22nd of November 2022

8 PM EGY 9 PM KSA 10 PM UAE

Corporate Branding

NO VOICE LOUDER THAN THE CORPORATE...

FOUNDER & HOST

Dr.Mahmoud Bahgat

Marketing Club

INSTRUCTOR

Dr.Mahmoud Ezzat

Marketing Lead

Corporate Branding

NO VOICE LOUDER THAN THE CORPORATE

By
Mahmoud Ezzat
Marketing Lead

Education

- Bsc. of Pharmaceutical science.
- CIM - Chartered Institute of Marketing
- AUC - Promotional Advertising
- Google Digital Marketing Certification
- Google Analytics

Experience

- 20 Years entire career experience.
- 11 Years Marketing Experience.
- KSA - Egypt - UAE - Jordan - Iraq.
- Multinational & National corporates Experience.
- Multiple Therapeutic Segments in Pharmaceutical market.
- Infection Control.
- Orthdontic Medical Devices

Mahmoud Ezzat

Marketing Lea

Bristol-Myers Squibb

PHARCO PHARMACEUTICALS

SPI SAUDI PHARMACEUTICAL INDUSTRIES

Marketing Club

traZeneca

Pfizer

tabuk pharmaceuticals

Congratulations

CARE PHARMA

WE ARE DEDICATED TO CARE

CEO *of* CARE Pharma Company

Domestic Manufacturing Company

- **20** Products.
- More than **500** employees.
- **5** Business units.
- Since **2010.**

20 Million SAR

-40% PPG

-25% CAGR

DATA ANALYSIS

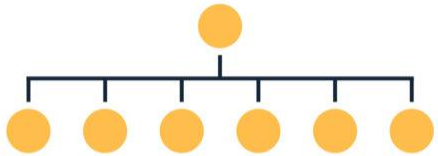
Corporate Branding

Branded house OR house Of Brands

?

Branded House Vs House Of Brands

Branded House



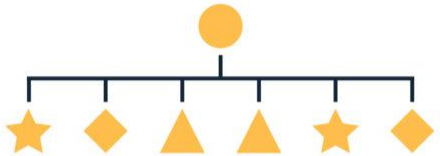
Google

Google Chrome

Google Cloud

Google Maps

Sub-brands



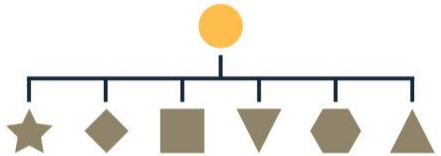
Virgin

Virgin HOTELS

Virgin Express

Virgin MEGASTORE

House of Brands



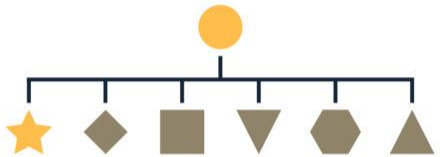
P&G

ARIEL Essential

Gillette

Pampers

Endorsed Brands



Coca-Cola

Coca-Cola

Sprite

FANTA

When it comes to a buying decision … Company name is very important factor to the buyer….

Philip Kotler

WHAT IS CORPORATE BRANDING?

Corporate Branding is the practice of applying company's name to a product and using the vision and culture of the company explicitly as part of its unique selling proposition.

Corporate Branding

Corporate Branding Vs Product Branding

The Entire Enterprise

One product or service

Scope & Scale

Corporate Branding

Corporate Branding Vs Product Branding

The Company:

- **Heritage.**
- **Values.**
- **Credos.**
- **Beliefs**

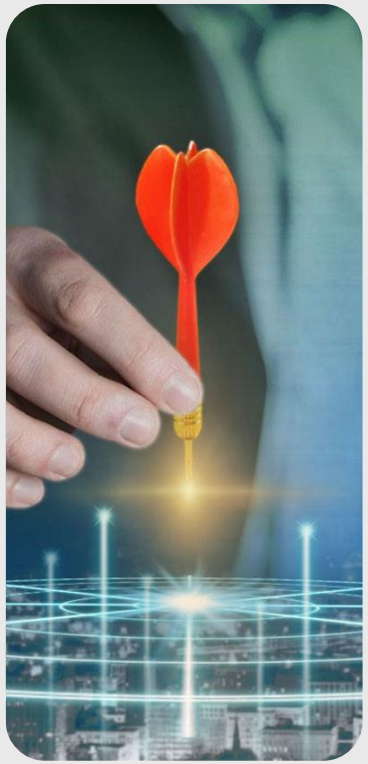
Brand Identity
Origin

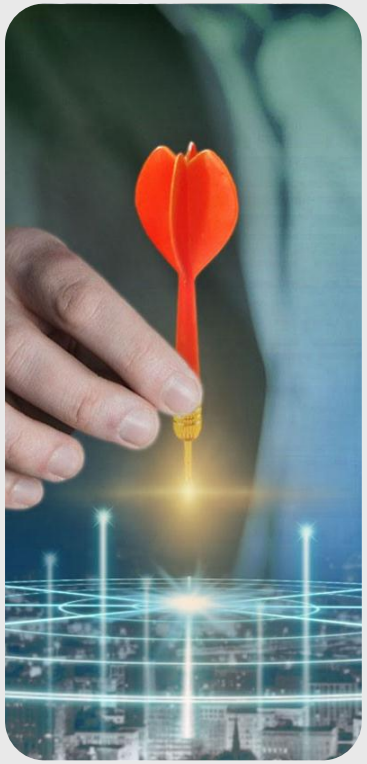
- **Advertising**
- **Imagination**
- **Market Research information**

Corporate Branding Vs Product Branding

Multiple Stakeholders:

- **Investors.**
- **Employees.**
- **Customers.**
- **Suppliers.**





Target Audience

- **Customers.**

Corporate Branding Vs Product Branding

Multiple Stakeholders:

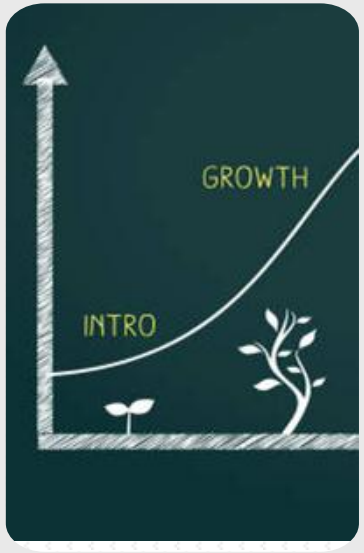
- **Investors.**
- **Employees.**
- **Customers.**
- **Suppliers.**

- **Marketing.**
- **Sales.**
- **Advertising Departments.**

Responsibility

Corporate Branding Vs Product Branding

Company Life Cycle.



Product Life Cycle.

Planning Horizon

WHY CORPORATE BRANDING IS CRUCIAL?

Benefits Of Corporate Branding

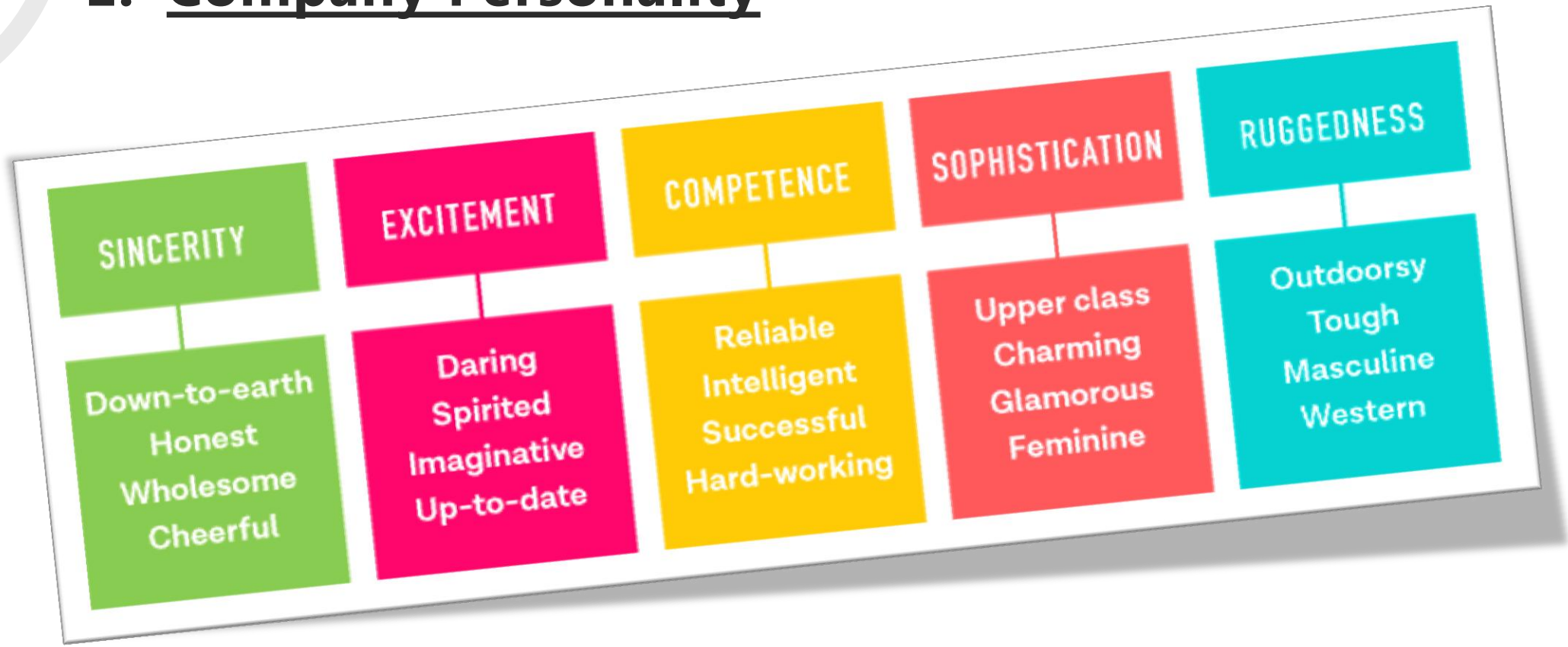
1. Company Personality

"If you don't give the market the story to talk about, they'll define your brand's story for you."

***David Brier**, branding expert and author of Brand Intervention.*

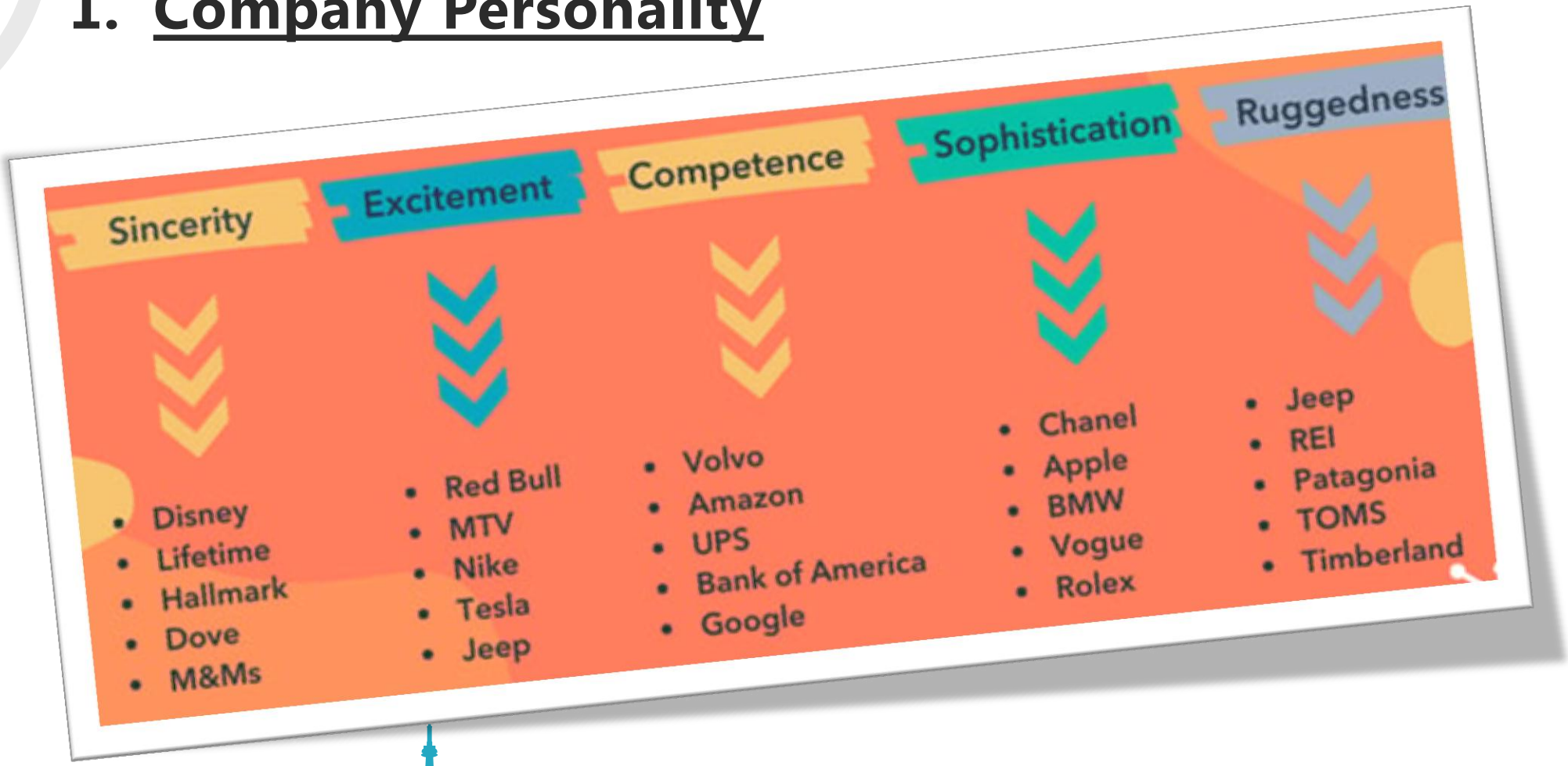
Benefits Of Corporate Branding

1. Company Personality



Benefits Of Corporate Branding

1. Company Personality



Benefits Of Corporate Branding

1. Company Personality

Benefits Of Corporate Branding

1. Company Personality

Owns **15** Teams in **11** Sports

Red Bull

+10 Events Sponsorship

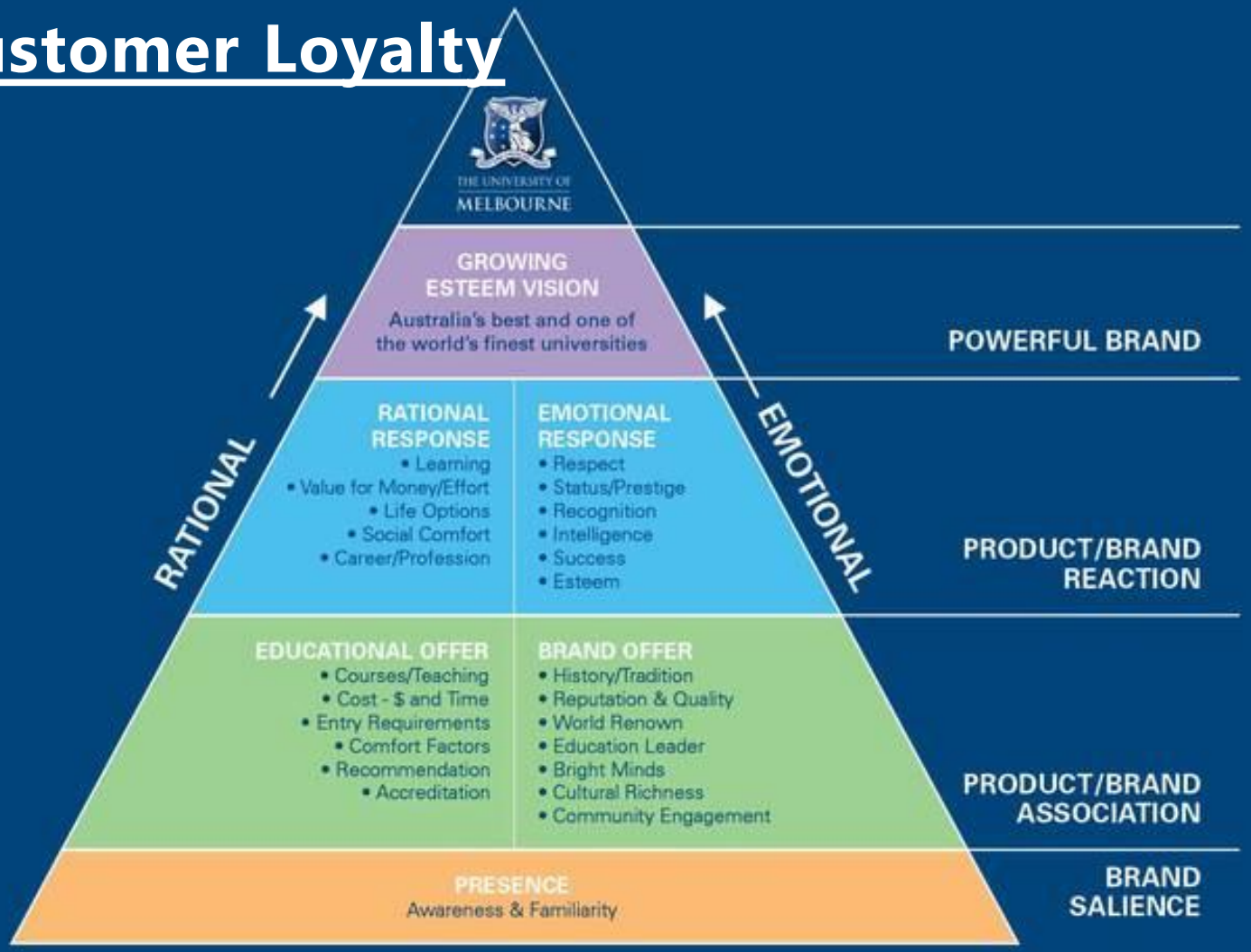
31 Athlete sponsorship

https://www.mirror.co.uk/sport/football/news/red-bull-sporting-dynasty-football-14004865

Benefits Of Corporate Branding

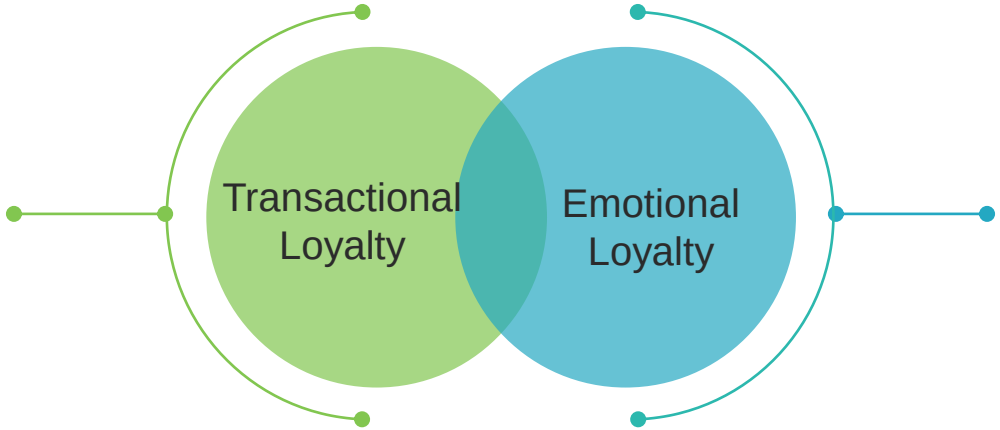
2. Promotes Customer Loyalty

BRAND LOYALTY PYRAMID



Benefits Of Corporate Branding

2. Promotes Customer Loyalty



Benefits Of Corporate Branding

2. Promotes Customer Loyalty

Loss Aversion

Costco Loyalty Program

1

Cross Subsidizing

Membership model to gain lowest wholesale prices and private label items .

2

Transactional Loyalty

Loss Leaders

Creative Financing Cashback offer

3

Benefits Of Corporate Branding

2. Promotes Customer Loyalty

- **4%** Cash Back on Gas.
- **2%** on Costco Purchasers.

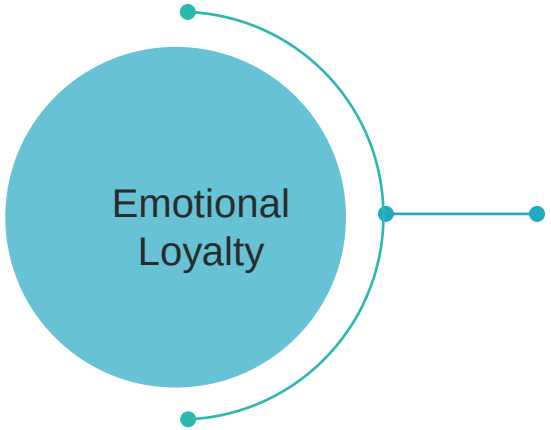
- Costco Membership is bundled with the price of the card.

Benefits Of Corporate Branding

2. Promotes Customer Loyalty

- The brand becoming **part of the customer's identity**, or **the brand being used to express their identity.**

- Because of this, they are much less likely to be influenced by competing offers and brands may enjoy higher price elasticity when they set their **Pricing Strategy.**



Benefits Of Corporate Branding

2. Promotes Customer Loyalty

Benefits Of Corporate Branding

3. Increase Market Share

SPI
SAUDI PHARMACEUTICAL INDUSTRIES

The Life you DESERVE

Benefits Of Corporate Branding

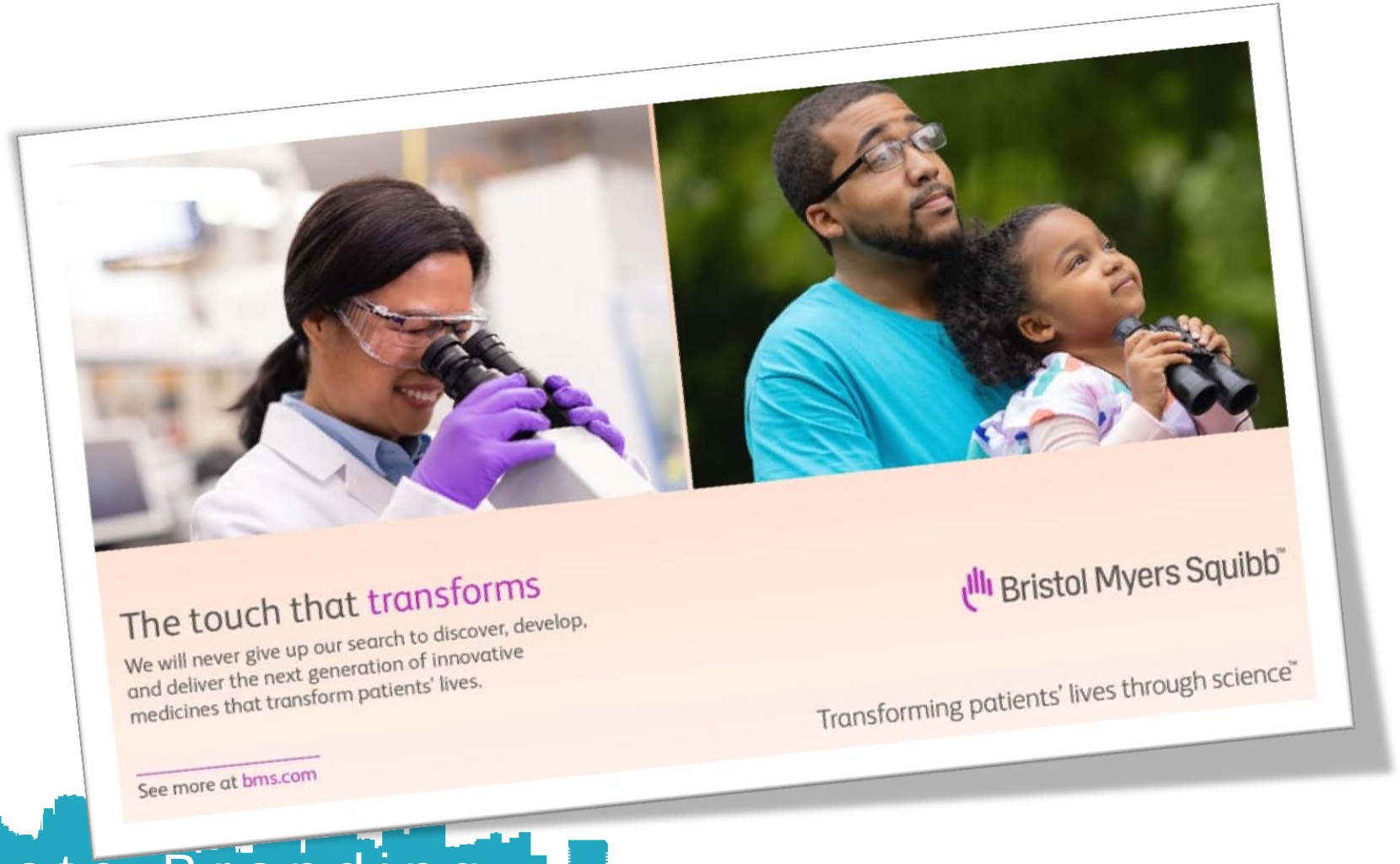
4. Exposure to new Customer Segments easily

Bristol-Myers Squibb

Bristol Myers Squibb

Benefits Of Corporate Branding

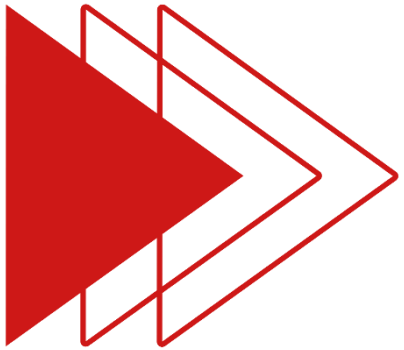
4. Exposure to new Customer Segments easily



Benefits Of Corporate Branding

5. New Products Launch Success is high

AstraZeneca



Corporate Branding

Benefits Of Corporate Branding

5. New Products Launch Success is high

Corporate Branding

Benefits Of Corporate Branding

٦. Employees Motivation & Attraction

Corporate Branding

TYPES OF CORPORATE BRANDING

Corporate Branding Types

1. Premium Branding

JAGUAR

Ferrari

LAMBORGHINI

Corporate Branding Types

2. Economy Branding

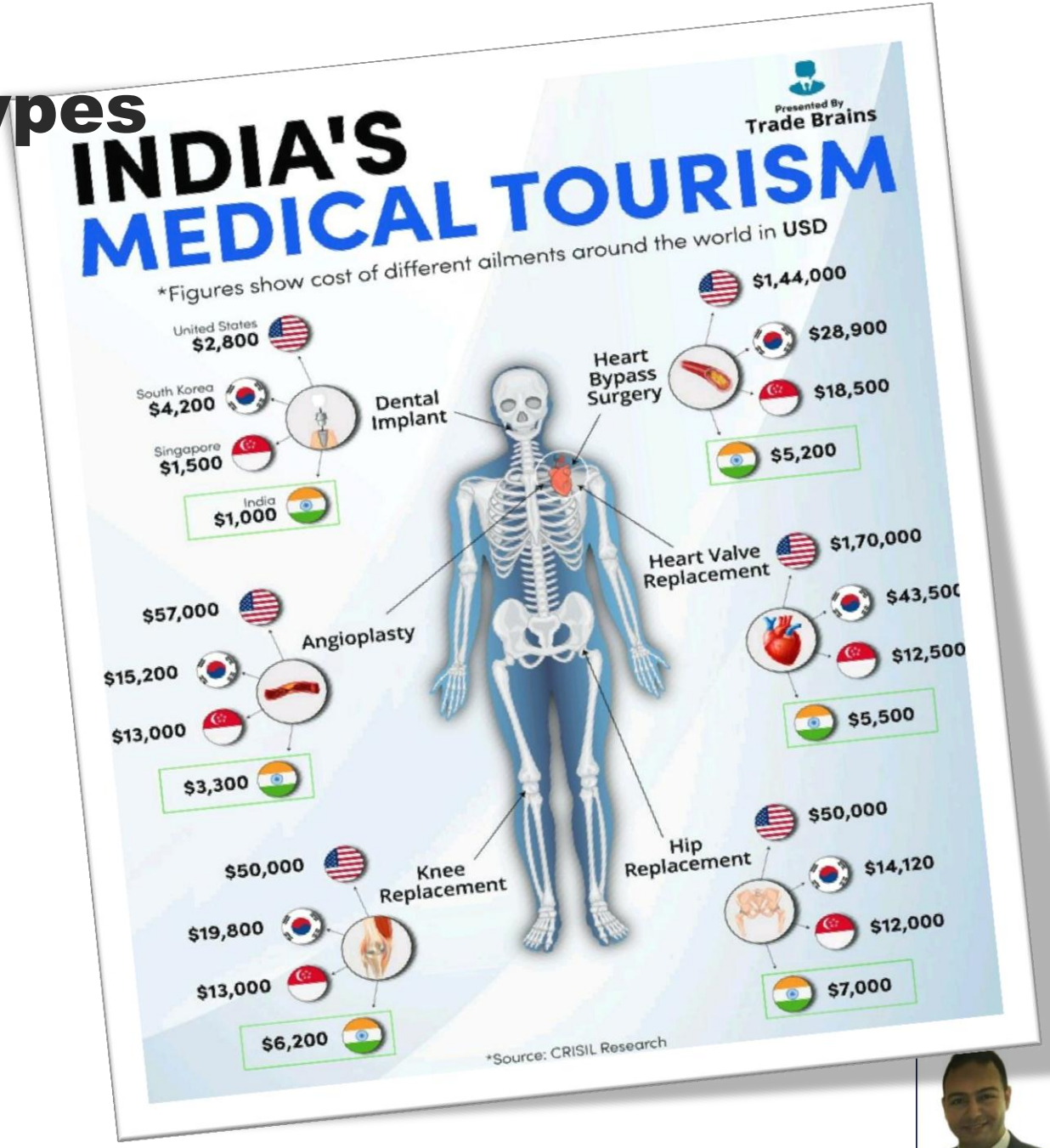
A company may sell its products at rates slightly lower than the prevalent market rates of similar products and try to entice consumer to use their products. Many startup companies use this strategy to lure away customers of established brands.

Corporate Branding Types

2. Economy Branding

Corporate Branding Types

2. Economy Branding



Corporate Branding Types

3. Association with various Causes Branding

Many companies associate with many charities or other social services. This creates a positive image of the brand, and many consumers may like to associate themselves with such brands. Many companies donate certain percentage of sales proceed to various social causes.

Mastercard's claim in the 2018 FIFA World Cup about donating meals to 10,000 children for each goal Messi and Neymar Jr. score in each game. They announced that they would donate the food for children in Latin America and the Caribbean for each goal scored.

Corporate Branding Types

4.Umbrella Branding

SONY

Several companies such as **Sony** and **Apple** use their brand name for all their products. This is called umbrella branding. A strong brand name is used to sell various products, taking advantage of goodwill of the customers.

Corporate Branding Types

5.Feel Good Branding

Some companies sell their products by creating an image of getting a good feeling by using these products. A coffee brand may sell their coffee by suggesting that starting the day with a cup of particular coffee will uplift your mood.

Cold drinks, cars and clothing brands try to lure young customers by such type of positive feel good branding, where they suggest that using their products will uplift the spirits.

Corporate Branding Types

6.Attached Branding

- Sometimes a company attaches itself to an institute and takes advantage of its patrons, such as a bank giving easy loan to customers of certain real estate companies, opening of a mart near a petrol pump, and banking facilities in hospitals and educational institutes.

- Companies use these various types of branding according to their suitability, and if done cleverly, can be very beneficial in marketing their products.

Corporate Branding Types

7.Association with Community

- The company tries to help the community in which it is situated or its employees reside.
- The company may open schools or hospitals for the benefit of the residents.
- It may also guarantee employment to youth by reserving certain percentage of jobs for the people of that community.
- The company tries to create the image that it will be beneficial for the people.

CORPORATE SOCIAL RESPONSIBILITY

Company Social Responsibility

Google

Google invested in 3.5 Billions USD in renewable energy projects around the world

Company Social Responsibility

To fight climate changes , Coca Cola plans to reduce her greenhouse gas emission by 25% by 2030.

Company Social Responsibility

1 SR

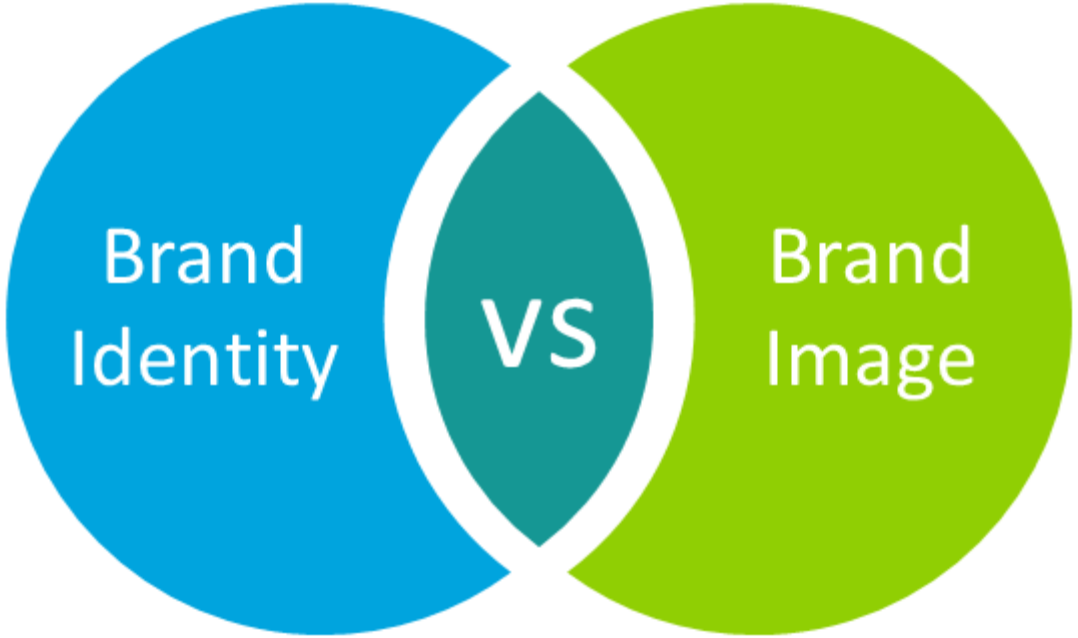
Fund on each meal

CORPORATE BRANDING TOOLS

Corporate Brand Identity & Image

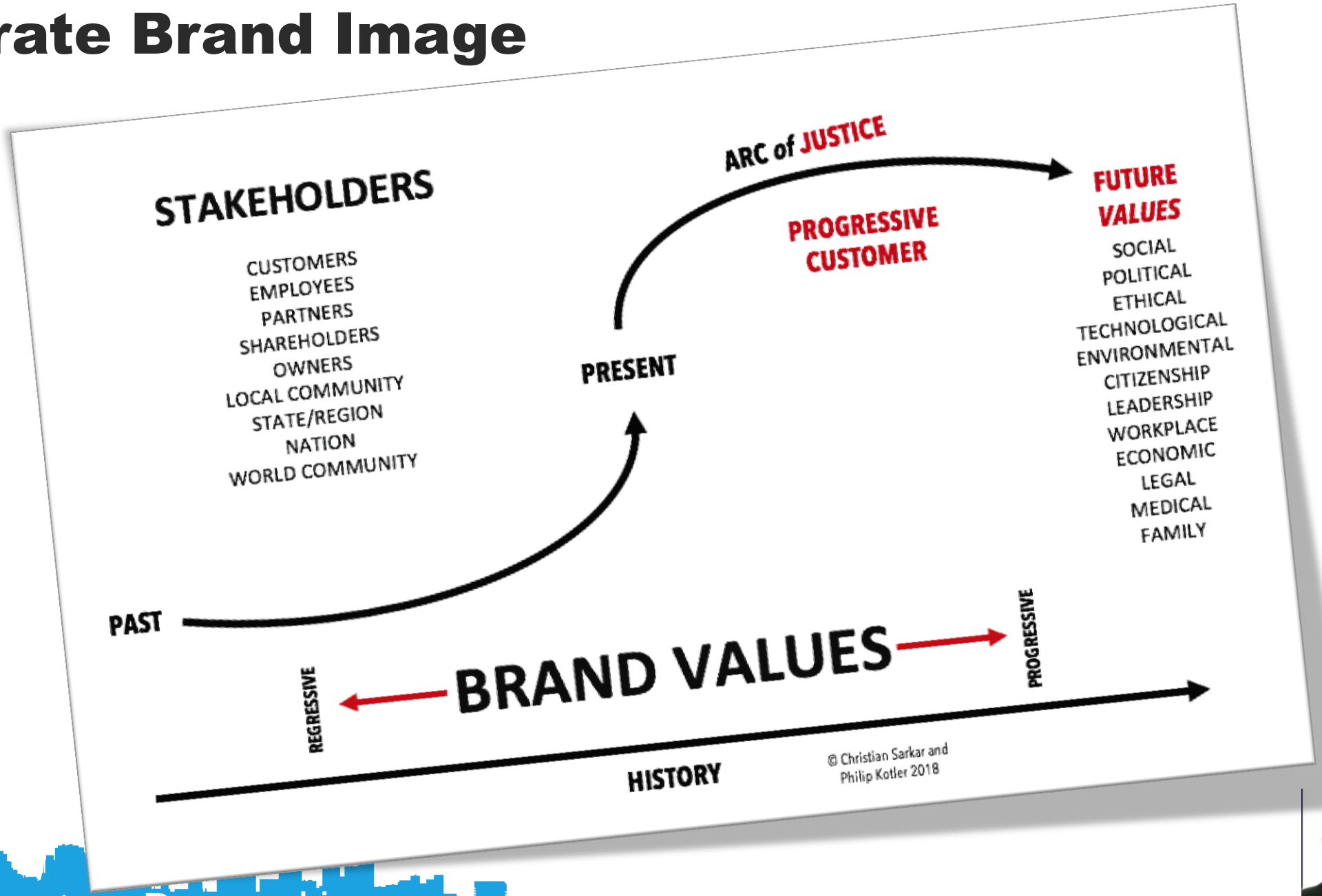
Corporate Brand Identity & Image

- Logo
- Mantra
- Graphic Style
- Communication Style



- Reputation
- Emotion
- Impression
- Belief

Corporate Brand Image



Steps of Setting Up Corporate Branding

1. Discuss the company's goals, vision and mission
2. Conduct a Corporate brand audit
3. Survey the employees
4. Research your target audience
5. Build a brand Identity, strategy and style guide.
6. Create Logo, Slogan & Tagline.
7. Utilize Branding Tools

Corporate Branding

2 Discuss Company Mission, Vision & Goals

"We are committed to provide our customers with high quality products to grant the quality of life they deserve."

"To become a leading and reliable pharmaceutical company with a diversified business model in MENA region".

SPI
SAUDI PHARMACEUTICAL INDUSTRIES

The **Life** you **DESERVE**

2 Discuss Company Mission, Vision & Goals

Mission Statement
- Who we are
- What we value

Vision Statement
- What we want to become

Strategy
- How we will achieve our vision

Goals & Objectives
- How we gauge or degree of success

"To Bring inspiration & Innovation to every athlete in the world"

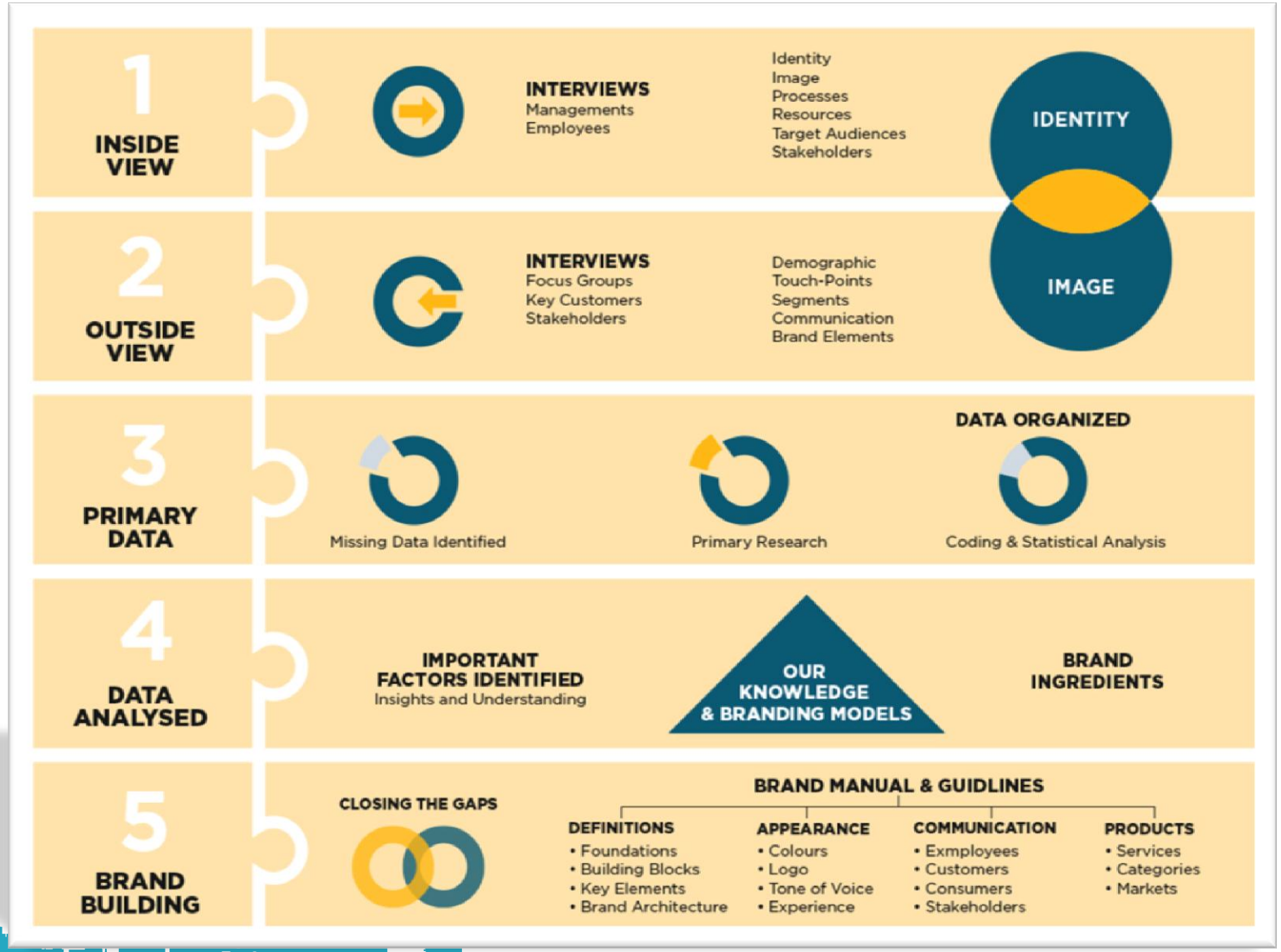
"To remain the most authentic, connected & distinctive brand"

2 Discuss Company Mission, Vision & Goals

Nike Mission and Vision Statement Analysis

- **Mission**
  - *"To bring inspiration and innovation to every athlete in the world."*
    - Bringing Inspiration
    - Creating Innovation
    - Supporting Every Athlete in the World
- **Vision**
  - *"To remain the most authentic, connected, and distinctive brand."*
    - Authenticity
    - Connectivity
    - Distinction
- **Core Values**
  - Community
  - Sustainability
  - Diversity
  - Social Responsibility

2 Conduct Corporate Brand Audit



3 Survey the Employees

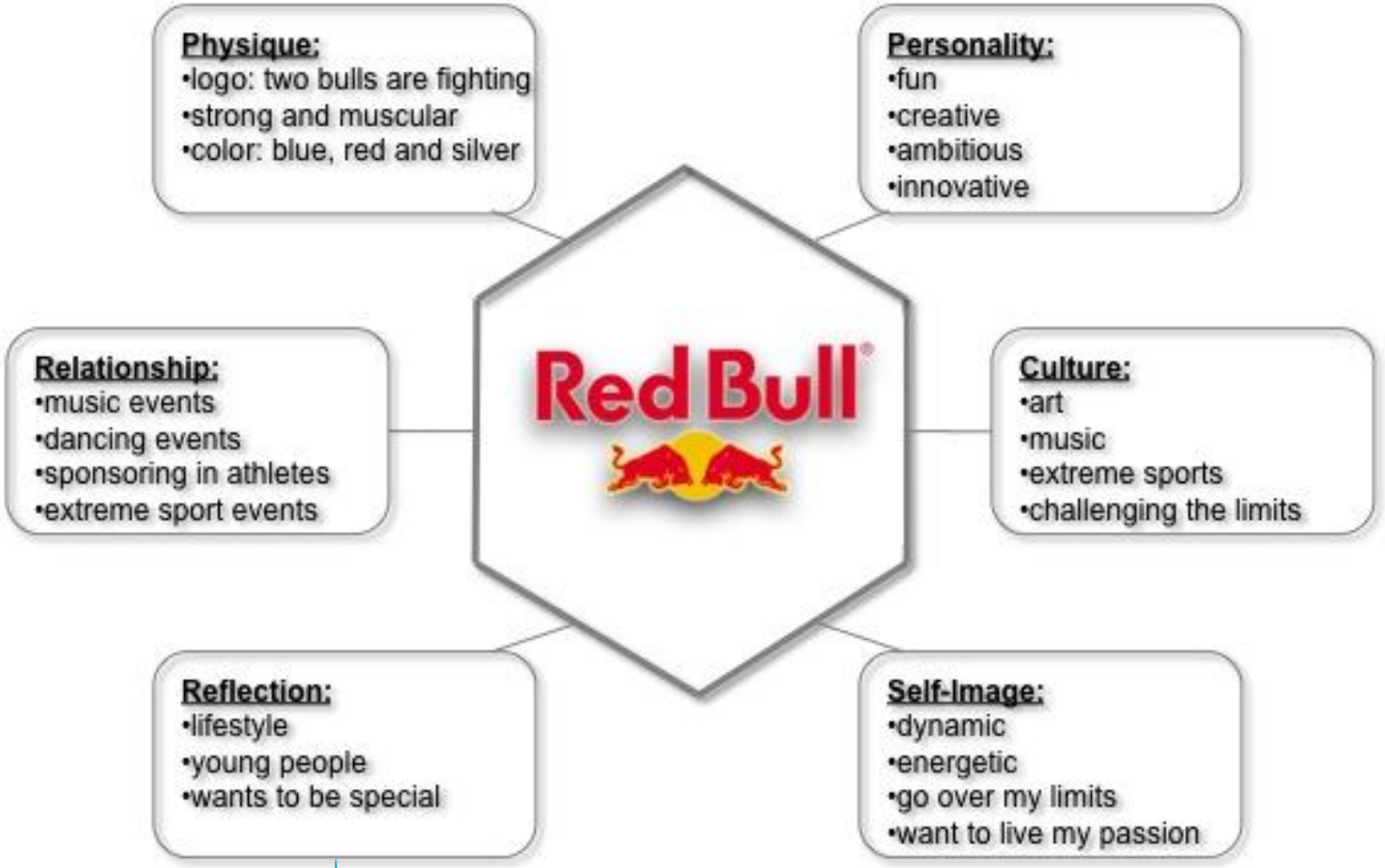
4 Research Target Audience

- Focus groups.
- Social Media Comments & Reviews.
- Direct Surveys & Questionnaires.

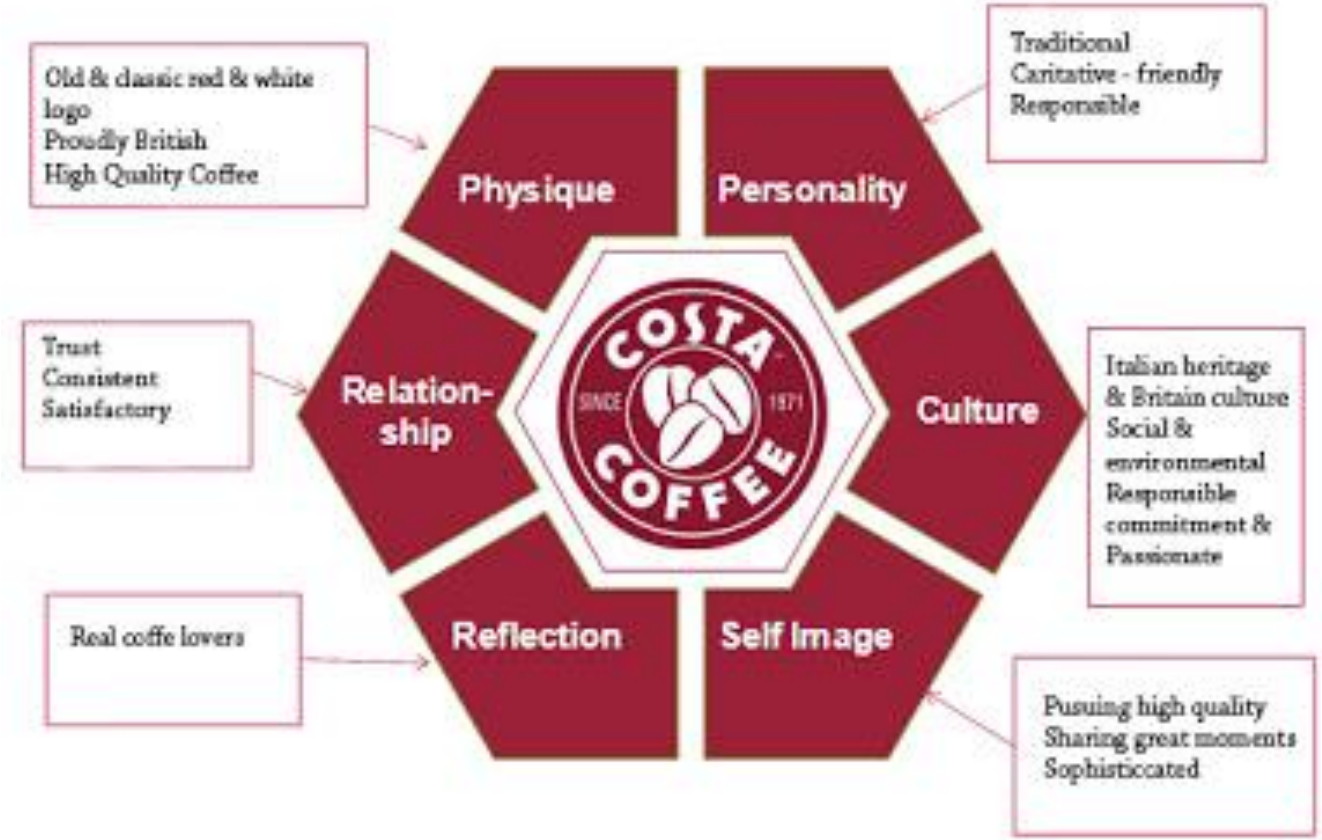
5 Build Brand Identity Strategy & Style Guide

Value proposition: What are our key offerings and how do we want them to appeal to customers and non-customer stakeholders?	**Relationships:** What should be the nature of our relationship with key customers and non-customer stakeholders?	**Position:** What is our intended position in the market, and in the hearts and minds of key customers and non-customer stakeholders?
Expression: What is unique or special about the way we communicate and express ourselves, making it possible to recognise us at a distance?	**Brand core:** What do we promise, and what are the core values that sum up what our brand stands for?	**Personality:** What combination of human characteristics or qualities forms our corporate character?
Mission & Vision: What engages us, beyond the aim of making money (mission)? What is our direction and inspiration (vision)?	**Culture:** What are our attitudes and how do we work and behave?	**Competences:** What are we particularly good at, and what makes us better than the competition?

Corporate Brand Identity Prism



Corporate Brand Identity Prism



Corporate Brand Identity Prism

Physique

Red, curvy font, aerated cold drink, bottle full of moisture

Personality

Joyful, happy, sharing, excitement

Relationship

Like my buddy

Culture

Urban, old US, very MNC

Reflection

Spending time with family

Self-Image

Happy soul, cool

Physique

Blue, red, circular

Personality

Smart, youthful, fun

Relationship

Like a fling

Culture

American - younger, smarter

Reflection

Young, free, bold

Self-Image

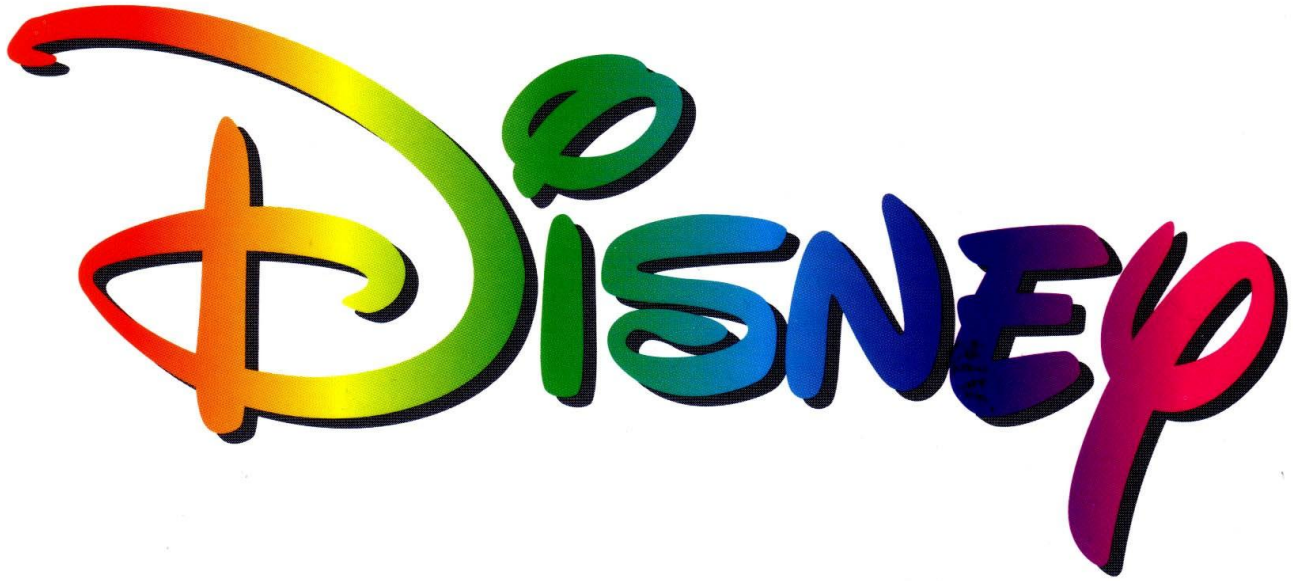
Social, cool

Corporate Brand Identity

BEFORE

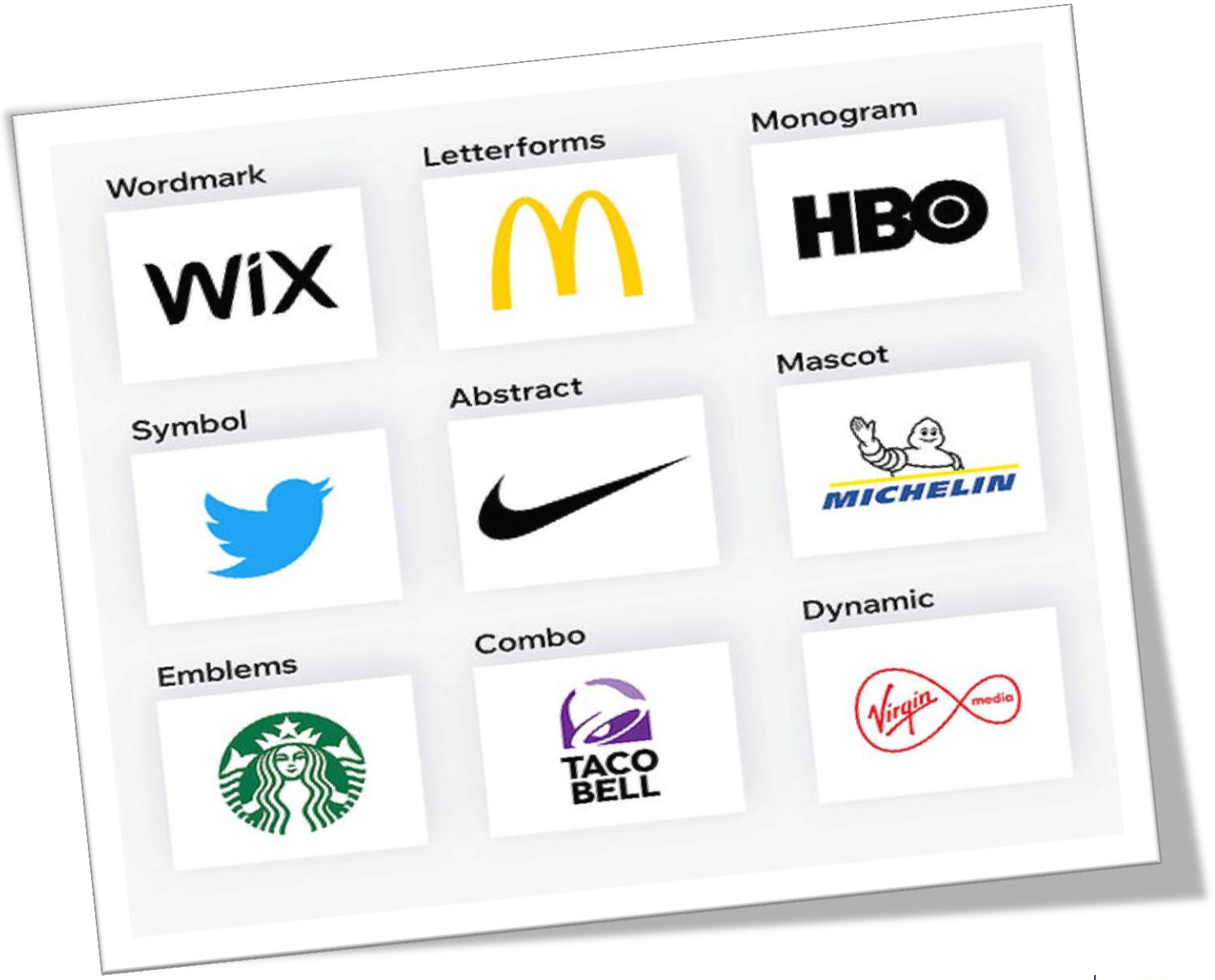
AFTER

Corporate Brand Identity



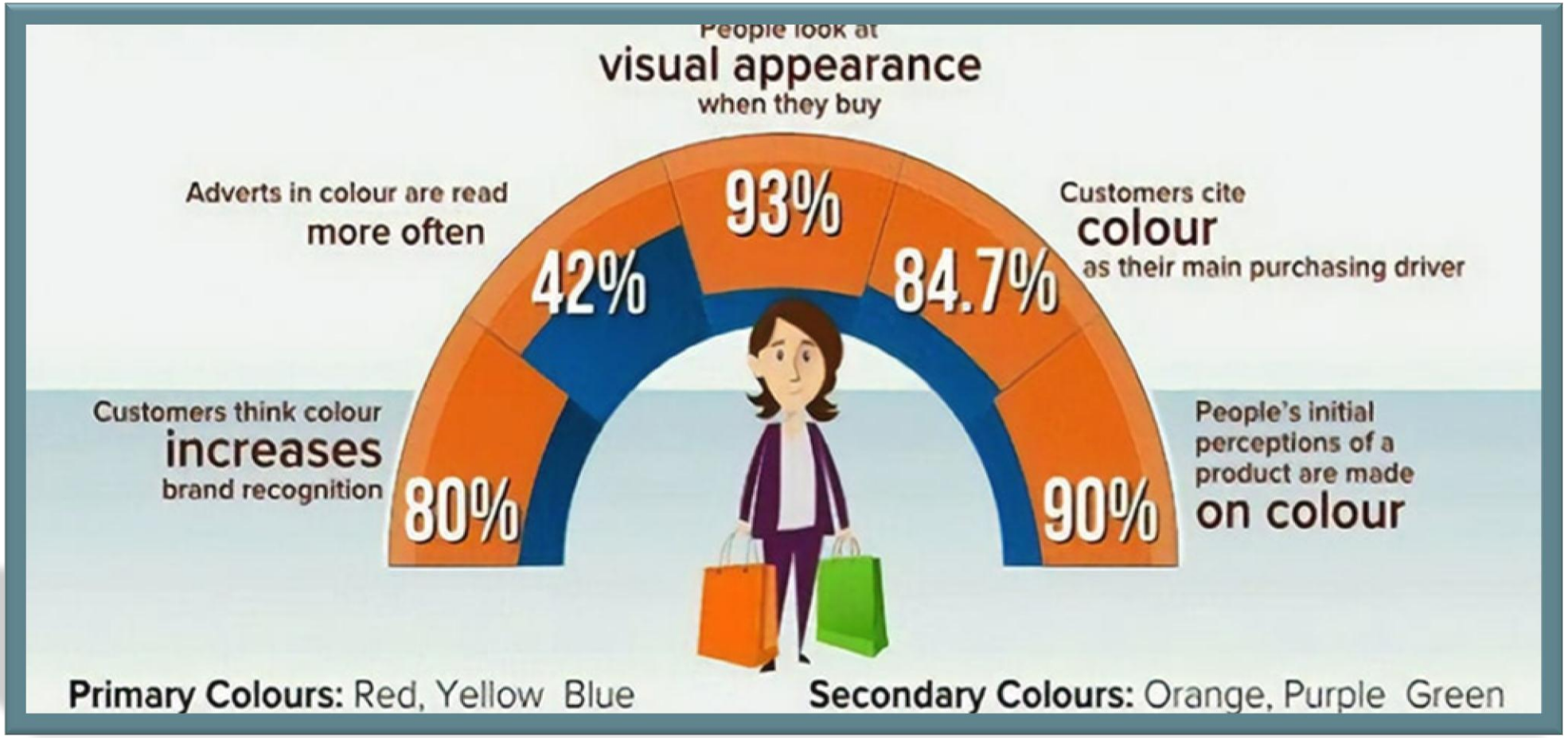
Company Logo

TYPES OF LOGOS



Corporate Branding

Company Logo



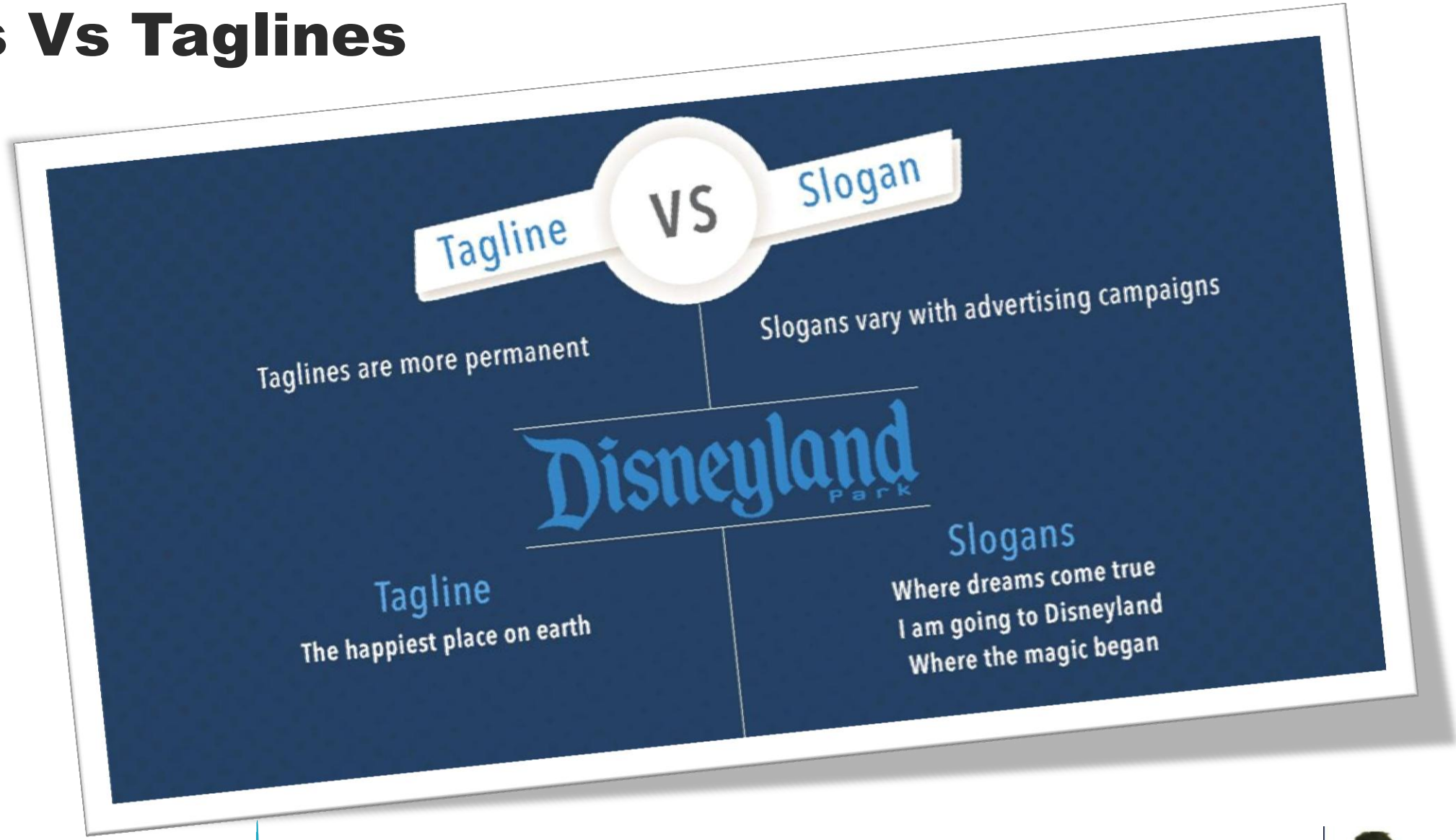
Company Logo

COLOR

EMOTION GUIDE

Corporate Branding

Slogans Vs Taglines



NETFLIX

SPEND MORE TIME SEARCHING
THAN ACTUALLY WATCHING

PayPal™

Because you *have* to.

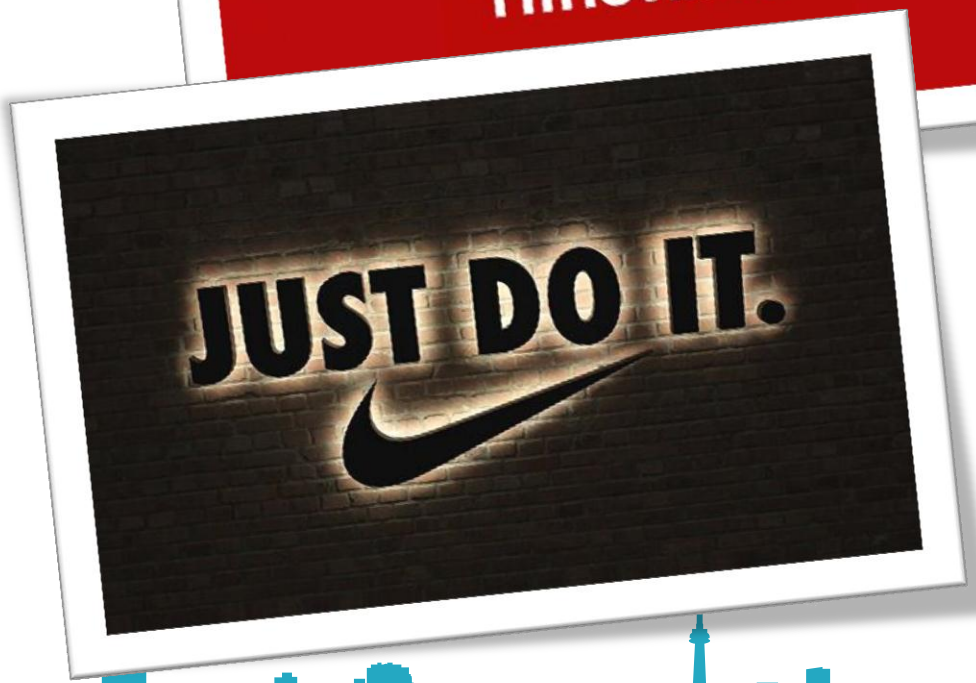
FedEx®

It's probably broken

LinkedIn

Connect with people
for no reason at all.

Company Taglines



Company Slogans

Company Taglines

Company Taglines

FEATURES

- Appealing
- Simple
- Valid
- Memorable
- Witty
- Engaging
- Unique

WOW Principle

W — *What value you create*

O — *Outstanding feature*

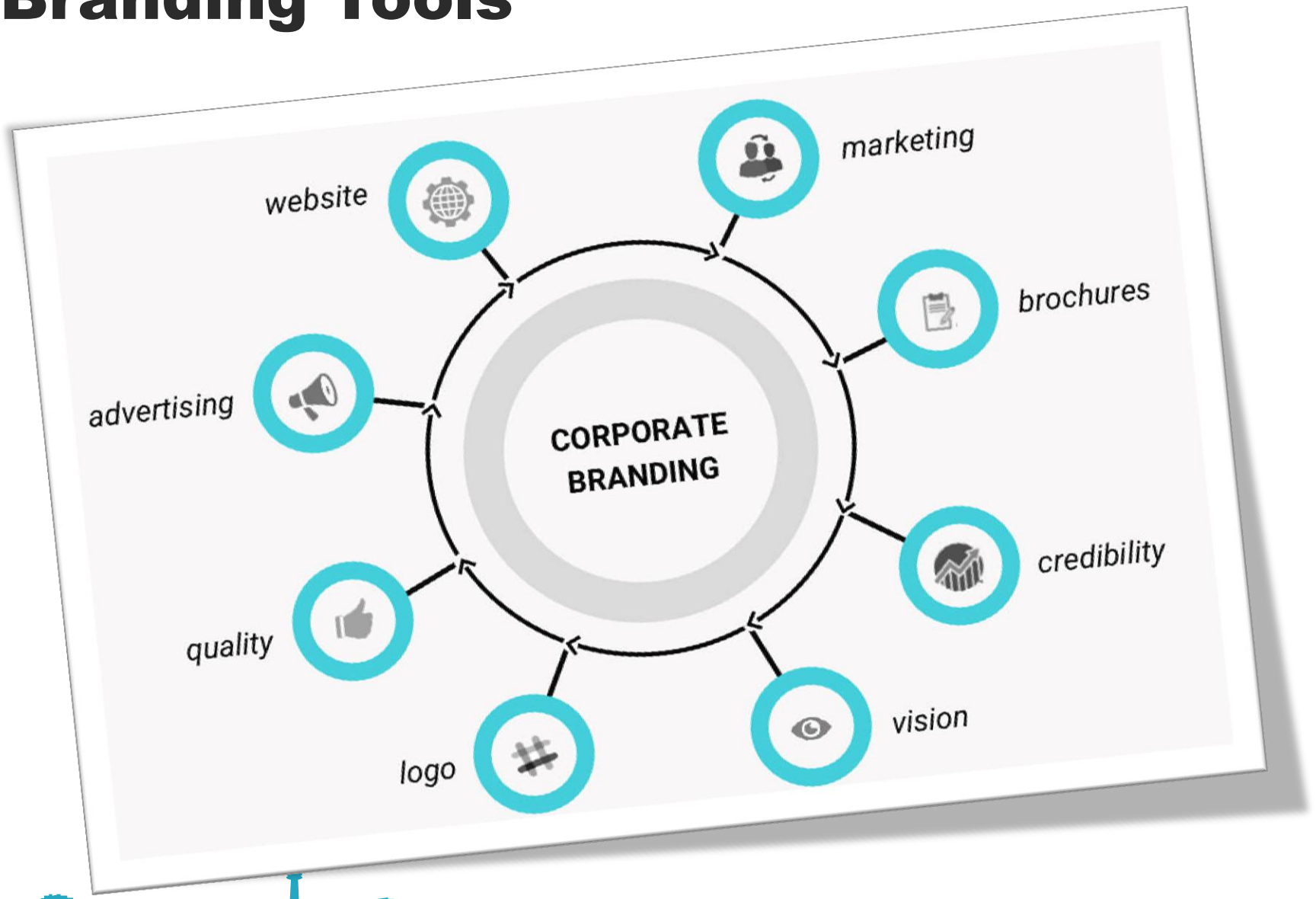
W — *Why people should choose you*

SENSORY
BRANDING

CINNABON

Corporate Branding

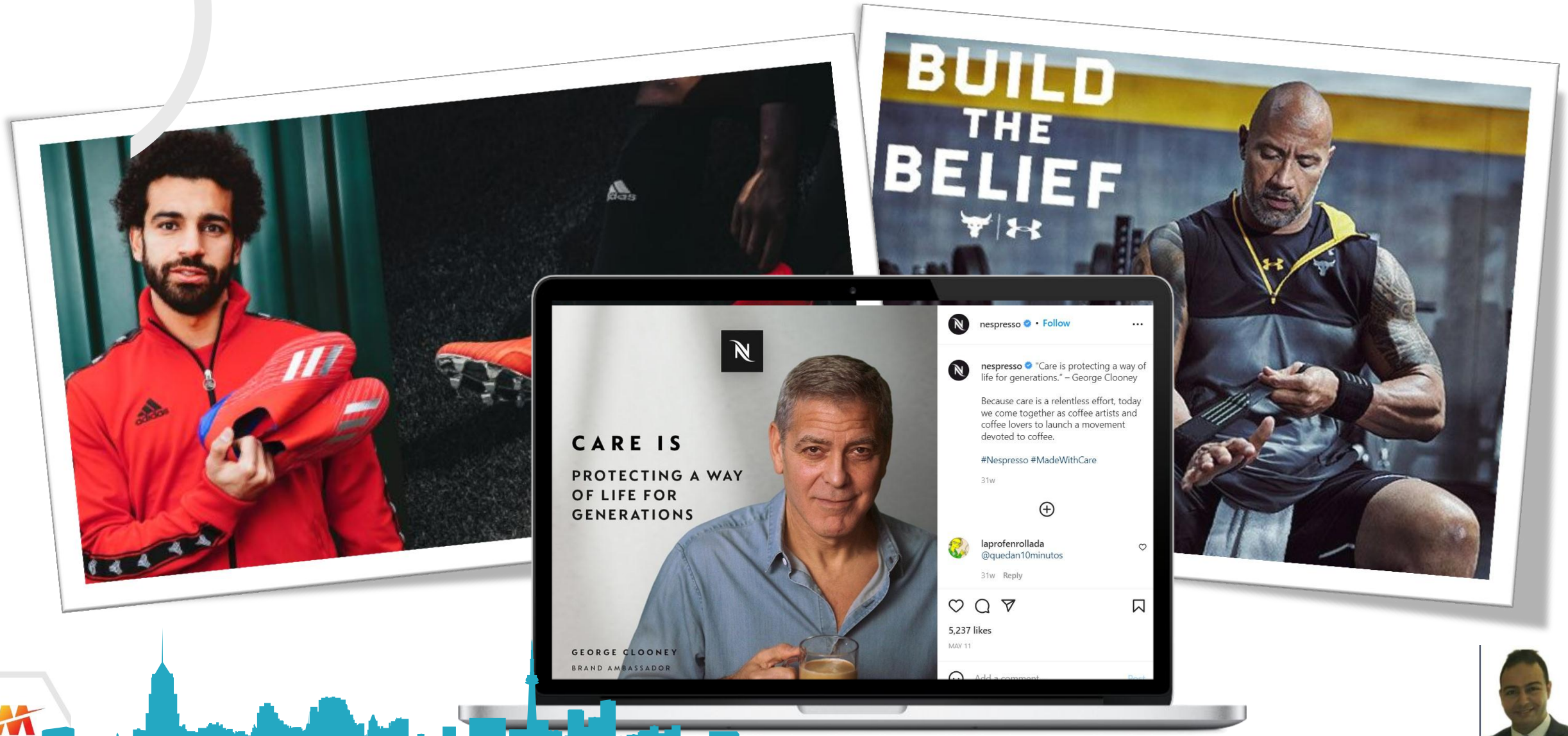
7 Utilize Branding Tools



SOCIAL MEDIA

Caliber Well Trained employees are important part of Corporate Branding.

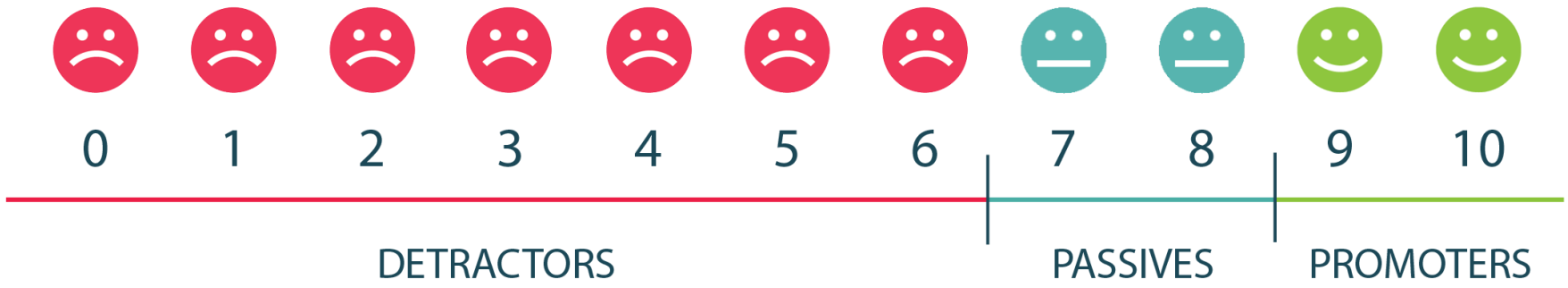
BRAND AMBASSADORS

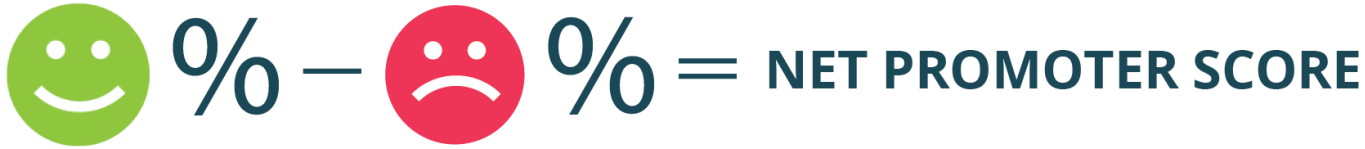


BRAND TRACKING

Net Promotor Score (NPS)

The classic metric, NPS gets right to the point of what you need to know: On a scale of 0-10, how likely are you to recommend [brand] to your family and friends?





Brand Awareness & Recall

- ✓ **Brand awareness** is a measure of consumers' ability to recognize your brand and can be measured as aided awareness (in response to a prompt such as showing a product or brand logo) and unaided awareness (with no prompt).

- ✓ **Brand recall** is the consumer's ability to remember the brand, whether after using a product or seeing a piece of advertising. This is a good measure of how a piece of communication has contributed to awareness of the brand in general.

Brand Loyalty

This metric provides a view of how likely a customer is to continue to buy from, or interact with, your brand.

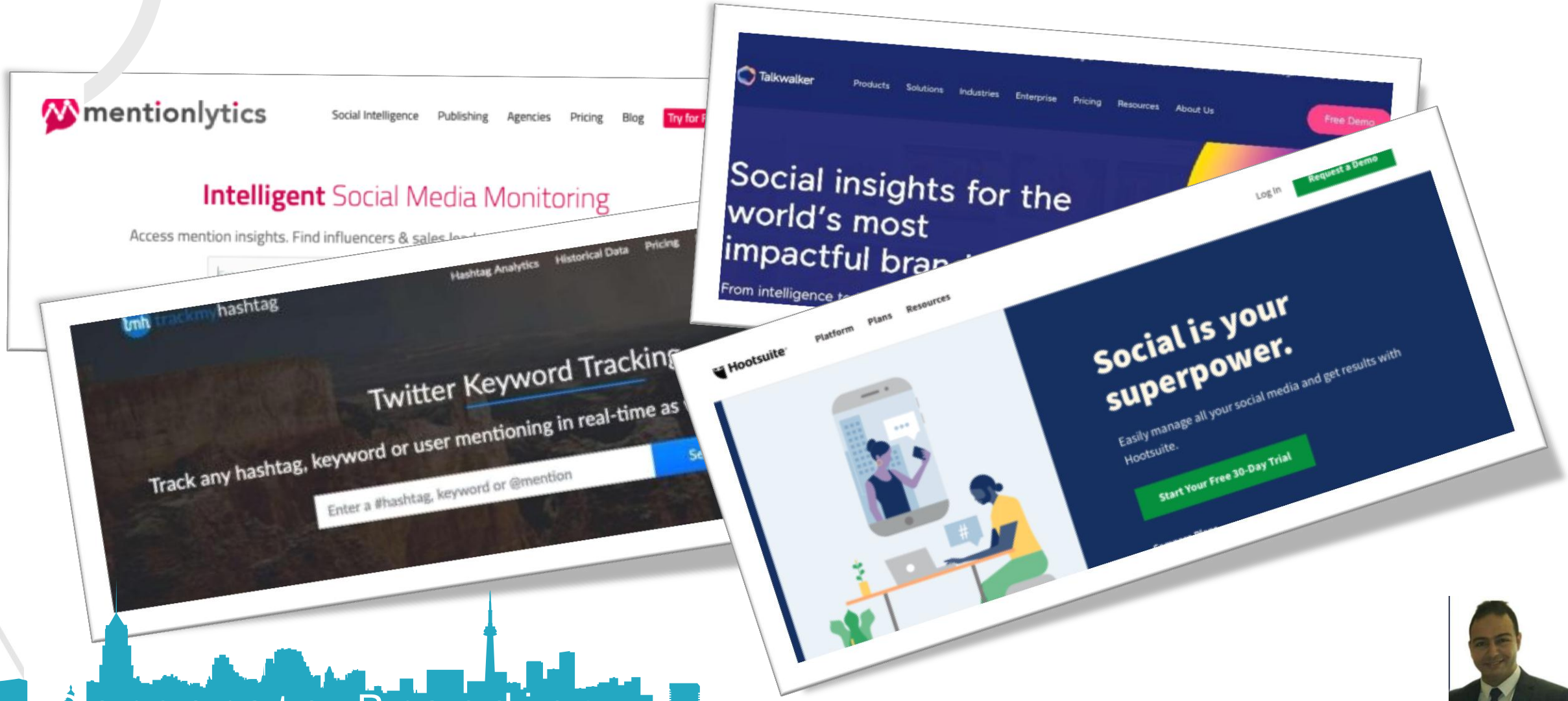
It's usually measured by purchase intent and serves as a good marker for how strong your brand is. If it's strong, customers are much more likely to buy from you again in the future.

Elicit feedback from existing customers with the question:
How likely are you to purchase [product or service] from us again?

Modern Brand Tracking Tools

- Google Reviews.
- Google Analytics.
- Social Media mention tracking.
- Websites Traffic & conversion rates
- Focus groups.
- Social Media Comments & Reviews
- Direct Surveys & Questionnaires.

Social Media Brand Tracking Tools



Corporate Branding

•**Brand associations:** Over time, consumers develop perceptions about your brand, and it forms an image in their minds about who you are and what you stand for. By measuring brand association, you can see whether how you want to be seen matches how you're actually perceived. Be careful to set achievable targets here – your brand tracker should measure what makes you unique. After all, what brand wouldn't want to be seen as having good products and great customer service? Think about what makes your brand unique – you can look to your brand values if you have any – and try to draw that out in your research.A good way to measure brand associations is through open text feedback. These give consumers the opportunity to leave verbatim feedback without prompting so you can get an accurate view of how they really feel. With the right text analytics software you can analyze those comments and group them by topic to see which associations are the strongest. Use questions such as:

- *What negative associations do you have with [brand]?*
- *What positive associations do you have with [brand]?*

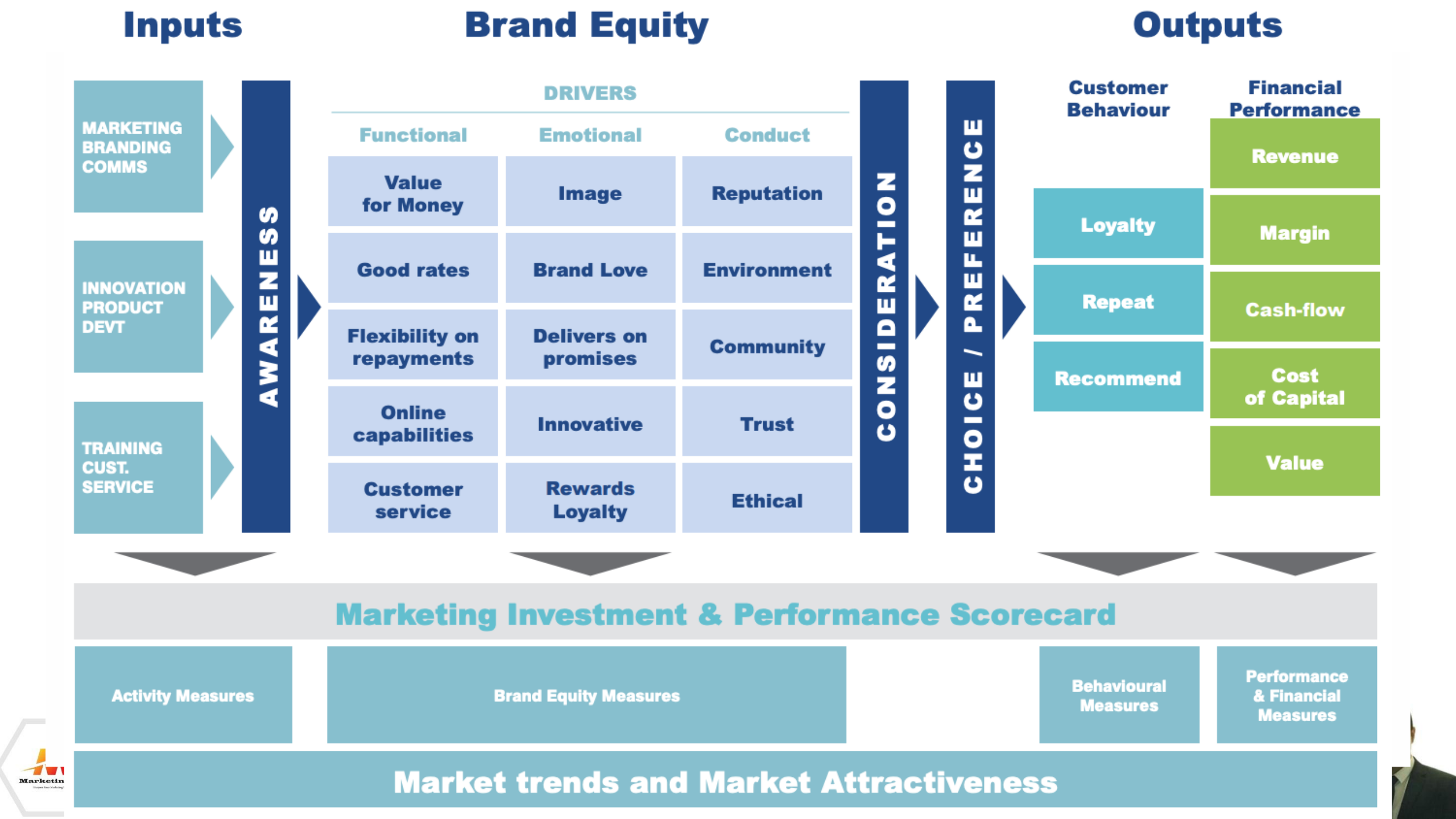
•**Brand preference** is an easily-achievable metric that calculates the number of consumers who prefer to buy your branded product over the same product from a brand competitor. It can be simply measured with a list of tick boxes of other brands, and the question: *Tick which brand of [product] you prefer to buy.*

•**Brand usage** will tell you how often consumers purchase your brand's product or service. Using tick boxes with your and competing brands, ask the question: *Please select which of the following brands you buy or use regularly.*

- **Brand purchase** will identify previous or existing customers, with the question: *Have you purchased [product] from [our brand] before?*

•**Brand perceived quality**: customers will have a variety of experiences and perceptions about performance, reliability, appearance, and finish, and how the product matches up to its marketing. You can tailor questions to uncover these.

SUMMARY


Inputs
Brand Equity
Outputs
MARKETING BRANDING COMMS
INNOVATION PRODUCT DEVT
TRAINING CUST. SERVICE
AWARENESS
DRIVERS
Functional
Emotional
Conduct
Value for Money
Image
Reputation
Good rates
Brand Love
Environment
Flexibility on repayments
Delivers on promises
Community
Online capabilities
Innovative
Trust
Customer service
Rewards Loyalty
Ethical
CONSIDERATION
CHOICE / PREFERENCE
Customer Behaviour
Financial Performance
Loyalty
Repeat
Recommend
Revenue
Margin
Cash-flow
Cost of Capital
Value
Marketing Investment & Performance Scorecard
Activity Measures
Brand Equity Measures
Behavioural Measures
Performance & Financial Measures
Market trends and Market Attractiveness

LET`S DO IT
TOGETHER

Physique

M Letter with
Knife like separation
Orange Color

Personality

Smart.
Imaginative.
Reliable.
Intelligent.

Relationship

Like my Loyal, good
And benefit less friend.

Culture

Creative.
Collaboration.
Sharing knowledge

Reflection

Knowledgeable.
Skillful.
Sharing.
Gatering.

Self-Image

Learning
Development
Ambition.

Marketing Club
Sharpen Your Marketing Skills

Choose A
CORP.
TO
Re-Brand

P&G

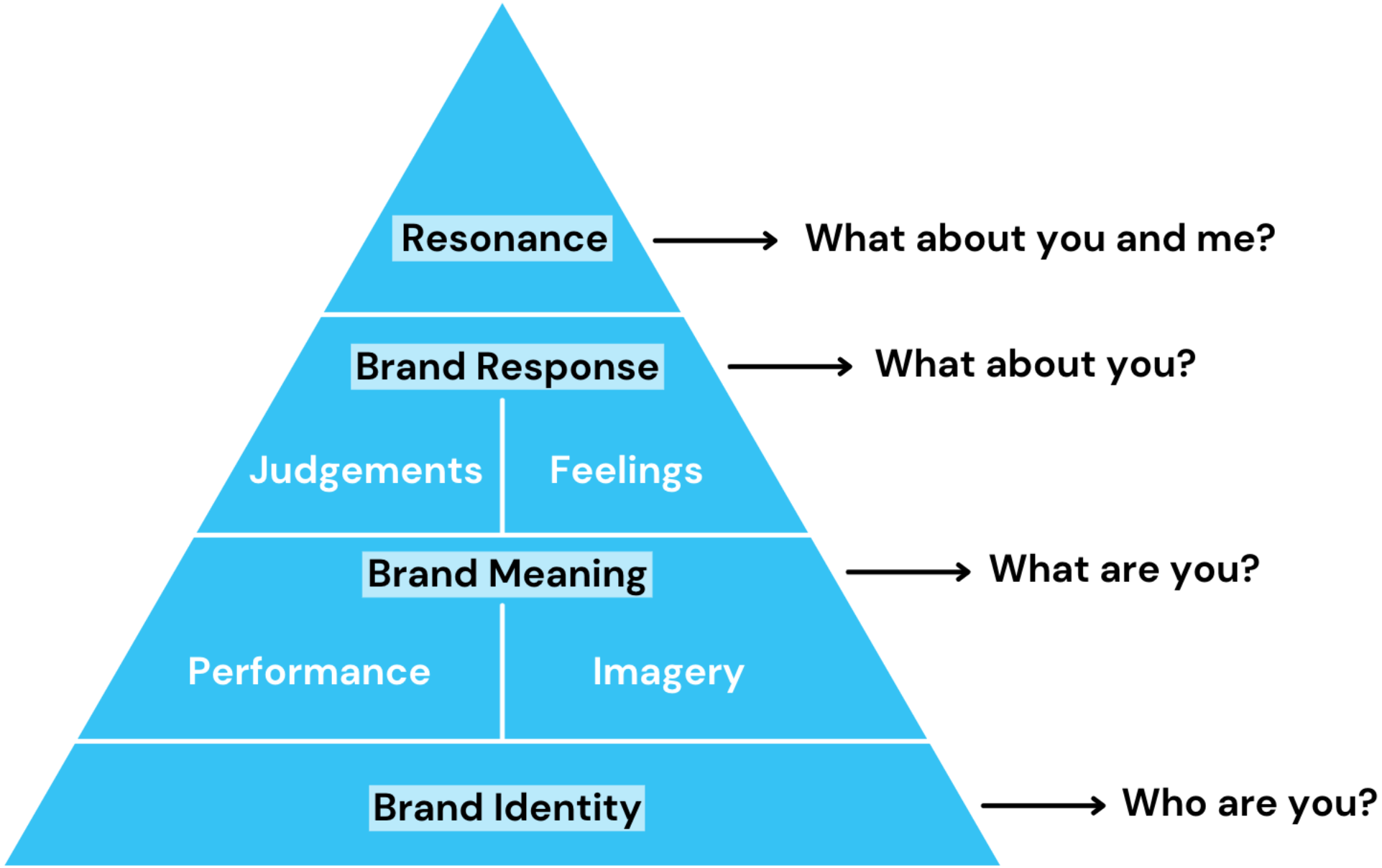
Pampers
Bounty
Pringles
Charmin
Ultra Strong
Tide
IAMS
OLAY
ARIEL
Fusion
Crest
PRO HEALTH
always
DURACELL
Downy
Actonel
DAWN
GAIN
Gillette
MACH3
KOLESTON

UNILEVER

Gillette
cK
GARNIER
AMMENS
Aquafresh
BOSS
HUGO BOSS
HEKO
CAMAY
head & shoulders
LISTERINE
DURACELL
BRAUN
VO5
adidas
Pine-Sol
3M
ARIEL
Rexona
SENSODYNE
Oral-B
Dove
always
TAMPONS
COLGATE-PALMOLIVE
CLAIROL PROFESSIONAL
POND'S
PERT PLUS
Pampers
D&G
DOLCE&GABBANA
Kleenex
Giorgio
GIORGIO ARMANI
PARFUMS
MUM
BOLITA
CLOROX
OLAY
COSMETICS
baby fresh
Kotex
Guy Laroche
PARIS
SEDA
PANTENE
PRO-V
MAGISTRAL
ULTRA
Pringles
IAMS
COMPANY
Johnson&Johnson
ALPO
Tide
Luvs
Secret
Old Spice
Kolynos
Gervais
TAMPAX
Colgate
cacharel
PARIS
Suave
Liquid Paper
LUX
BIC
LANCASTER
KIMBERLY
PAPELES FINOS
Schwarzkopf
PROFESSIONAL
L'ORÉAL
PARIS
Windex
MAX FACTOR
NATURAL instincts
FOR MEN

Google

aramex



Keller's Brand Equity Model

QUESTIONS

Thank You

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MAHMOUD EZZAT