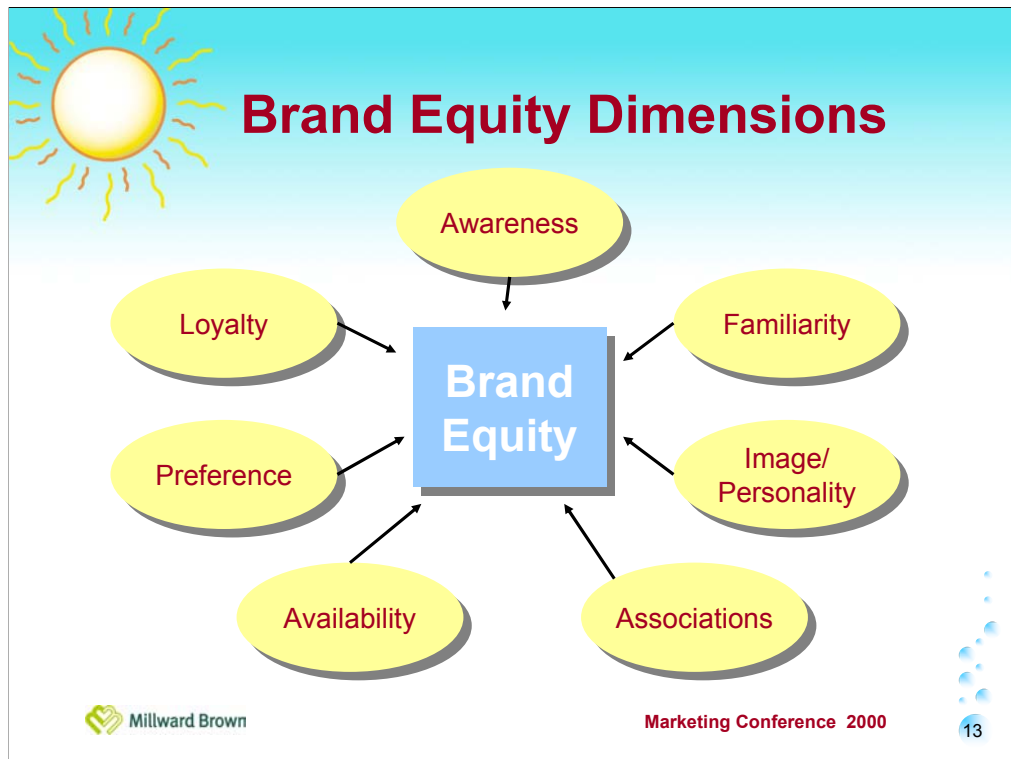
with respect to MB IntelliQuest. . . .

with respect to Diagnostic Research.

As we continue to grow,

our brand equity becomes more and more pivotal to the success of all the Millward Brown brands.

Without considering the impact of this now, in our own back yard, the larger we get, the more filtered the messages could become.



Awareness: What differentiates us(a high awareness does not mean stronger brand equity)

Familiarity: A key step. . . People tend to want to do business with companies, brands and in our business, people that they trust.

Image/Personality: No personality. . .or the wrong ones can adversely affect brand status. What are the personalities of our respective brands? Think of siblings in your own family. . . While together your all are a family you each are ALSO individuals! You may have been a whiz in math or on the debate team, while your sister was an artist. Our family members can each take on their own individualities while portraying similar family traits.

Associations: Brand attributes customers attach to a brand. What is associated with the brand. We know that our brands already have some strong associations tied to our specific areas of expertise (e.g. MBIQ = technology, IntelliTrack & CIMS, MB = ATP's & Link, DR = agency/creative friendly, MBI = B2C, etc.). But how do we broaden our scope beyond current associations & develop new associations?

Availability: We know this refers to the ease in which customers actually find and buy the brand. Our business needs a personal approach. Are we "out there"? Are we in our client's offices? Are we deemed "surrogate team members"?

Preference: Purchase variables affected by both rational and emotional decisions. Are we doing enough to build the emotional bonds with our clients? Do we show empathy? Do we make their jobs easier? Do we provide them with career enhancing knowledge? Do we make them look good to their boss?

Loyalty:

The strength of customer commitment to the brand. Trust and confidence.



Effective Brand Building

A systematic process of:

- Understanding and managing customers' perceptions and experiences
- Creating added value and preference over the competition

We need to manage our customers' perceptions

Just like we help our customers manage their customers' perceptions

Then we have an easier shot at creating a stronger customer preference over our competition. . . .

Brand management. . . **EQUALS**

Brand building.



OK. . .

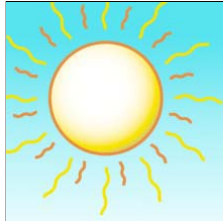
For fun. . . . [Let's paint a picture.](#) . . .

Let's play the "What ifs"

[Think about how you manage your](#) own lives as consumers. . .

And consider that you are looking for personal services. . . .

What if?



You were looking for a financial planner?

How confident would you feel about
entrusting your money with someone
who wasn't successful with
their own investments?

You were **in the market** for a financial planner?

And you came across this person who really was campaigning for your
business

Probably. . .

You would keep looking.



You were looking for a personal fitness trainer?


How confident would you be with
someone who had no apparent
fitness themselves?

What if . . . You were looking for a personal fitness trainer?

And your health club tried to sell you this person as an expert?

Probably. . .

You would keep looking.



**You were looking
for a good auto mechanic?**

Would you trust your car
with a shop that was not certified to
work on your vehicle's make?



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You needed a good mechanic for that classic vehicle?

Your best friend's brother owned this shop?

Probably. . .

You would keep looking.

In each of these scenarios,

no matter how much the provider

may have tried to convince you about their expert services. . .


Would you have trusted that

they knew what they were talking about. . .

When they didn't practice the same principles


that should have proved them

experts in their field?




***If you don't know where you're going
you might end up somewhere else.***

— Yogi Berra



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As one of my favorite Yankees once said. . . .

(How about those Yankees!)

End up somewhere else???

Well. . .

We could have the wrong perception. . .

OR - We could be too busy to even consider. . .

That we may be unintentionally
sending the wrong message.

We **could** fully believe that we are presenting a **consistent image**. . .

And . . . Fall short -

Never realizing why.

And then -

we DO end up somewhere else.



**Just as we are champions
for our clients' brands . . .**

**We must be champions
of our own!**



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So . . .

We need to

“Practice what we preach,”

“Walk the Walk”

and

“Talk the Talk”

Give ourselves more credibility and manage our own brand.

As a kid, many of my friends used to hear from their parents:

“Do as I say, not as I do.”

But, my mother always told us:

“The best way to succeed in life is to act on the advice we give to others”



***The danger in communication
is the illusion that it has been
accomplished.***

— George Bernard Shaw

We cannot assume anything. . .

And,

We all know what it means to

A - s - s - u - m - e



Millward Brown
IntelliQuest

**Communications
&
Corporate Services**
Austin, TX



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But there is a service resource available
to offer support and assistance.

When MBIQ was acquired, Millward Brown also inherited a talented team of creative individuals that can help you present our brand in a consistent, positive light.

AND, We have already been assisting some of you. . .



MBIQ Communications & Corporate Services

MBIQ Marketing Communications
MBIQ Corporate Communications
MBIQ Graphic Arts Services
MBIQ Events Services



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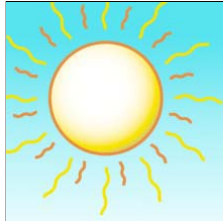
As Tony and Pam have already said. . .

The transitioning of IntelliQuest into MB has been an on-going and evolutionary process. . . .

Historically speaking,

the Communications & Corporate Services team had long been the IntelliQuest brand police and brand champions for the company.

The Events Teams of the group runs the **Brand Tech Forum** and the **Marketing Research Tech Forum** - both revenue producing events.



MBIQ Communications & Corporate Services

- Millward Brown creative resource acquired with IntelliQuest
- Service support team dedicated to the production of quality visual communication materials.

Now that IntelliQuest is part of the MB Family,

Jean McDougall has initiated discussions as to how we can optimize the skills of this valuable resource for support further into the organization.

As a matter of fact, both Jean and Sue will be spending a week with us in December.



MBIQ Communications & Corporate Services

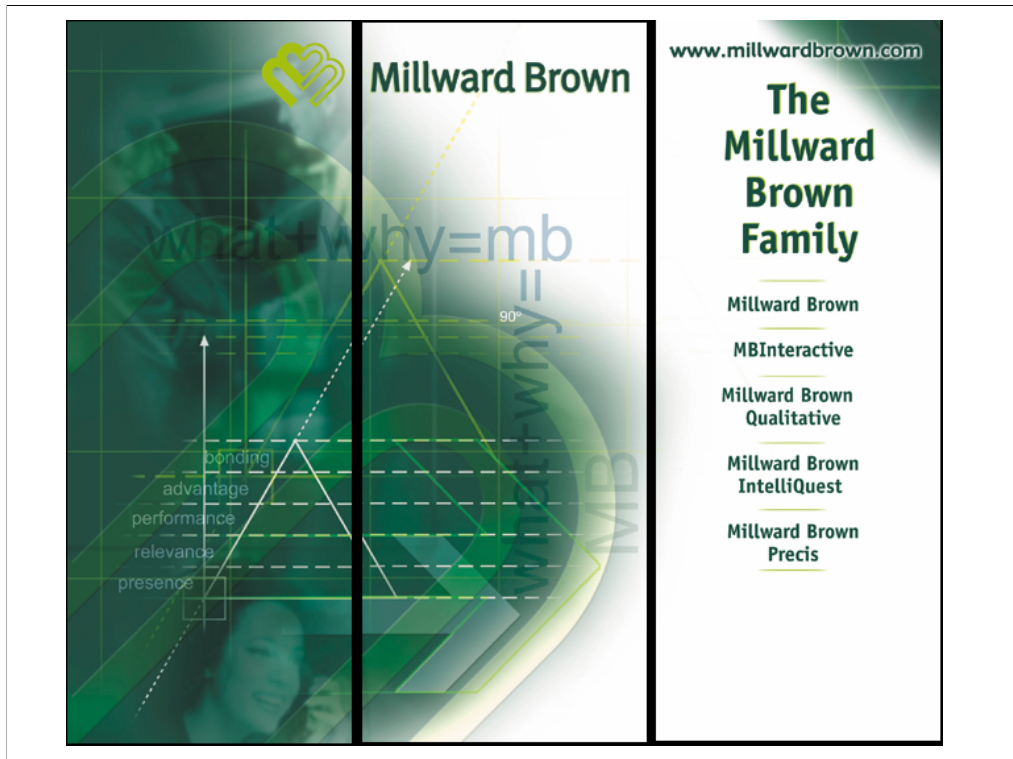
- Presentation support resource
- Event/conference support
- Creative/graphic assistance
- Consistent brand management support services (including assistance understanding our corporate identity standards as outlined by Group)

Working closely with Jean McDougall and the Group Team, we will be creating procedures to take on additional support work for other Millward Brown offices and Group Corporate work as delegated by Jean or Sue.

A Millward Brown family resource for
event or conference planning,
graphic art production,
And brand communications

As an example of the teams' talent. . .

I need to tell you that we assisted Leslie Saiz and Eileen Campbell with the visual theme packaging of this meeting. From agendas to Signage.



This was a pull-up banner system produced for the Fairfield office. The task was to create a punchy display that was inexpensive and portable yet mirrored the look and feel of the larger booth.



This is a “sister” display created for MBIQ for the BTF exhibit.

Both banner displays were created and produced concurrently.



**Let's work together
to be OUR own
Brand's Champions**



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In closing,
I hope I have raised your eyebrows
and peaked your interest in
the task we have at hand.

The best thought I can leave you with is. . .
Let's pull together
as a family
to be our **own brand's** champions!



Embrace. . . Enhance. . . Extend.

— Bill Gates