

Speaker sponsor



Brandscap taking your customers' brand mask off

Renta happening 2011
Tienen, September 15th 2011

Erik Saelens, founder & strategic director





identity driven brand building®

onze missie

merken van klanten
sneller laten groeien
dan de markt



identity driven brand building®

onze aanpak

Brandhome method®

onze oplossingen

	BeNeLux	World
brand strategy	✓	✓
brand architecture	✓	✓
brand design	✓	
brand communication (360 graden)	✓	
media management	✓	

Before you enter the online brand atmosphere, you need to be aware of your brand identity®



identity driven brand building®

This has been the strength of Brandhome since people were using dial-up connections.

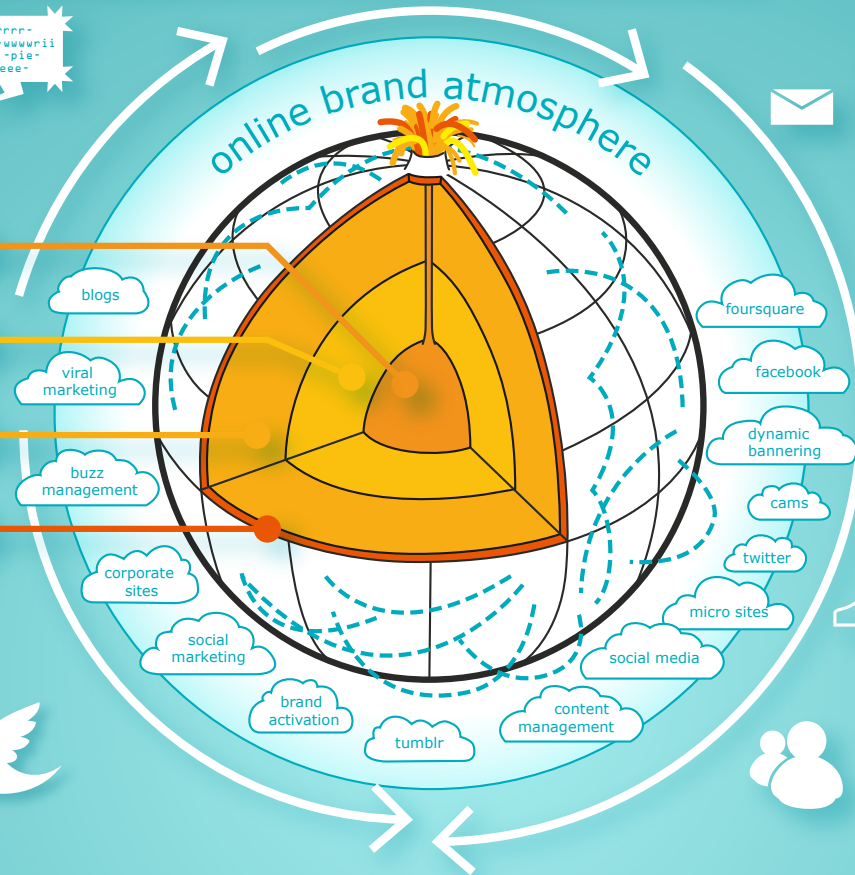


Core brand identity determines the life of your brand inside the online atmosphere.

Here's a little secret about online branding. When your local social media guru talks about 'interaction is key', he's not just talking about interacting with consumers.

Every aspect of your brand and its communication and marketing is directly or indirectly connected. That's why the agency of the future needs to be able to connect every level of implementation, whether it be in-house or in a network of preferred partners.

The Brandhome method®, originally developed for brand building, has evolved towards a way to do just that: a method to **connect all brand elements** with each other and with all possible **stakeholders**.



- identity-based branding
- identity-based strategy
- identity-based concept and creation
- identity-based design & production

tagged @ Brandhome

Flash motion graphics
 CSS MySQL jQuery PHP
 HTML usability SEO
 copywriting app WordPress
 web scenarios interactive magazines
 Drupal Javascript Fireworks
 wireframes

ons veranderingenproces

we work(ed) for



identity driven brand building®

AB InBev / AllData / Amici / Auping / AuroDesign / Ay Yildiz / Bank J. Van Breda & Co /
BASE / Belgium.be / Belgomilk / BNP Paribas Fortis / British American Tobacco /
Brugge Kaas / Buga / Capability / Capes Alpes / Converge /
Cox&Verhoeven / DANEC / DELTA / Dierckx / Dierckx vzw / DKDM / DNWB
netwerkbedrijf / Dubai Holding / E.ON Energy International Telecom / Elegast /
Elissa / ERGO Life / ERM / ERM Group / Febelfin /
Gemeente Goes / Gemeente Middelburg / Gerg-Mannheimer / Haven
van Antwerpen / Heineken / House of Cava / I LOVE
HIMMOS / Indaver / Inp / Kluwer / KMDA /
KODO / Koningin Elisabeth Ziekenhuis / Lithos / Loyens &
Loeff / Lyfra (BAT) / M&M's / M&M's Belgium / M&M's Nederland / M&M's
Miniatuur Walcheren / M&M's Provincie Antwerpen / Provincie
Overtoom / Pioneer / Provincie Zeeland / Provincie Zeeland
Zeeland / PUB / Qlick / Sanderus Rijscholen / SCA Packaging /
Simyo / SNT callcenter / Speelcircus Bambini / Standaard Boekhandel /
Sympac / Tecom / Telenor / Telenet / Tempo-Team / T-Mobile / Tunisie Telecom /
Unilever / VAB / VanBreda International / Van Hoof / Van Laere aannemingen / Van
Noten & Roctus / VdB & VR / Vedior / Vlaams Bouwmeester / Vlam / Voetbal
Experience / vtbKultuur / Woonhaven Antwerpen / Zeeland Attracties / ZeelandNet /
Ziekenhuis Walcheren / ZONIQ / ZOO Antwerpen

over **1.000**
branding, marketing
& advertising
projects worldwide



identity driven brand building®

hoe bouw je
een merk?



identity driven brand building®

*half the money spent
on branding is wasted*

do you know which half?

ingrediënten

creativiteit

middelen

durf

inzicht

geluk

ingrediënten

creativiteit

middelen

durf

inzicht

geluk

er bestaat
geen formule
voor succes

een doordachte aanpak
verhoogt je kansen

renta since 1957
Belgische Federatie van Voertuigen Verhuurders
Fédération Belge des Loueurs de Véhicules

renta
projects

ROB reparatie, onderhoud en banden
réparations, entretiens et pneus

REI Renta Electronic Invoicing

Fine Management

BRAND HOME[®]
identity driven brand building[®]

briefing from Jacques Mollet

- bring our members something new*
- they haven't heard about before
 - they can take home and use to generate more business



presentation



- brandscape: theoretical background
- research: brandscape 'mobility' brands in Belgium
- tips to take home... and kick some market(ing) ass

what do you see?
what do you feel?



identity driven brand building®



what do you see?
what do you feel?



identity driven brand building®



brand



identity driven brand building®

a **brand** is an individual and/or collective **network** of expectations, experiences, social structures... in a consumers' and/or communities' **mind**

brand

it is a name, a sign

that triggers

a **belief system**

carrying complex messages



identity driven brand building®

brand



identity driven brand building®

a strong **brand** tells more
in **one second**

than

a hundred thousand words
could

3.5000



the market
the clutter
the jungle

the market
the clutter
the jungle



*the **more** you say,
the **less** people will remember*

François de Fenelon

the market
the clutter
the jungle



- brands have **serious issues** getting their message accross
- keep **adding** pulses will **not** be sufficient
- keep **spending** more will **not** be sufficient
- it is time to **rethink** how you want to approach the market
- **it is time for conceptual creativity and creative commercialisation**

the front door?



the front door?

the **definition of insanity**
is doing the same thing
over and over again
and expecting different results

Albert Einstein



identity driven brand building®

the front door?

BE SMART!
take the back door,
the kitchen window,
the stack...!



the back door...



identity driven brand building®

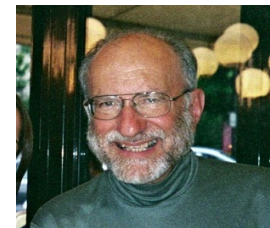
understanding your brandscape
is understanding your
alternative options

brandscape theory

- definition: what is the brandscape?
- example of a colleague's brandscape

credits & honors

brand(land)scape was defined in 1991
in Admap article by Berkeley Prof. A. Biel





identity driven brand building®

question

people from

Acerta, AG, Audi, Auto5, Avis, Beerens, Brandhome,
Carglass, Dexia, Docks, Dunlop, GvA, HLN,
Mercator, Profacts, Total, VAB, Q8

**please stand up
and form my brandscape**

brandscape theory

brands are **fighting** for a piece
of consumers' attention

consumers have **100%**
attention to share

be part of that 100%

brandscape definition

the **brandscape** is
the **totality** of brands *across*
the **sum of all** categories
carried
in a **consumer's mind**

brandscape definition

1. active brandscape

the landscape of all brands
the consumer is **aware of**

2. passive brandscape

the landscape of all brands
that are relevant and have
the **potential to move into**
the consumers' **consideration set**

brandscape example



identity driven brand building®

09h00 arrive at **BRANDHOME**, drink a cup of **PICKWICK** tea, switch on **APPLE** computer, make pictures with **NIKON** camera, listen to radio: **STUDIO BRUSSEL**

13h00 lunch, sandwiches (bread from **PANOS**), with **LEERDAMMER** cheese, ham, groceries and **DEVOS LEMMENS** mayonnaise

08h30 off to **BRANDHOME** by tram **DE LIJN** using **BUZZY PASS**, put in a **FOSSIL** wallet

18h00 go home by tram, playing **NOKIA** game

08h00 showering: shower gel **ALDI**, shampoo **HEAD & SHOULDERS**, tooth brushing **SENSODYNE**, with toothbrush **AQUAFRESH**, deodorant **DOVE**, getting dressed, underpants **C&A** or **HEMA**, socks **PUMA** or **ZEEMAN**, trousers **H&M**, T-shirt **VOLCOM**, Shoes **Air Max 1 NIKE**, Hoodie **DICKIES**, Jacket **Fred Perry**

18h30 pizza bolognaise **DR. OETKER** and **SUNLAND** juice, internet laptop **HEWLETT PACKARD**, operating system **WINDOWS 7**, checking mail at **MSN MESSENGER** & **HOTMAIL**, home page **GOOGLE**, check **FACEBOOK**

19h00 news report at **EEN**, reading **HUMO**

19h30 up to basketball training by car: **CITROËN BERLINGO**, outfit shoes **AIR JORDAN VI**, shorts **CHAMPION**, T-shirt **NIKE**, after training, have a drink in the cafeteria 1 ice tea green **LIPTON**, 1 **COCA-COLA**, preferably in a green **COCA COLA** bottle

07h30 wake up when music alarm **NOKIA** mobile goes off, playing **Don McLean's American Pie**; put on **ADIDAS** slippers; cornflakes for breakfast: **All-Bran Fruit n Fibre KELLOGS** with everyday milk (**COLRUYT**); reading **GAZET VAN ANTWERPEN**

22h00 meet friends to play golf on the **WII** or a poker evening with **CARTAMUNDI** poker set and **POKESTARS** cards / 23.30h midnight snack banana **CHIQUITA**, yogurt **DANONE**



brandscape example



identity driven brand building®



brandscape



identity driven brand building®

the brandscape places brands in relationships with one another

the brandscape tells you **who, what, why:**

- who your customers **like more** than you
- who your customers **like less** than you
- who gets **more attention** than you
- who gets **less attention** than you
- what your customers' **daily/weekly/monthly/yearly** brand journey is
- **why and how** they do it

brandscape



identity driven brand building®

in a world **dominated** by brands
brandscaping tells you
who your customers really are,
with whom and how,
you should work together

***the brandscape is a mediated social
structure where consumers perform
brand-building labour***

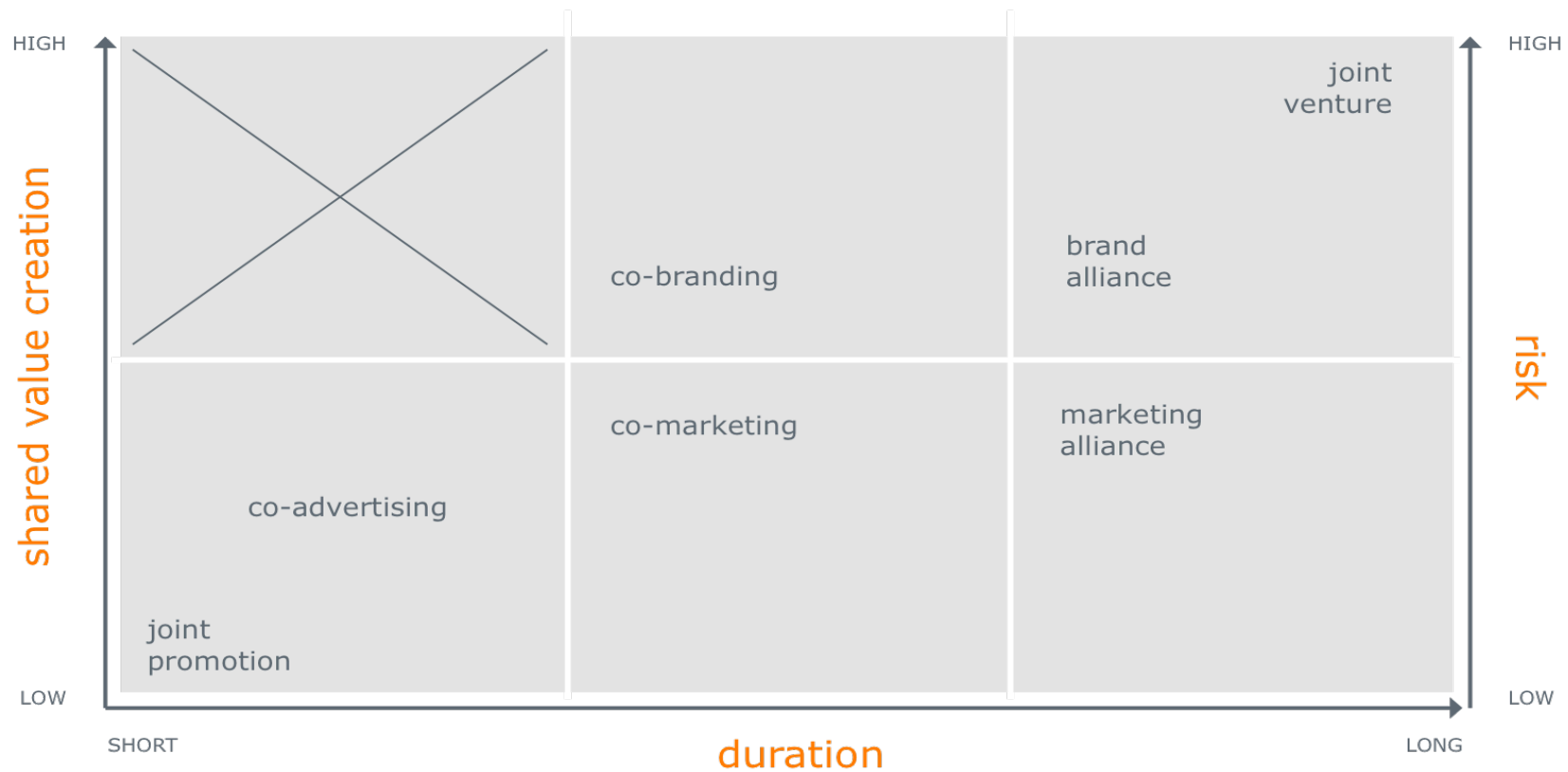
(!) NB numbers should be put in (market size, database regression, market penetration...)

brandscape



identity driven brand building®

the brandscape helps you to understand
the science of alliance



research

in collaboration with VAB & Profacts



identity driven brand building®



research

1. research set-up
2. setting the scene
3. importance of brands
4. brandscape examples



research

1. research set-up

2. setting the scene

3. importance of brands

4. brandscape examples



Echantillon représentatif de la population Belge / N=2145



profacts
revealing factors for success



identity driven brand building®



60%



40%



50%



50%

Activité professionnelle	%
Indépendent	9
Employé	35
Ouvrier	21
Inactif	35

COLLECTION



En ligne (CAWI)

22 août – 2 septembre
2011

Age	%
18-29 ans	21
30-39 ans	20
40-49 ans	18
50-59 ans	20
60+ ans	21

Études	%
École primaire	11
Technique / professionnel inférieur	12
Secondaire inférieur	7
Technique / professionnel supérieur	26
Secondaire supérieur	10
Supérieur (non-) universitaire	33

research

1. research set-up

2. setting the scene

3. importance of brands

4. brandscape examples

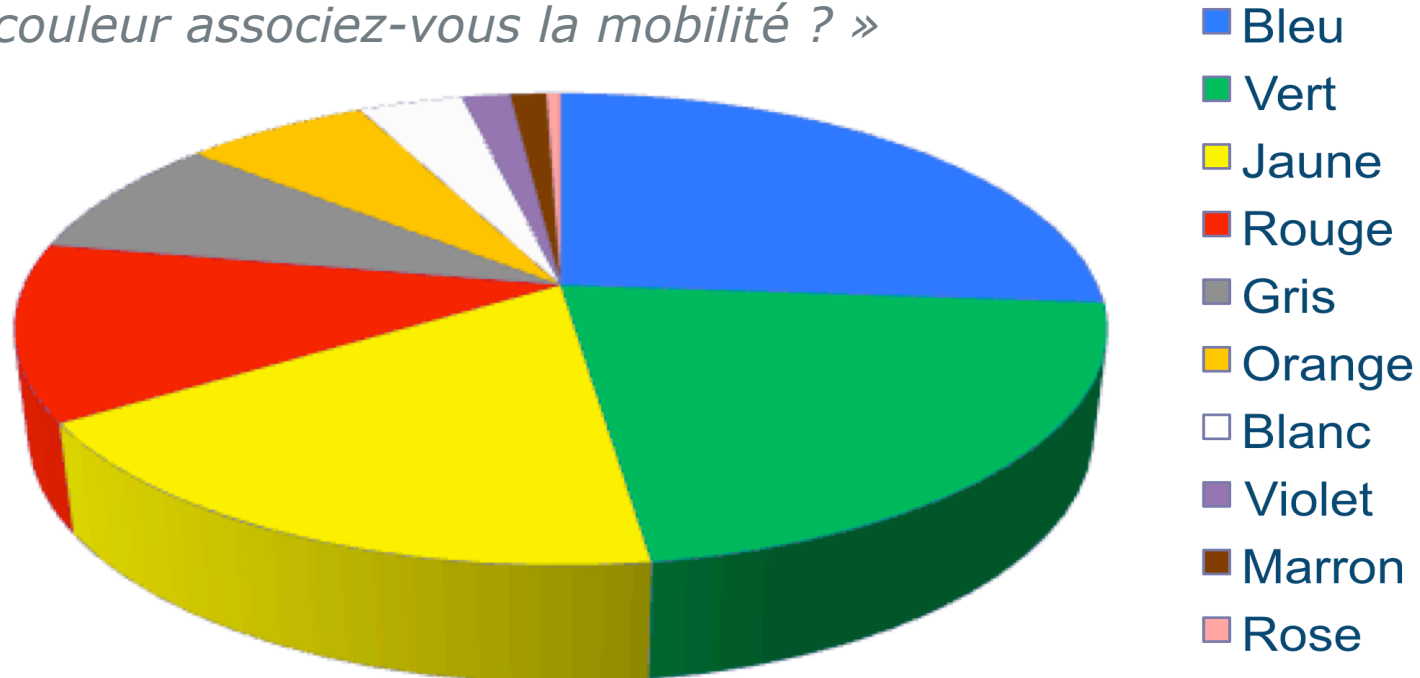


la mobilité setting the scene



pour 91% des Belges la mobilité est importante

«À quelle couleur associez-vous la mobilité ? »



Base: total sample (N=2147)

moyens de transport

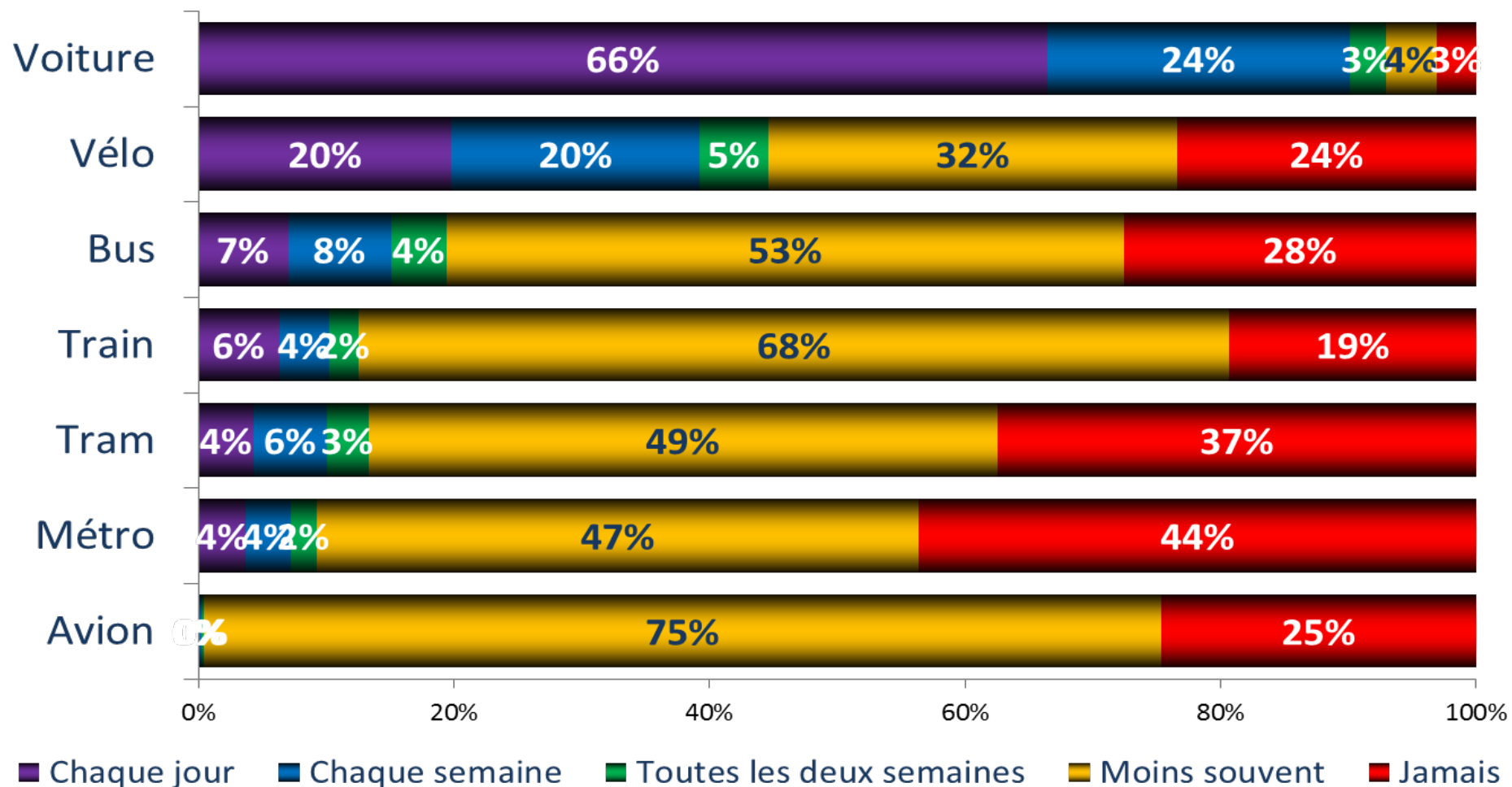


profacts
revealing factors for success



identity driven brand building®

"À quelle fréquence utilisez-vous les moyens de transport suivants?"



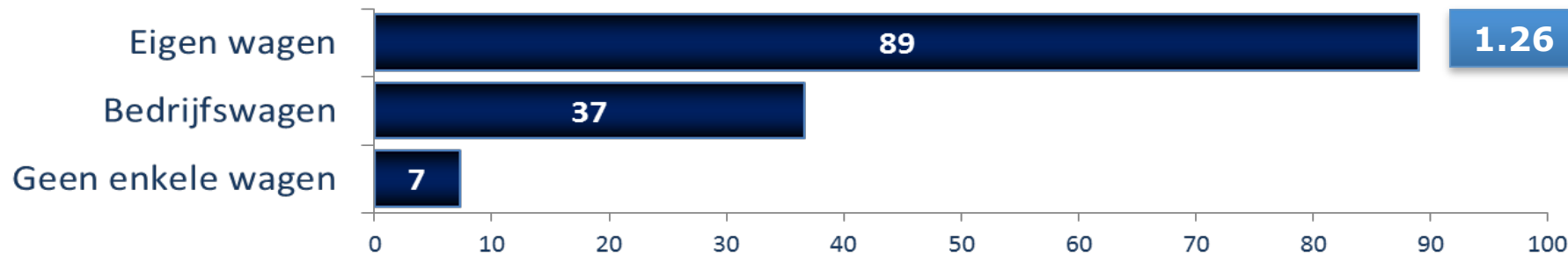
Base: total sample (N=2147)

Base: total sample (N=2147)

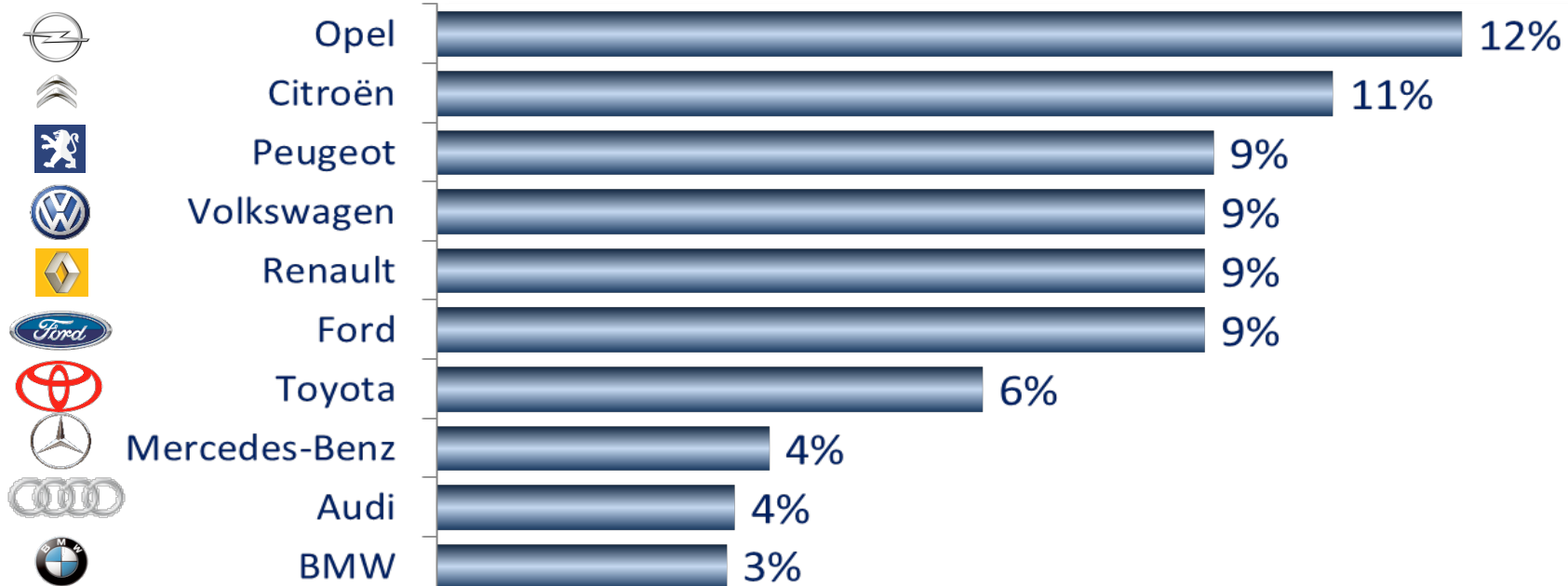
auto bezit



"Hoeveel wagens heeft u? (gemiddelde)"



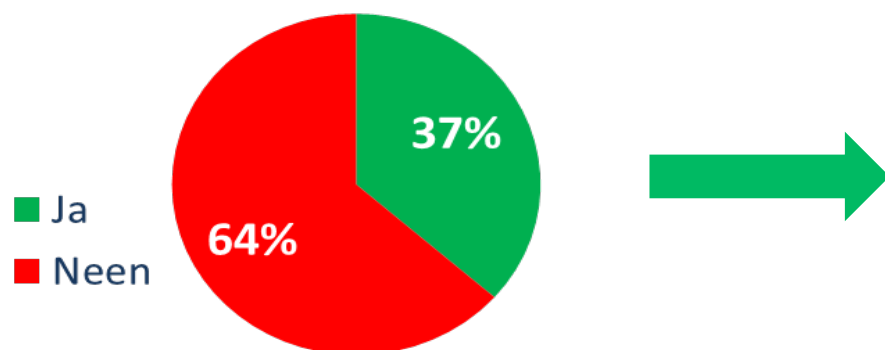
"Van welk merk is uw wagen?" (Top 10)



auto leasen



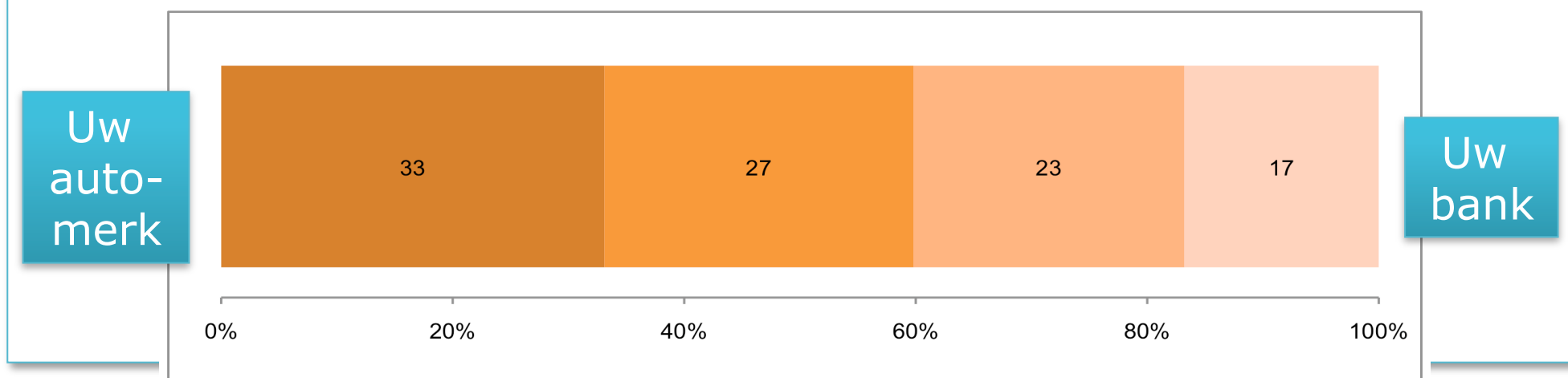
"Is uw bedrijfswagen een geleasde wagen?"



"Heeft u zelf het merk van uw leasing wagen kunnen kiezen?"



"Stel dat u morgen een wagen gaat leasen via een operationele leasing. In welke mate heeft u dan voorkeur om te leasen bij...?"



Base: Mensen met een bedrijfswagen (N=499)

auto huren

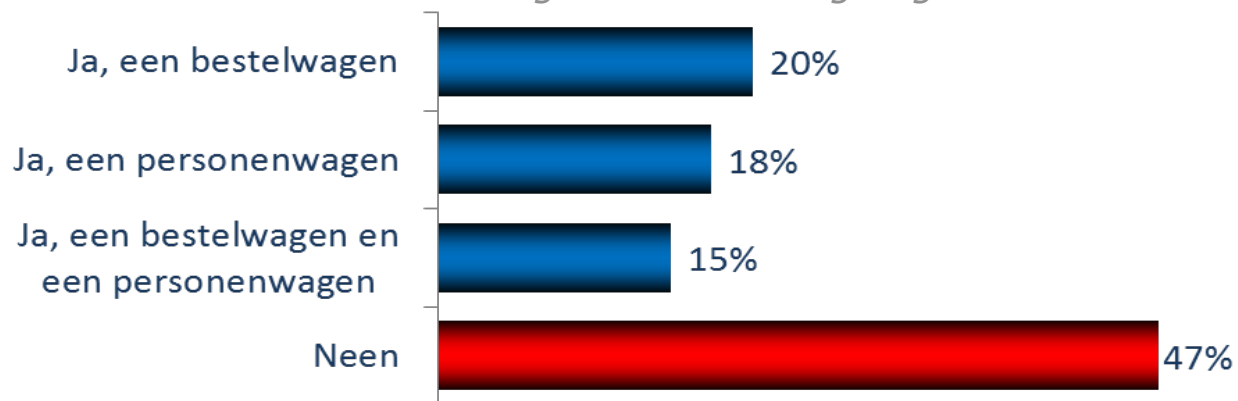


profacts
revealing factors for success

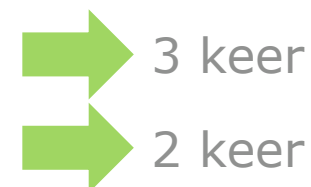


identity driven brand building®

"Heeft u al ooit eens een wagen of bestelwagen gehuurd?"



"Hoeveel keer?" (Mediaan)



"voor welke redenen heeft u reeds een wagen gehuurd?"

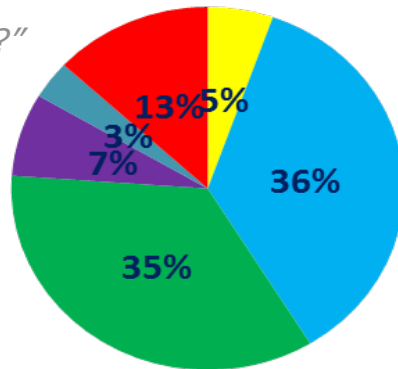


Base: total sample (N=2147)

op reis

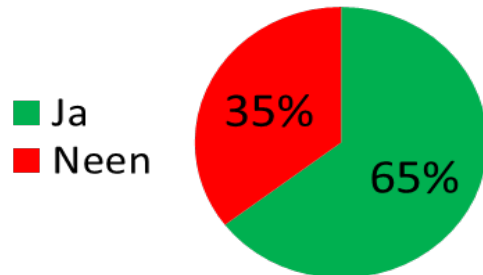


"Hoe vaak gaat u op reis?"



- Vaker
- Een paar keer per jaar
- Ongeveer jaarlijks
- Ongeveer om de 2 jaar
- Ongeveer om de 3 jaar
- (Bijna) nooit

"Doet u soms beroep op een reisbureau?"

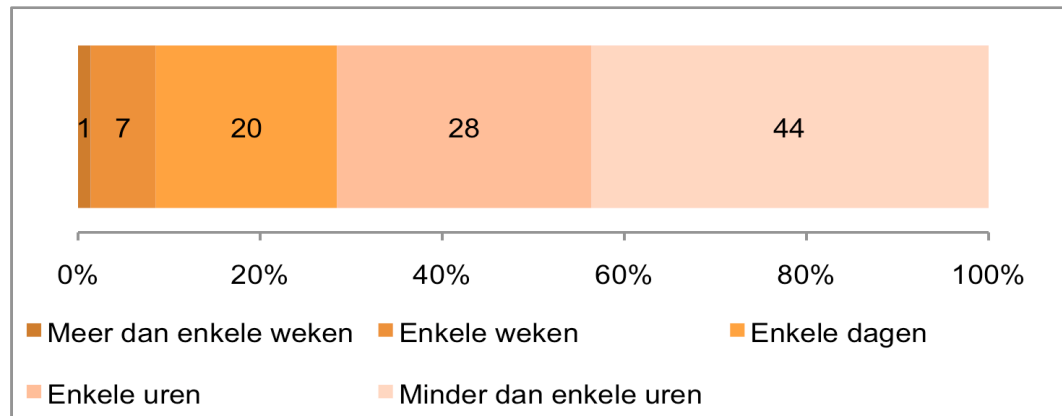


- Ja
- Neen

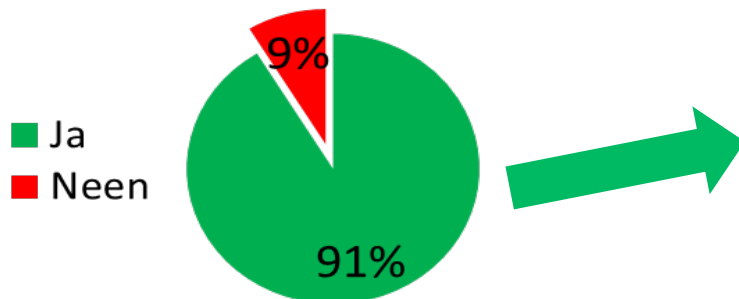
"Hoeveel tijd spendeert u aan de voorbereiding van uw reizen?" (Mediaan)

10 dagen / jaar

"Hoe lang bent u bezig geweest met de keuze van luchtvaartmaatschappij?"



"Gaaf u soms op reis met het vliegtuig?"



- Ja
- Neen

Base: total sample (N=2147)

research

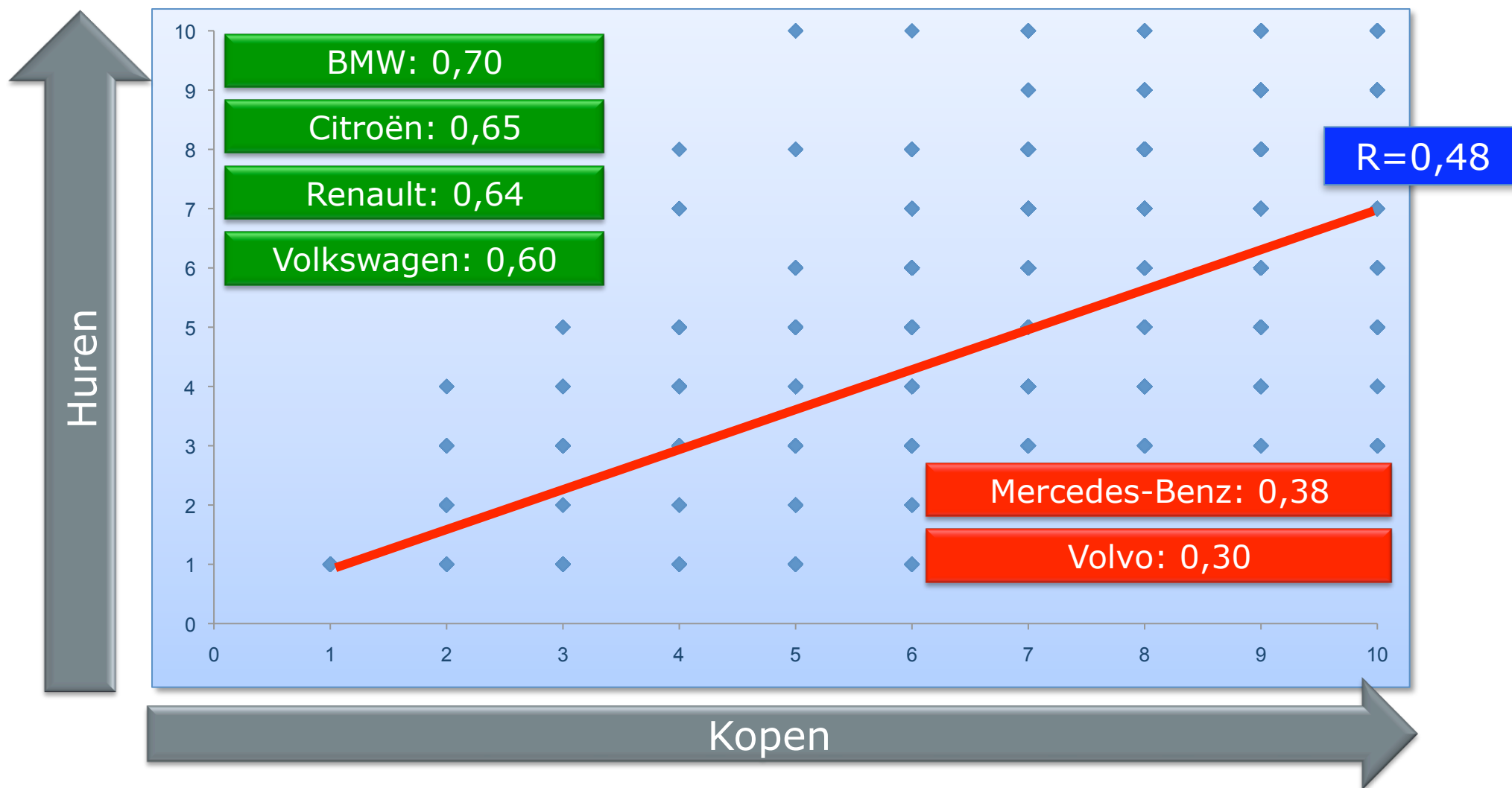


1. research set-up
2. setting the scene
- 3. importance of brands**
4. brandscape examples

research is reported from

- mobility perspective
- an extract of broader research

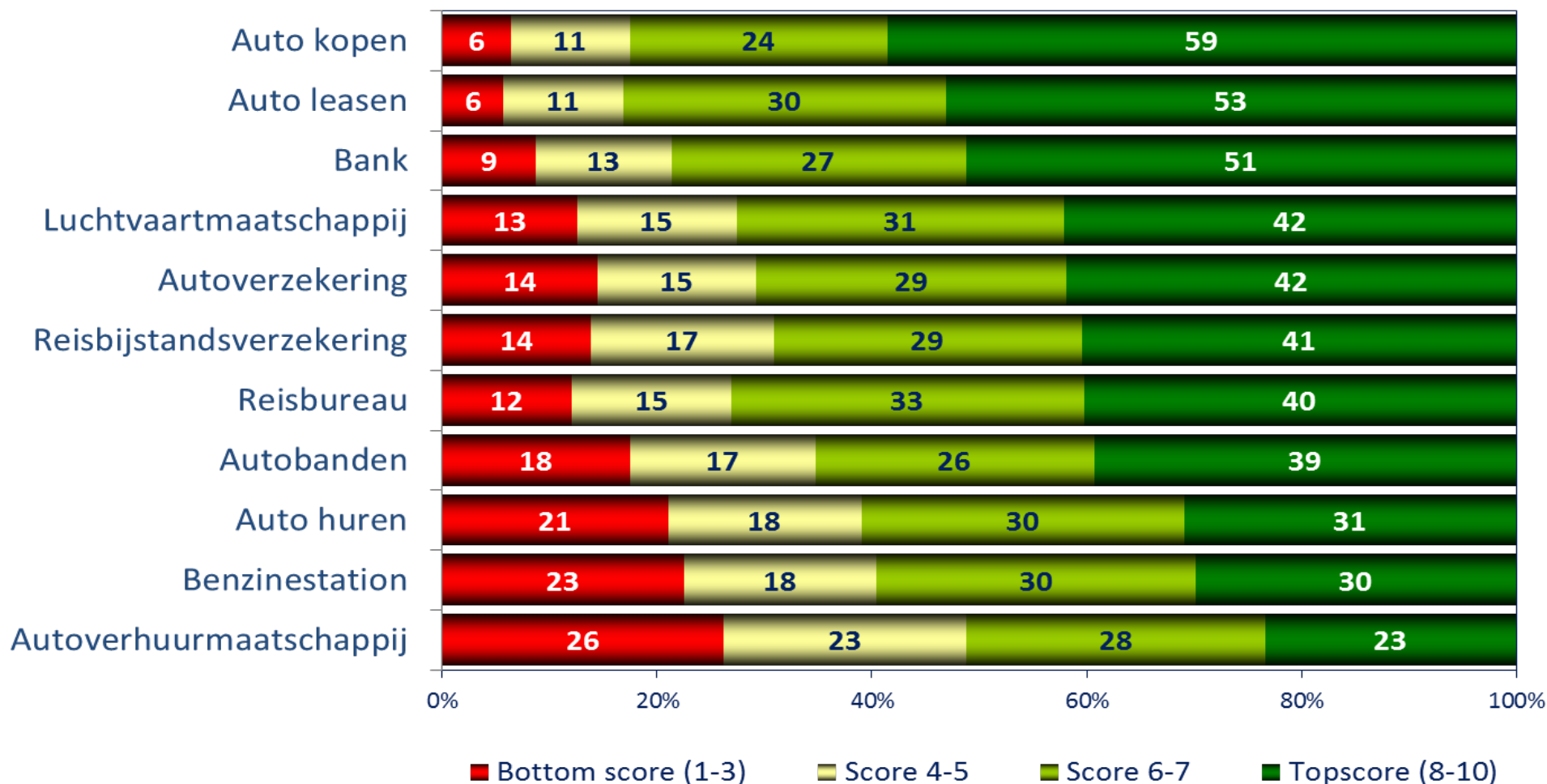
BMW eigenaars vinden het merk van huurwagen belangrijker dan Mercedes eigenaars + GEVOLG



Binnen alle domeinen van mobiliteit vindt de Belg merken zeer belangrijk.



"Hoe belangrijk is het merk bij ...?"

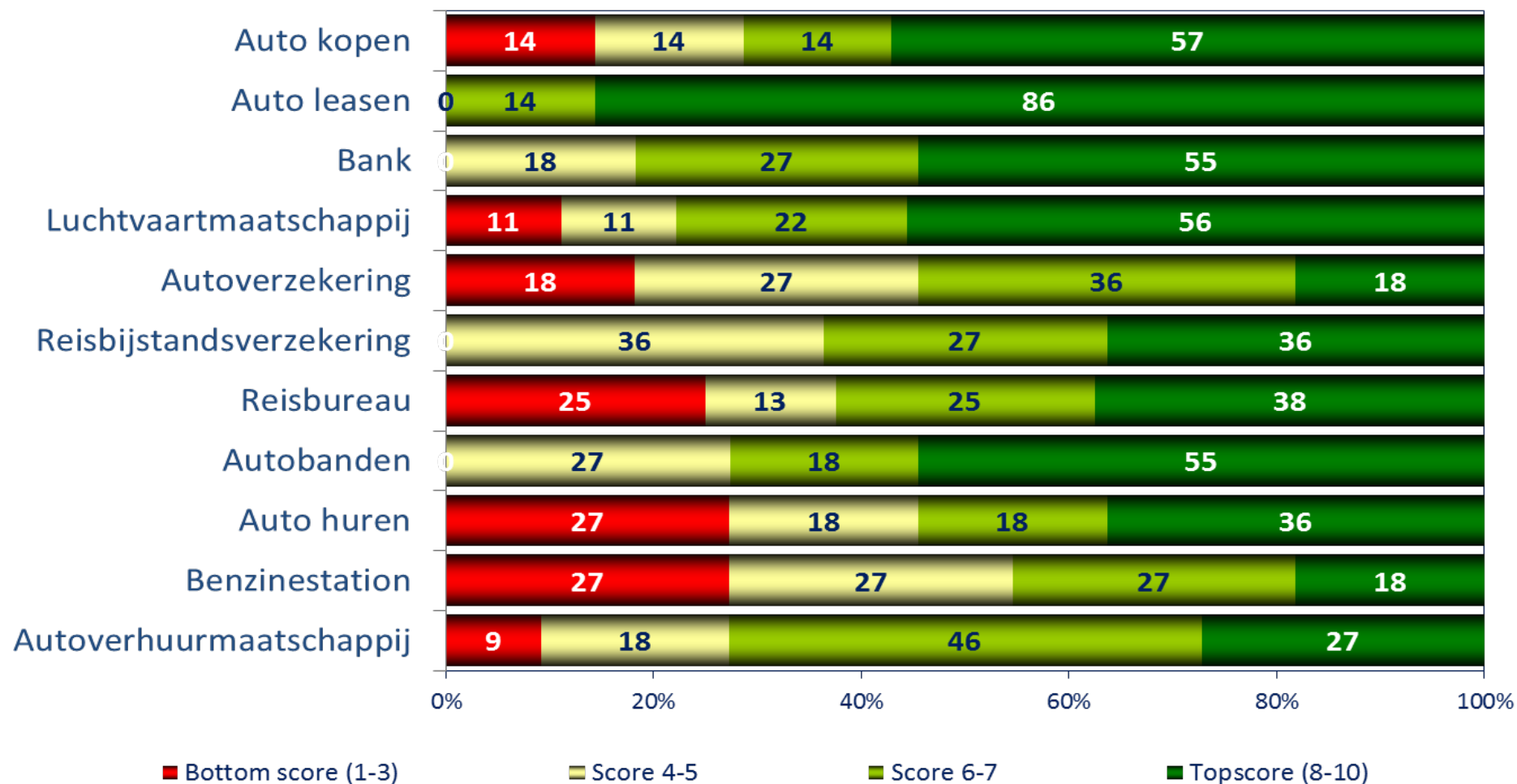


Base: total sample (N=2147)

Renta leden vinden vooral bij auto leasen en bij autobanden merken belangrijker dan de gemiddelde Belg. *



"Hoe belangrijk is het merk bij ...?"

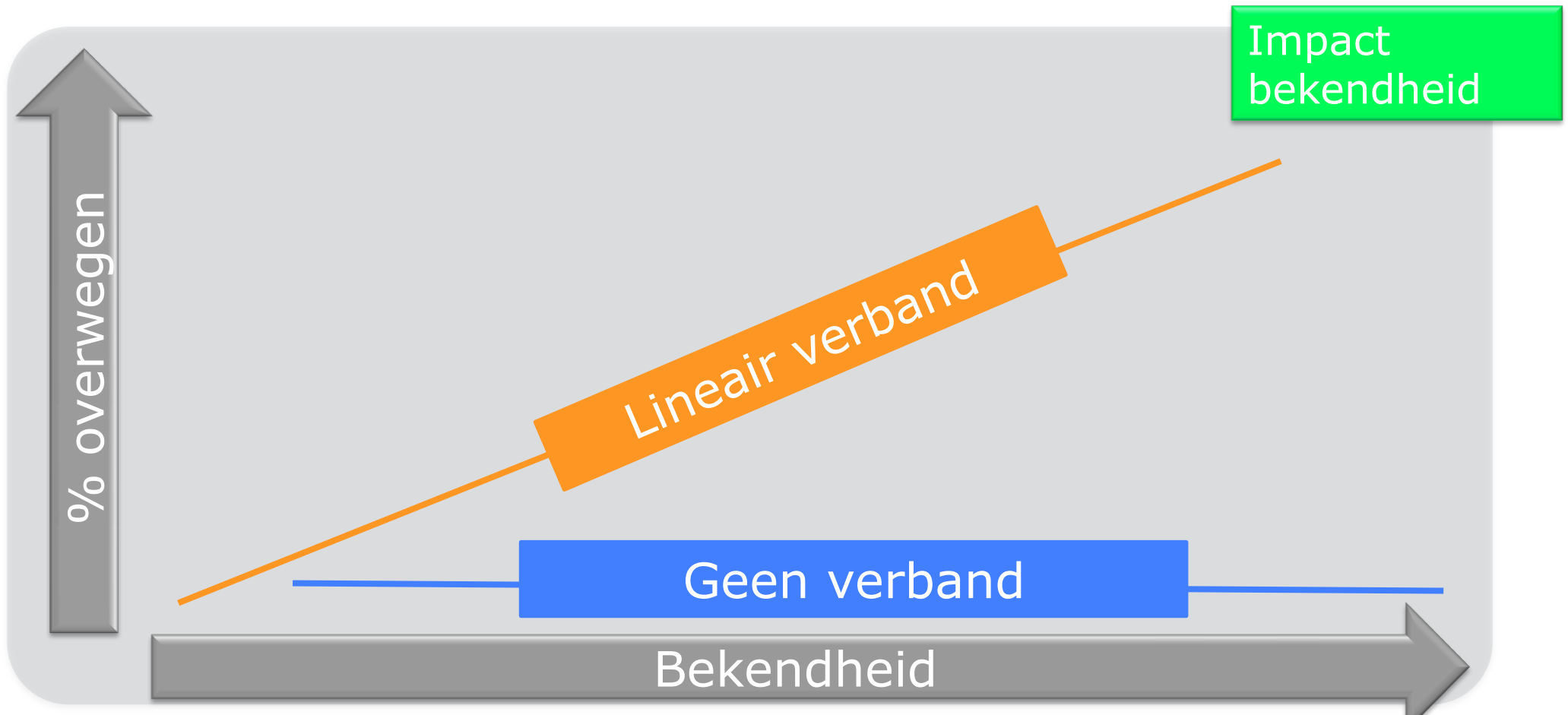


Base: total sample (N=11) SMALL SAMPLE

Influence de la notoriété de la marque sur l'intention d'achat



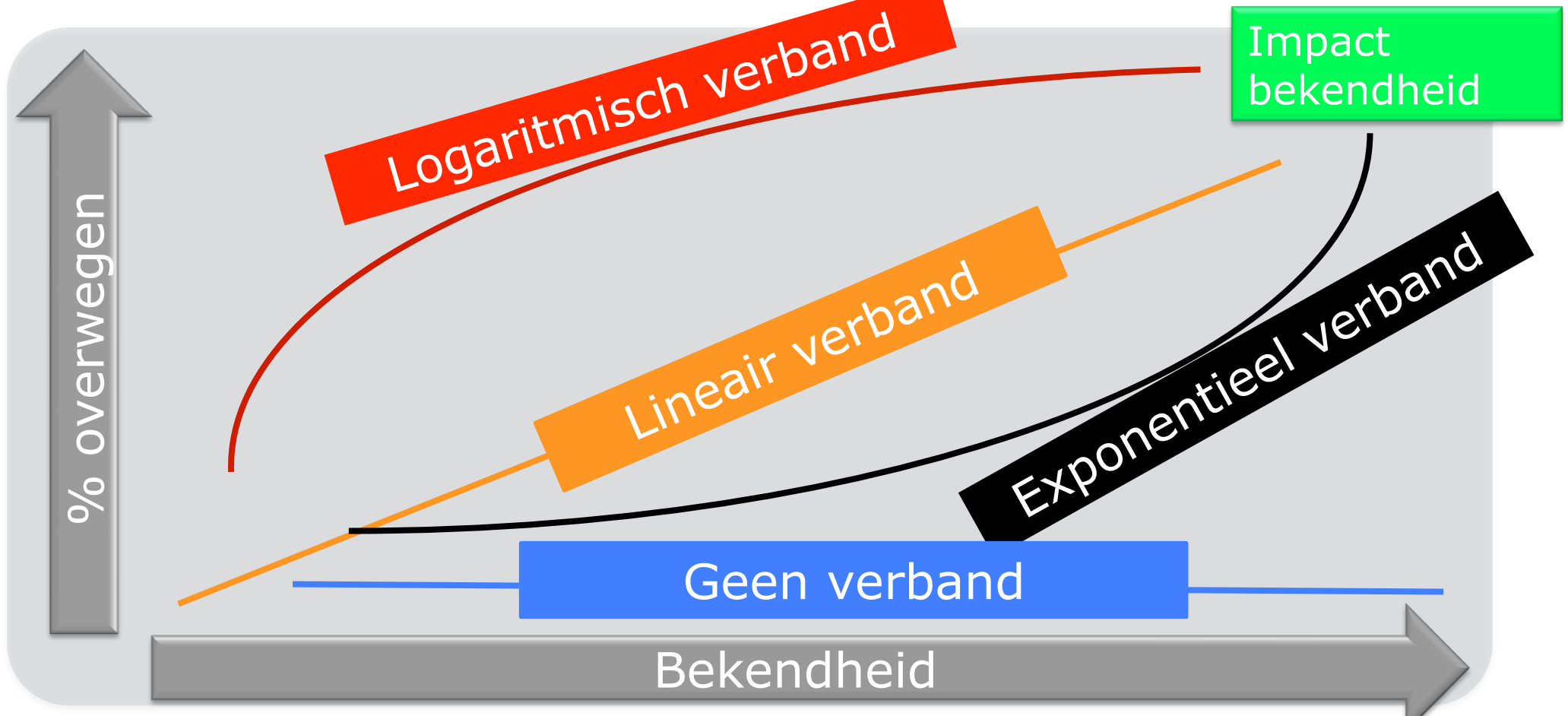
Invloed van merkbekendheid op aankoop intentie



Lineair
Geen verband

→ duidelijk verband tussen merkbekendheid en aankoopintentie
→ zelfs bij hoge bekendheid is de aankoopintentie laag (bvb. Ferrari)

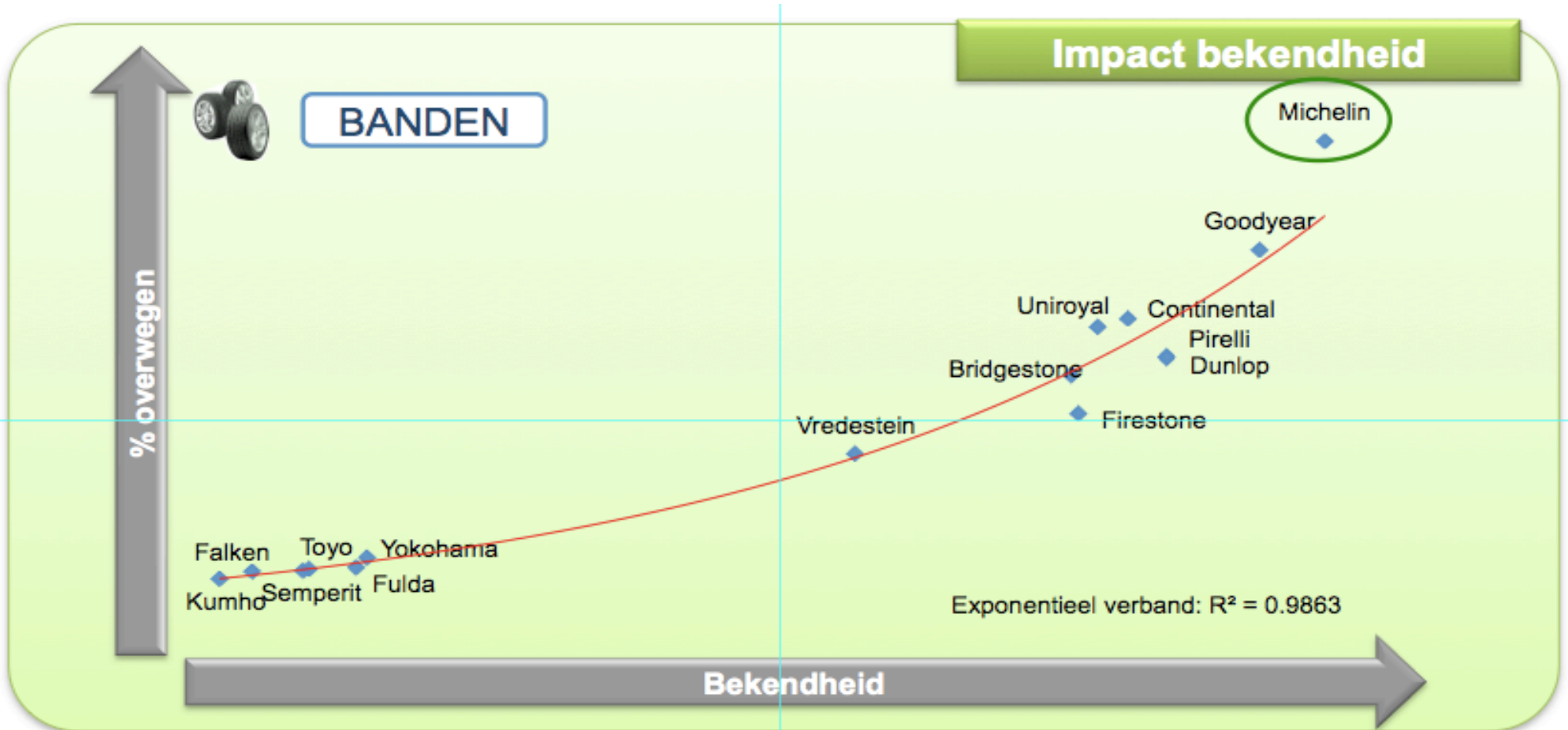
Invloed van merkbekendheid op aankoop intentie



Lineair
Geen verband
Exponentieel
Logaritmisch

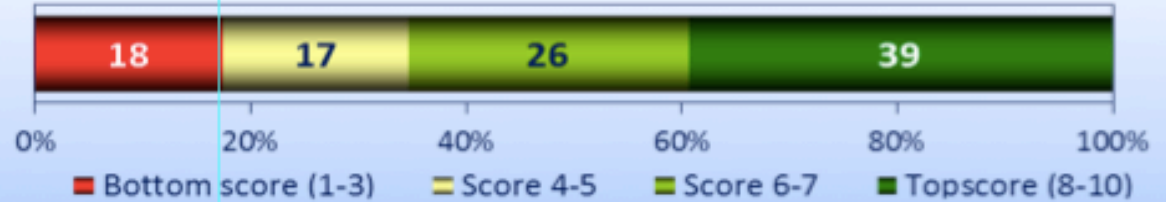
- duidelijk verband tussen merkbekendheid en aankoopintentie
- zelfs bij hoge bekendheid is de aankoopintentie laag (bvb. Ferrari)
- merkbekendheid is uiterst cruciaal
- effect van merkbekendheid vlakt uit

Deze methode laat toe sterke merken te detecteren
merken die boven de curve liggen.



Belang merk

"Hoe belangrijk is het merk wanneer u een auto huurt?"

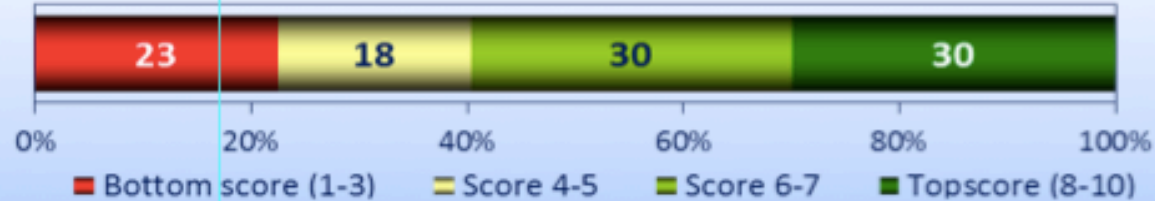


Base: Mensen die de wagen gebruiken (N=2078)

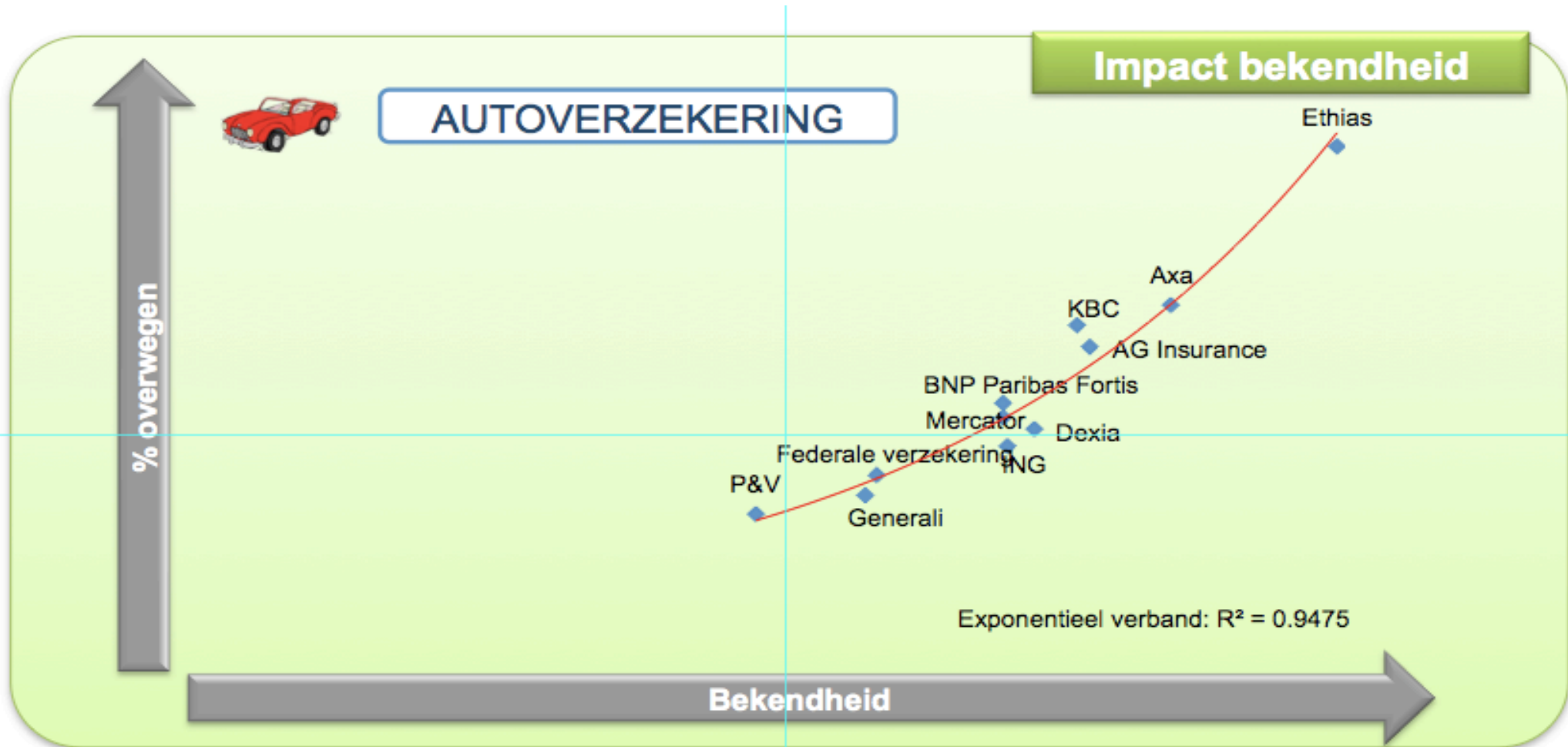


Belang merk

"Hoe belangrijk is het merk van een benzinstation?"



Base: Mensen die de wagen gebruiken (N=2078)



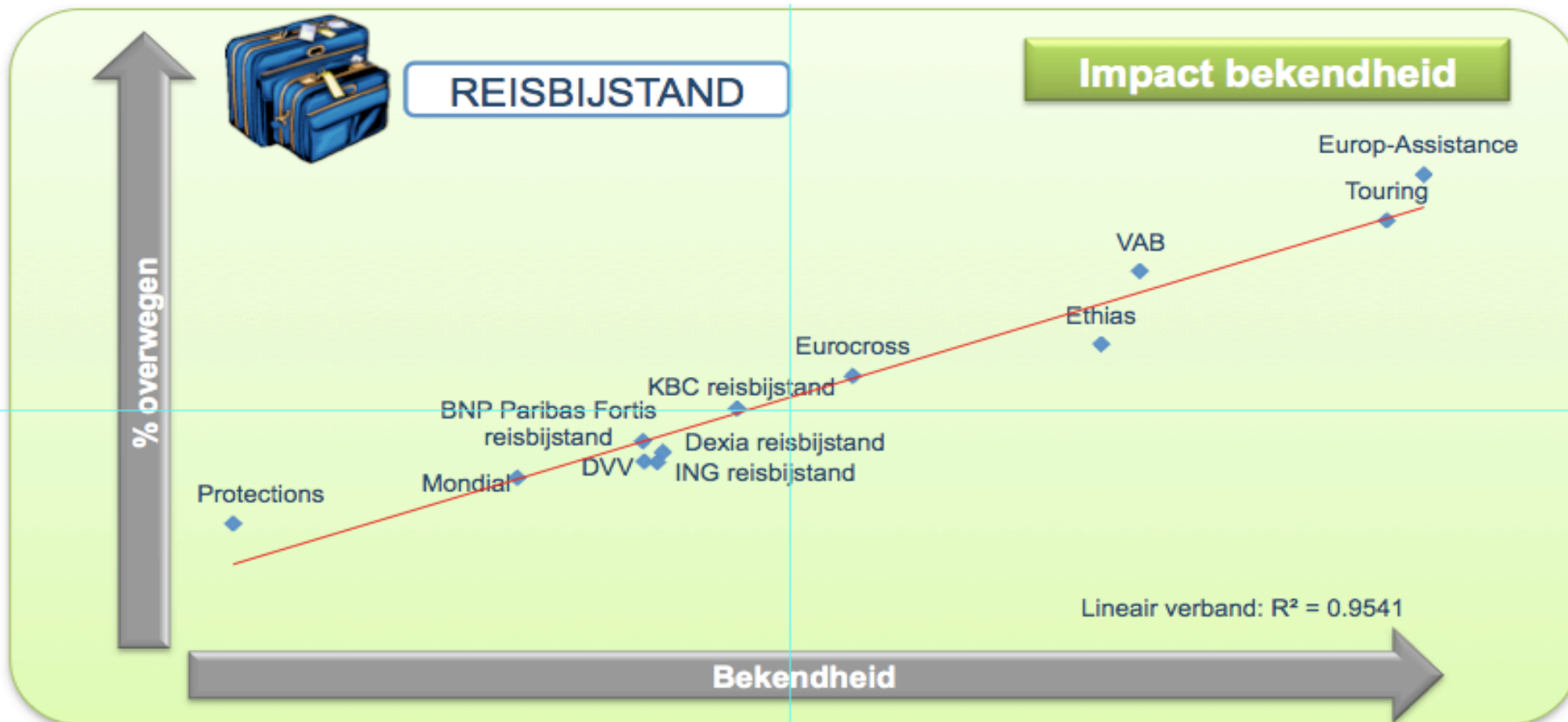
Belang merk

"Hoe belangrijk is het merk van een autoverzekering?"



Base: Mensen die de wagen gebruiken (N=2078)

Merkbekendheid heeft een grote impact op de **koopintentie** van een merk.



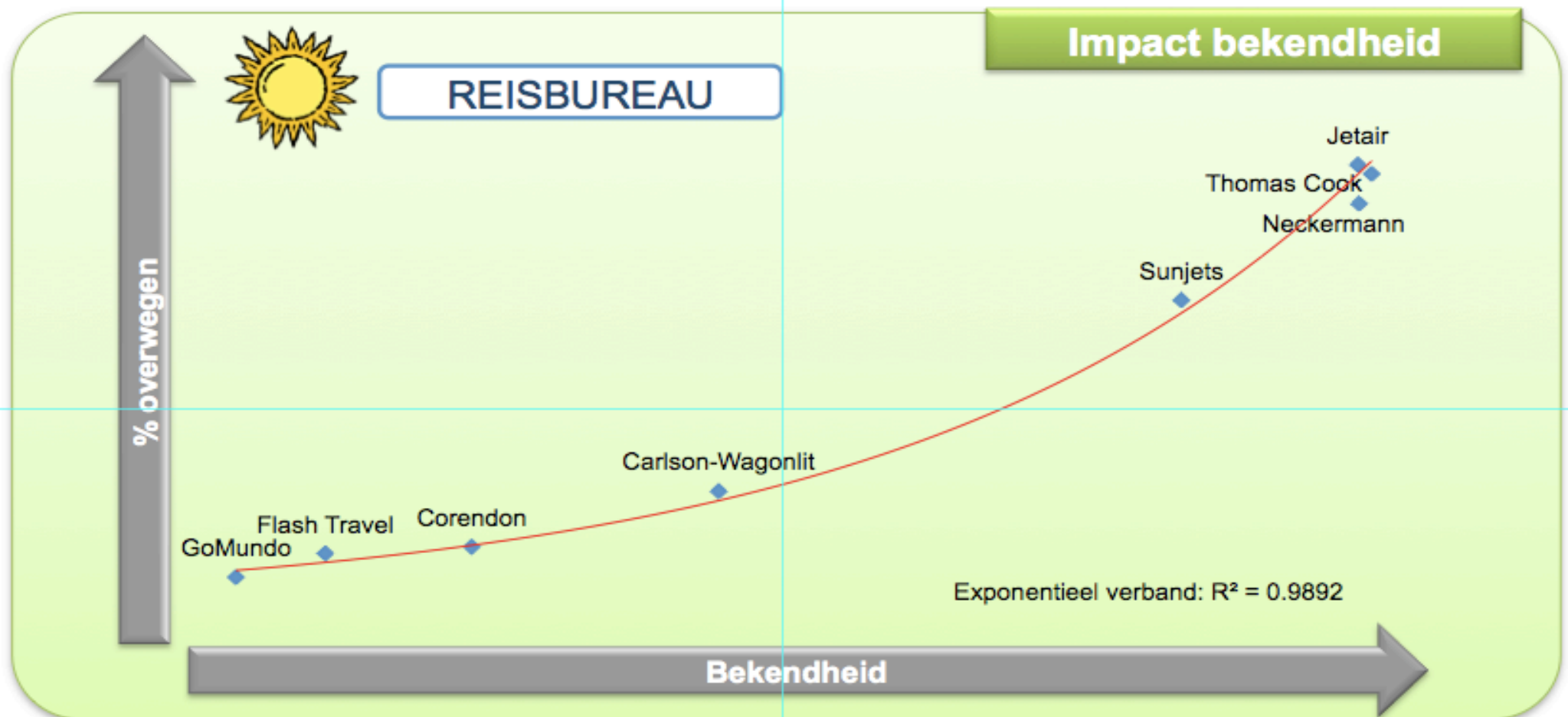
Belang merk

"Hoe belangrijk is het merk van een reisbijstandverzekering wanneer u met de wagen op reis zou gaan?"



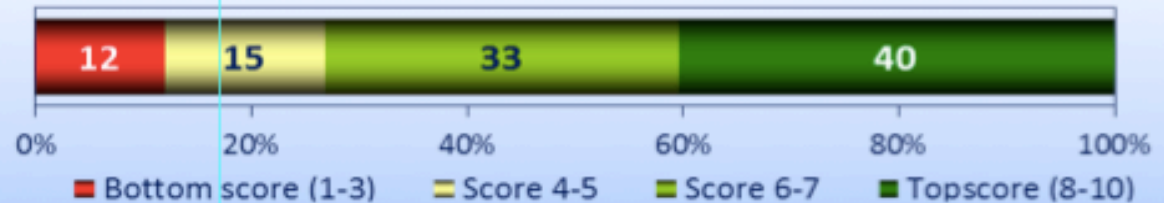
Base: total sample (N=2147)

In sommige mobiliteitsdomeinen is het verband tussen merkbekendheid en aankoopintentie zelfs **exponentieel**.

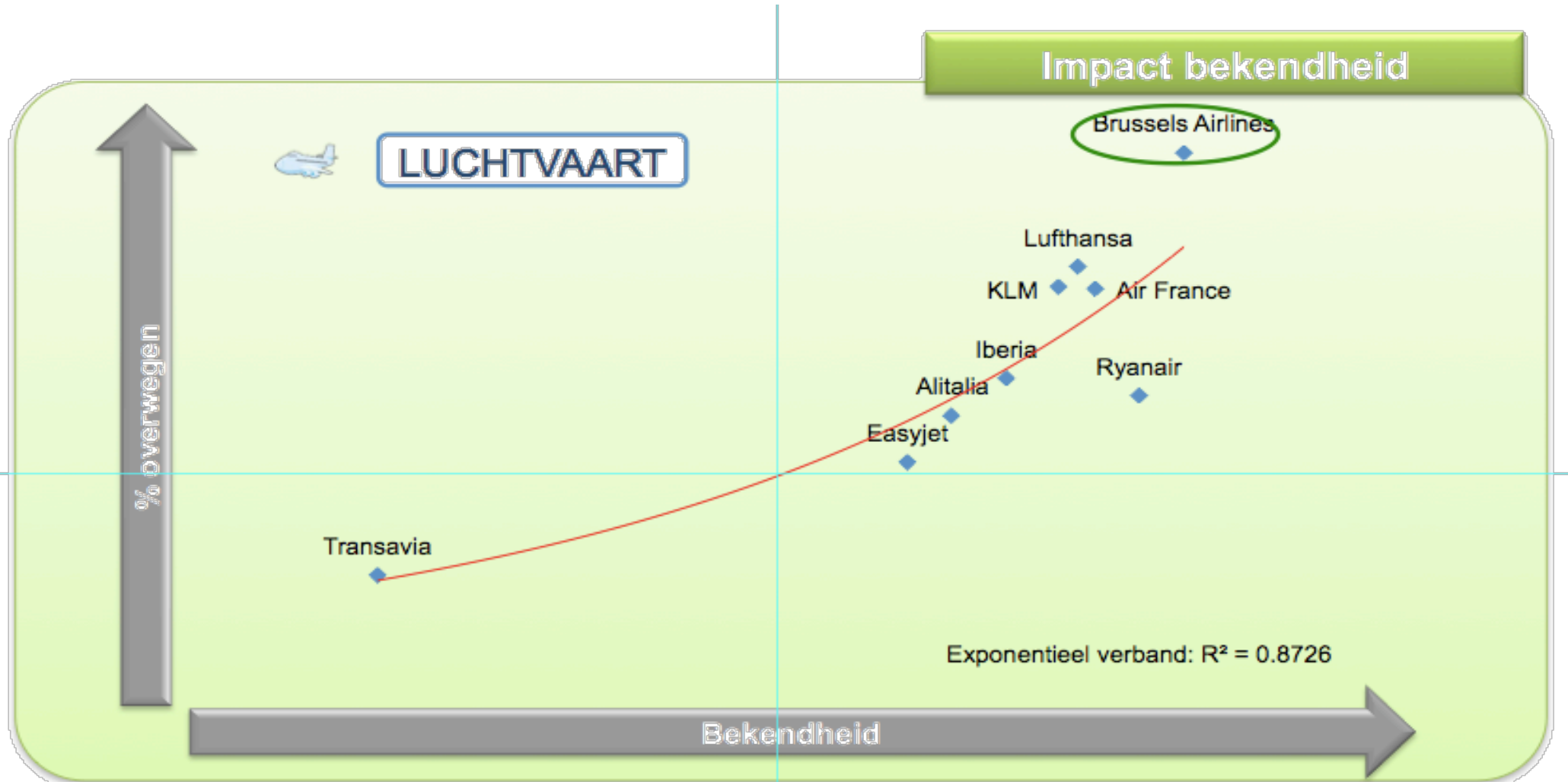


Belang merk

"Hoe belangrijk is het merk van het reisbureau wanneer u een reis boekt?"

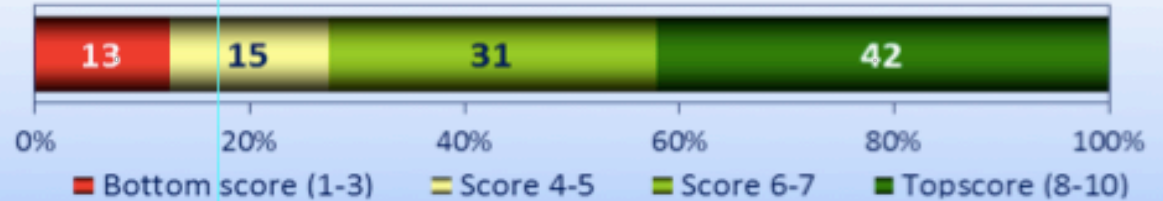


Base: Mensen die soms beroep doen op een reisbureau (N= 1212)

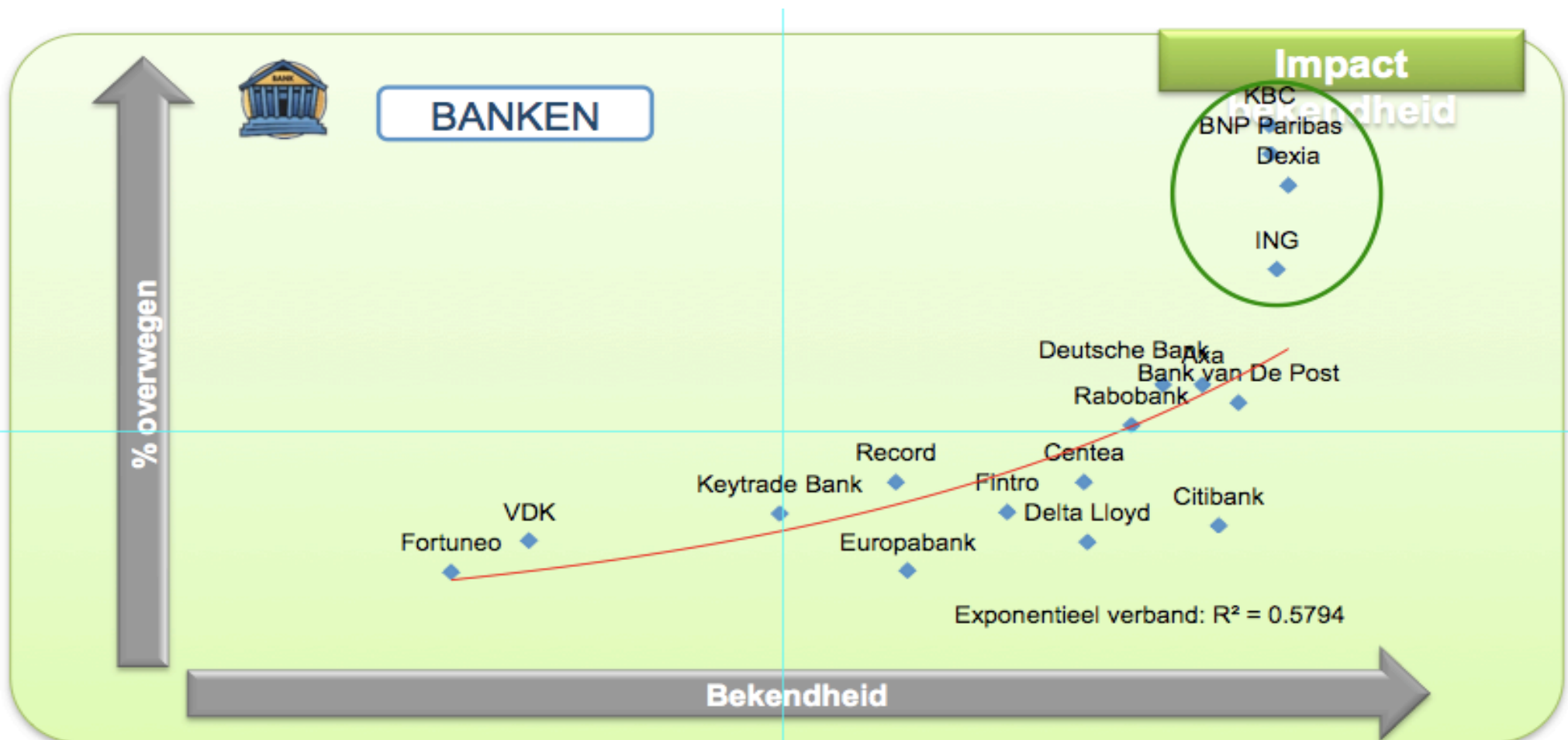


Belang merk

"Hoe belangrijk is het merk wanneer u luchtvaartmaatschappij kiest?"

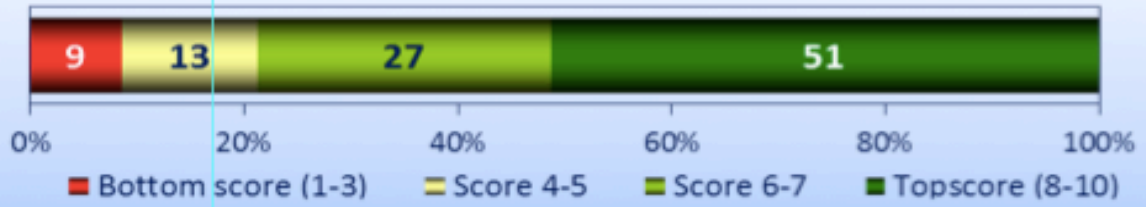


Base: Mensen die al eens met het vliegtuig op reis gingen (N=1405)



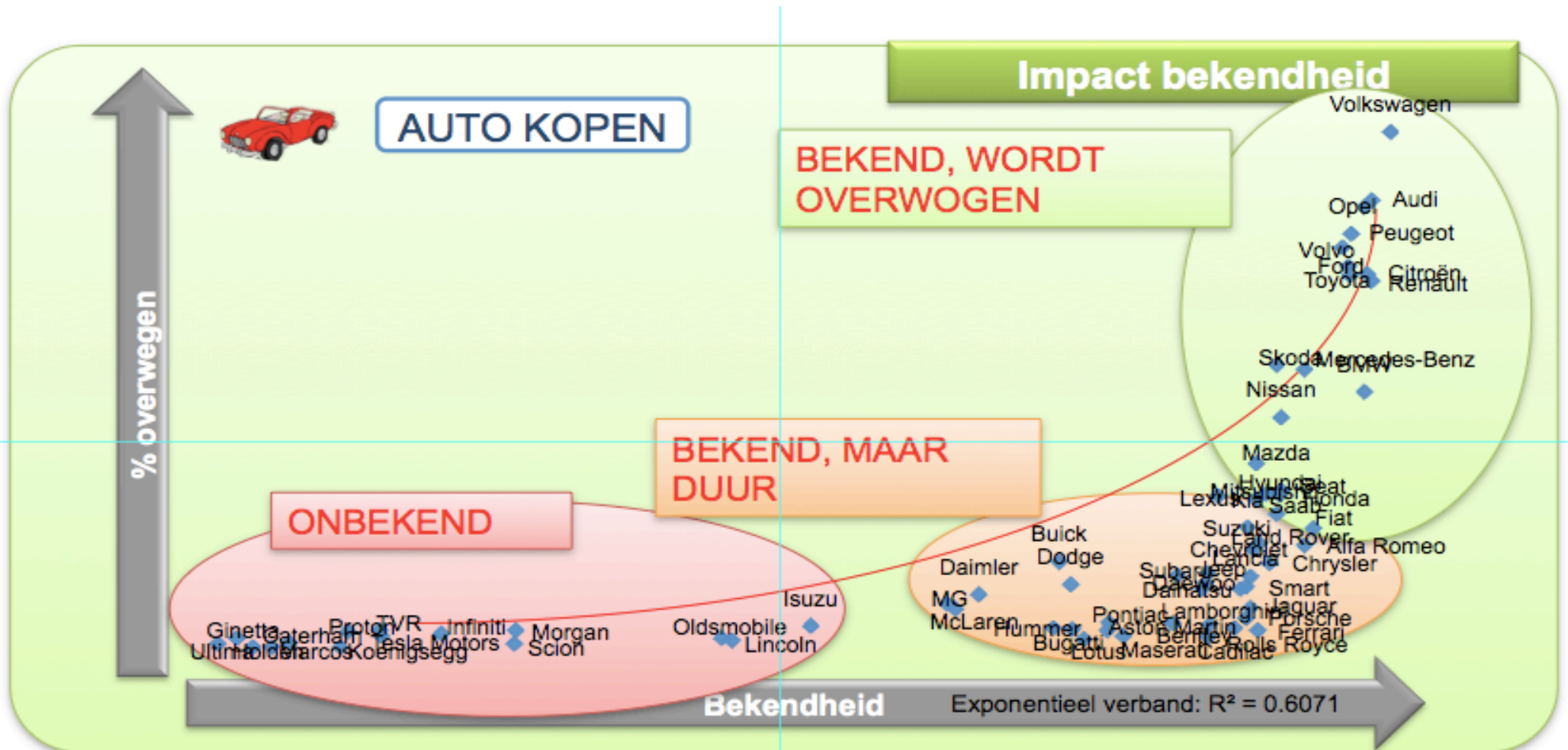
Belang merk

"Hoe belangrijk is het merk van een bank?"



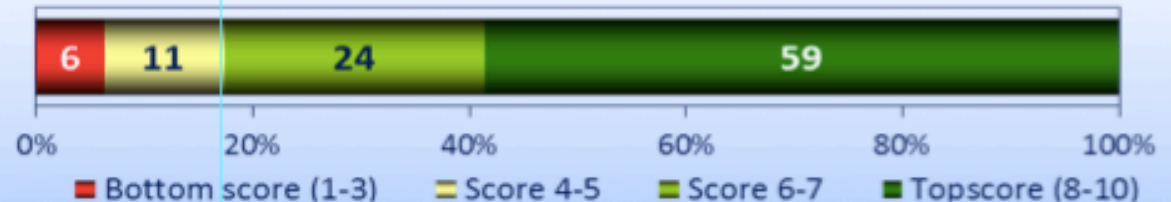
Base: total sample (N=2147)

Aankoopintentie wordt uiteraard ook beïnvloed door de **prijs van het merk**.

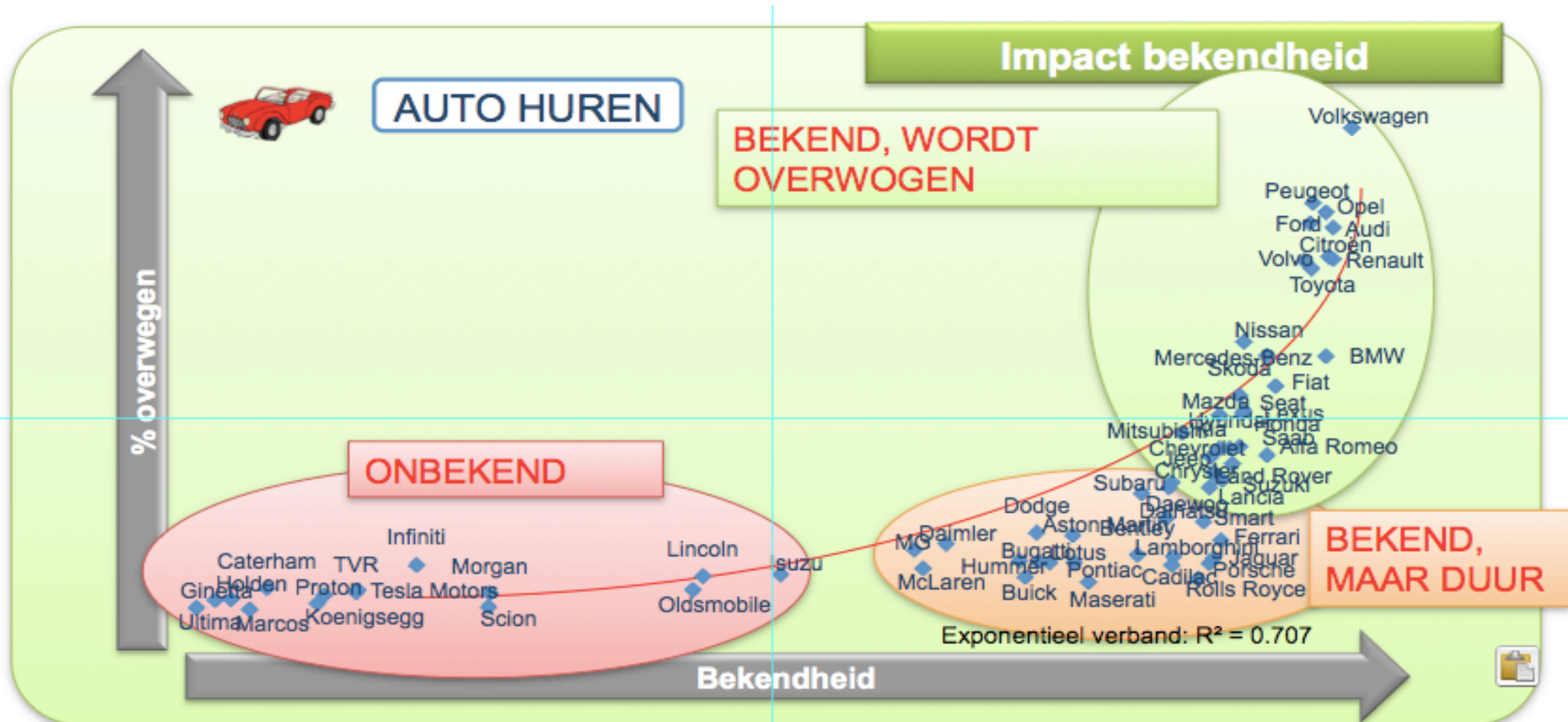


Belang merk

"Hoe belangrijk is het merk wanneer u een auto koopt?"



Base: mensen met een eigen wagen (N=1850)

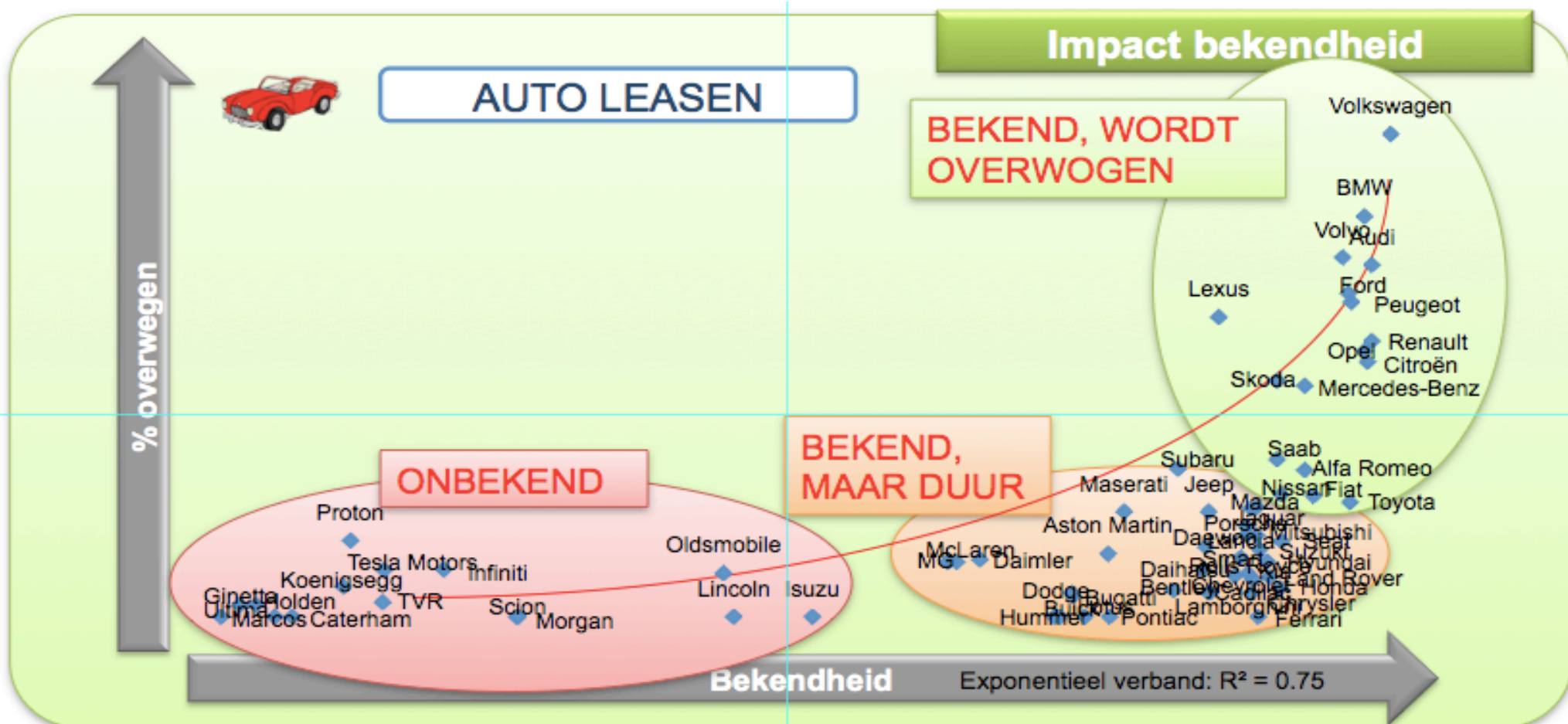


Belang merk

"Hoe belangrijk is het merk wanneer u een auto huurt?"

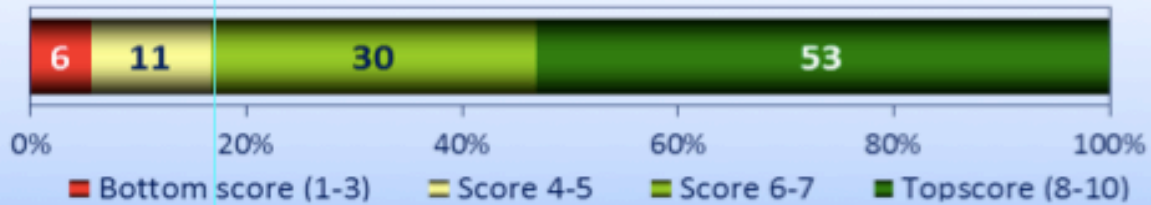


Base: total sample (N=2147)



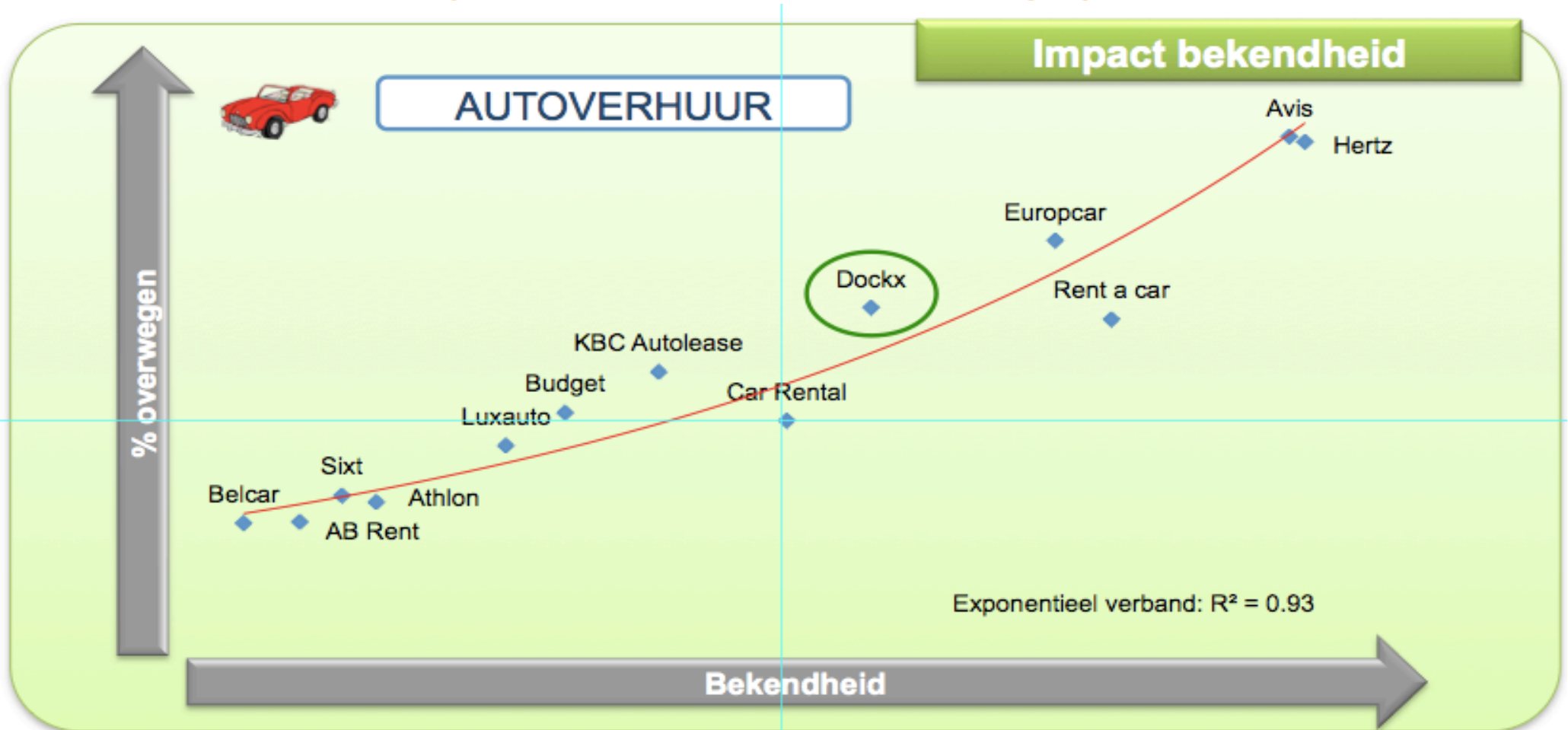
Belang merk

"Hoe belangrijk is het merk om een wagen te leasen?"



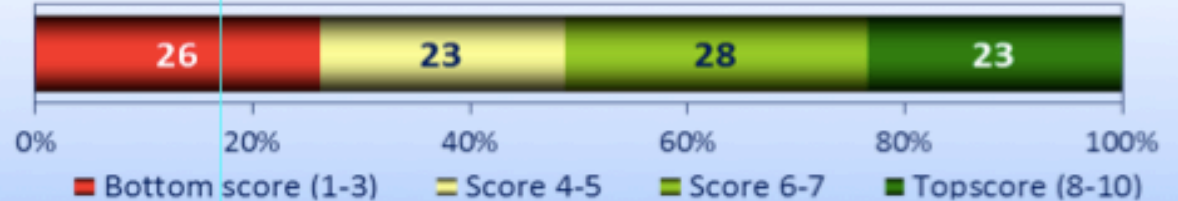
Base: Mensen die zelf hun leasing wagen konden kiezen (N=143)

Merkbekendheid heeft zelfs een aantoonbare impact in domeinen waar mensen expliciet aangeven dat **merk niet belangrijk** is.



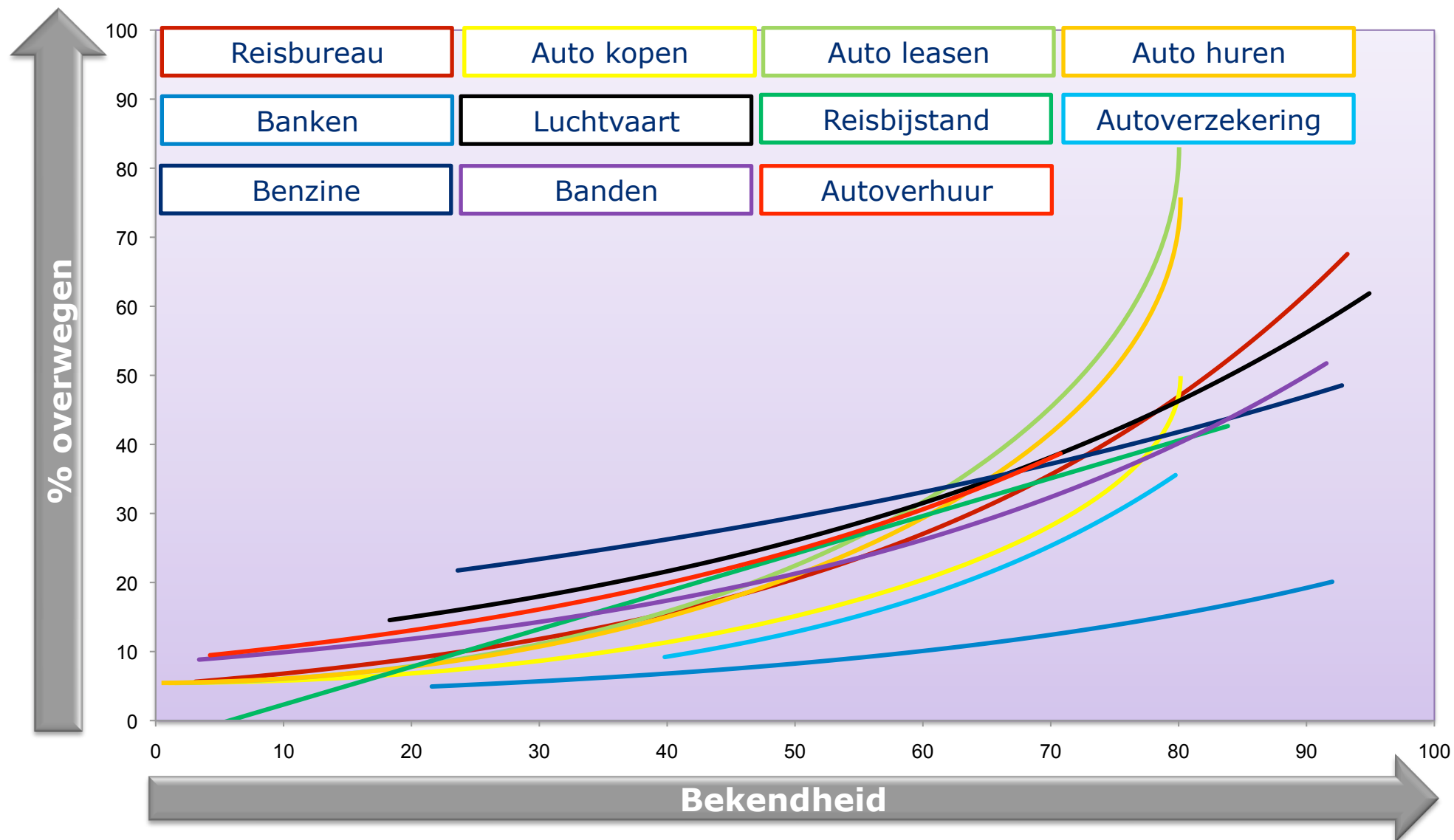
Belang merk

"Hoe belangrijk is het merk van de autoverhuurmaatschappij wanneer u een auto zou huren?"



Base: total sample (N=2147)

Overzicht van alle Brand Performance Grids



Renta special*



Renta leden...

- vinden het automerk voor leasing belangrijker
- vinden het merk van de autoverzekering minder belangrijk
- vinden het merk van autobanden belangrijker

Base: total sample (N=11) SMALL SAMPLE

research



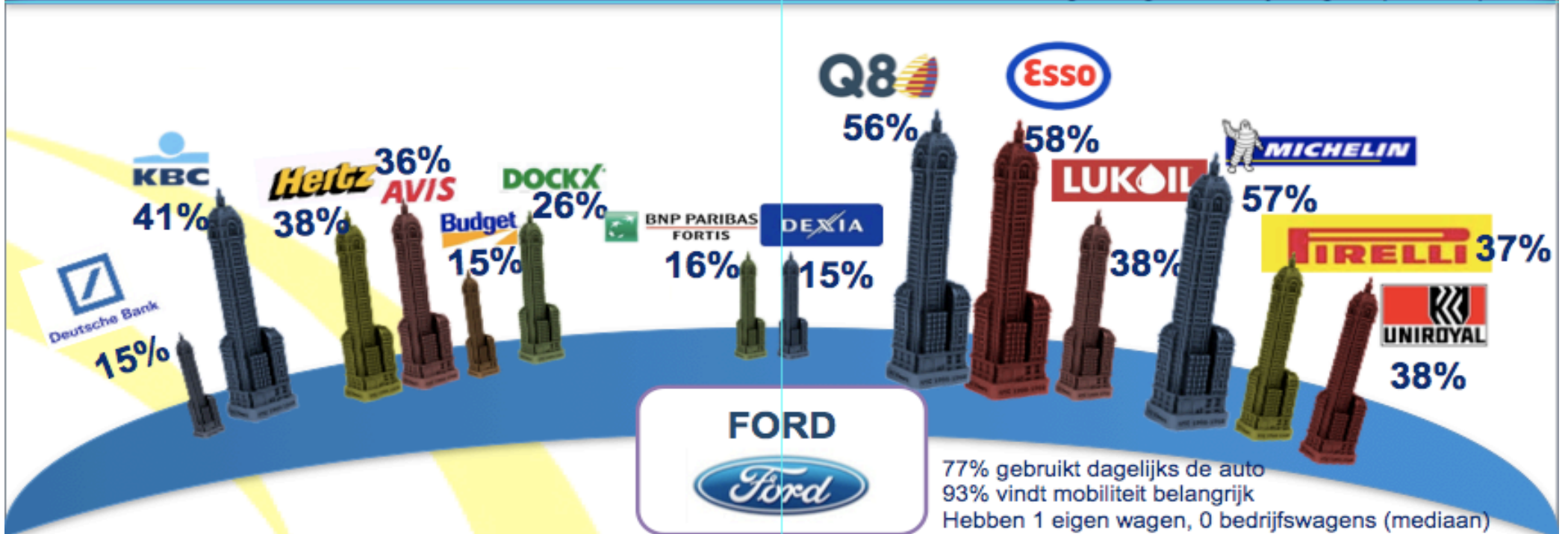
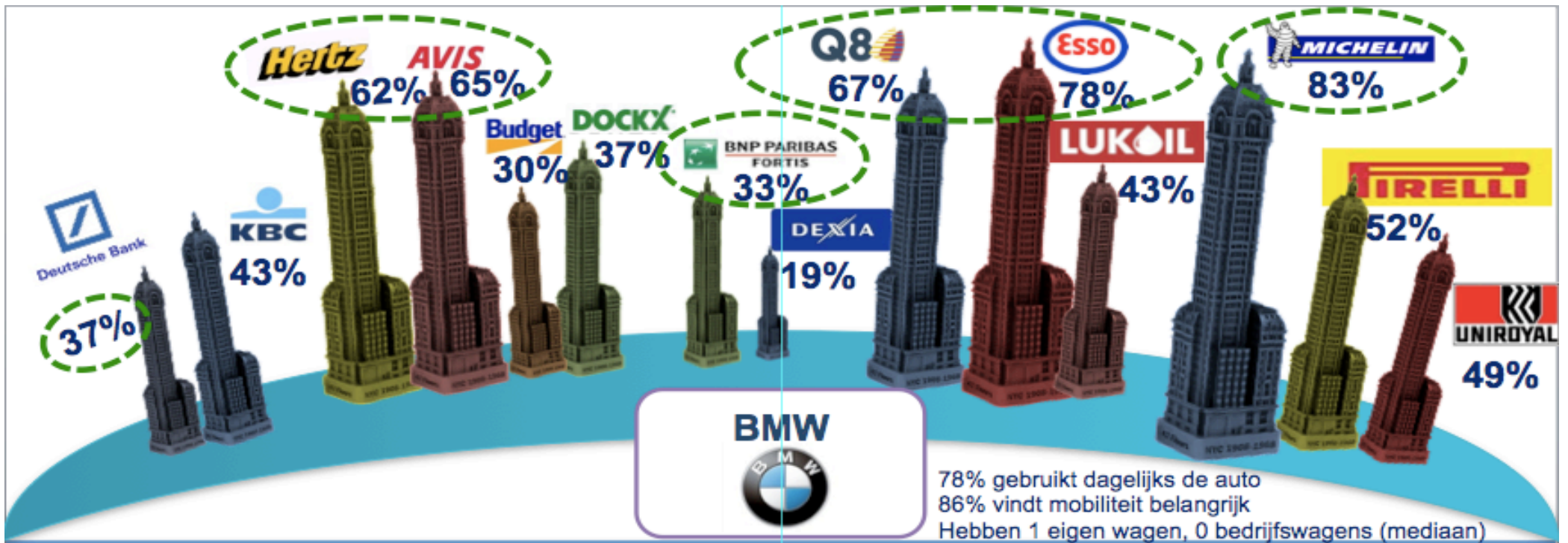
1. research set-up

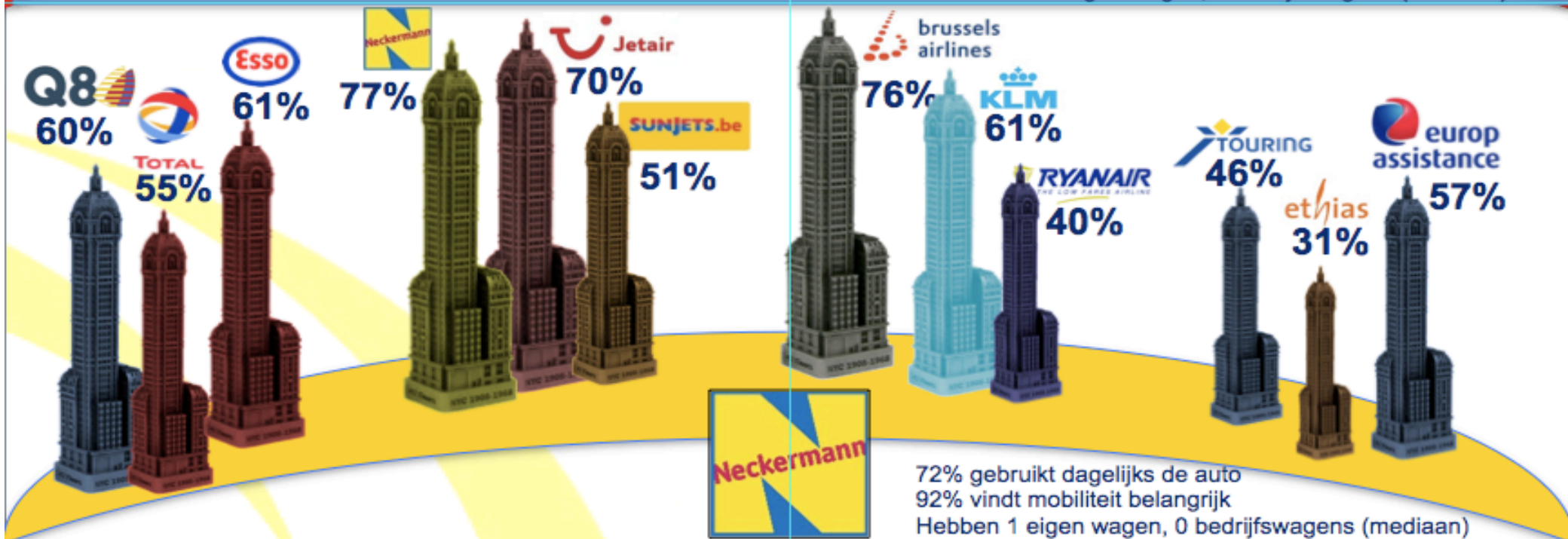
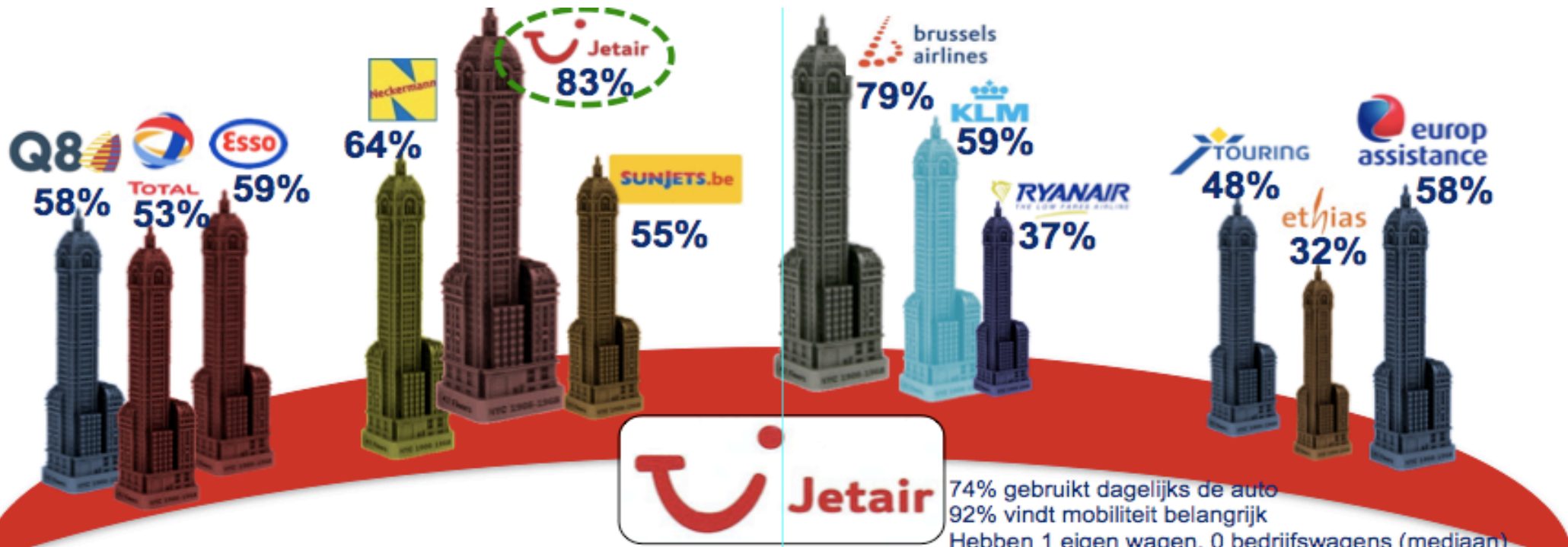
2. setting the scene

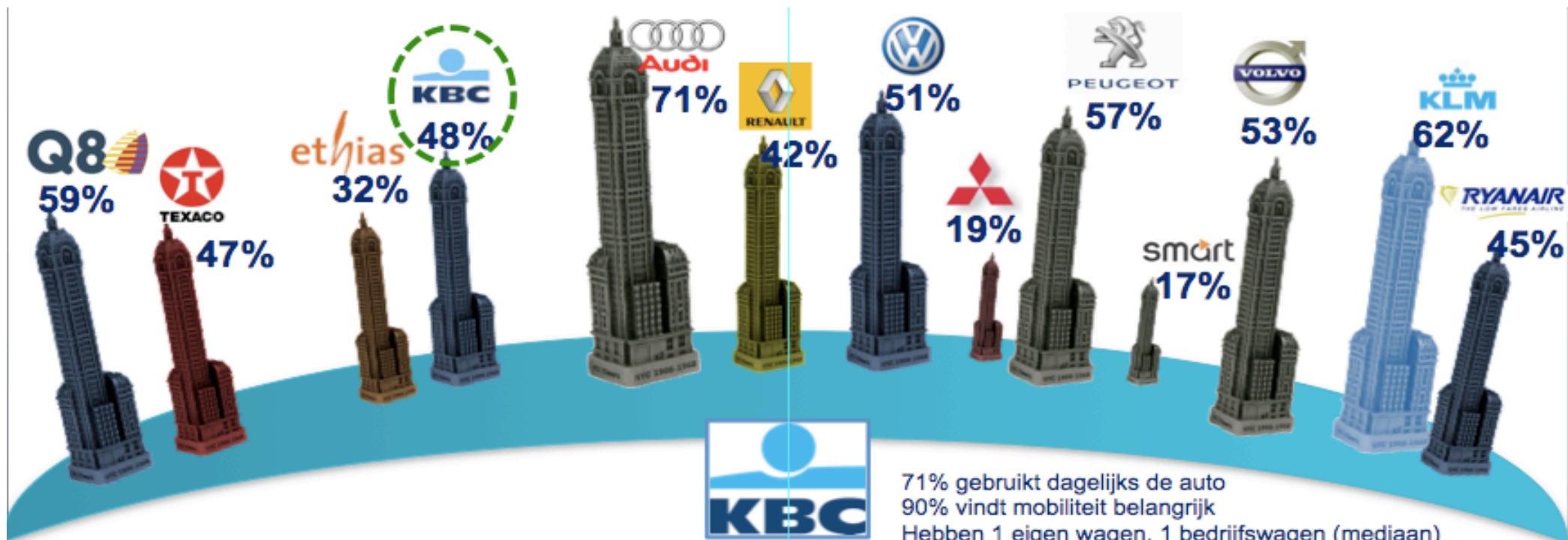
3. importance of brands

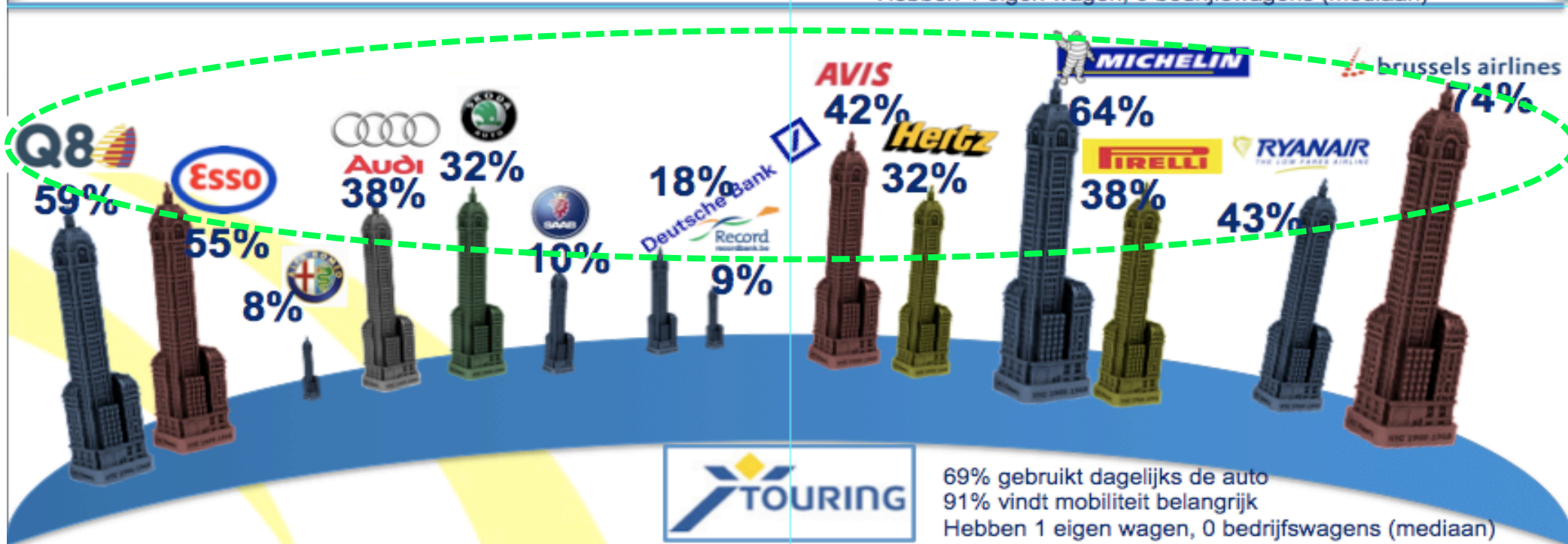
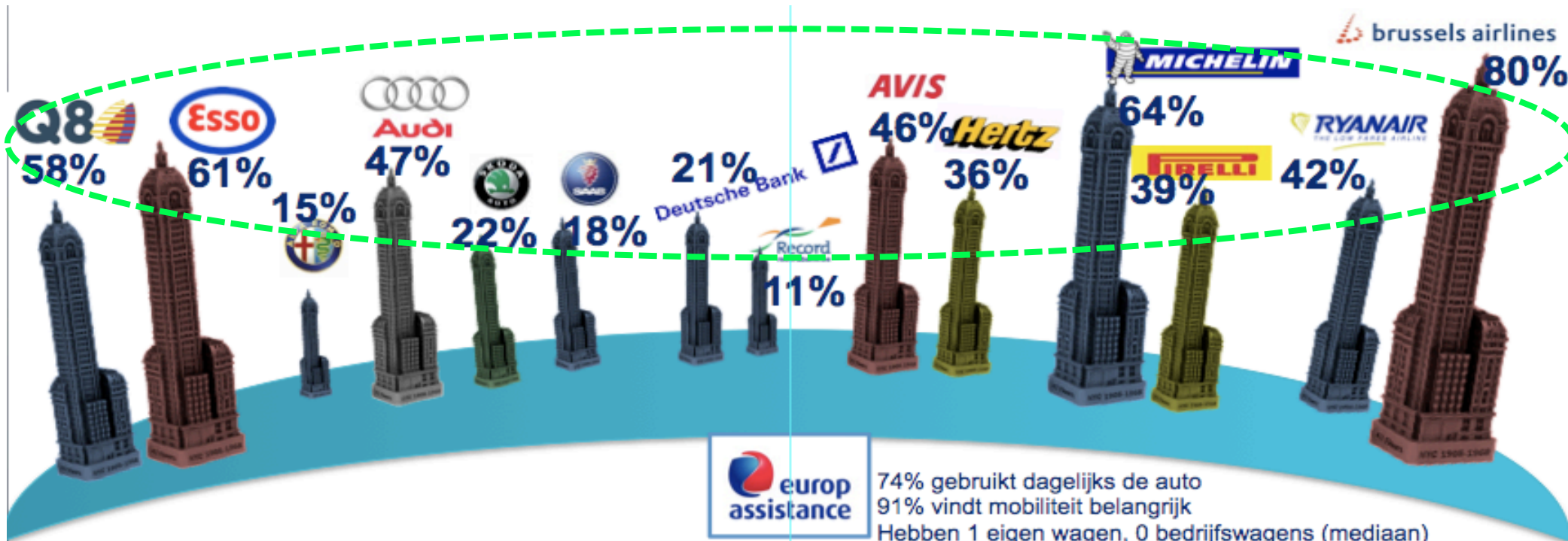
4. brandscape examples

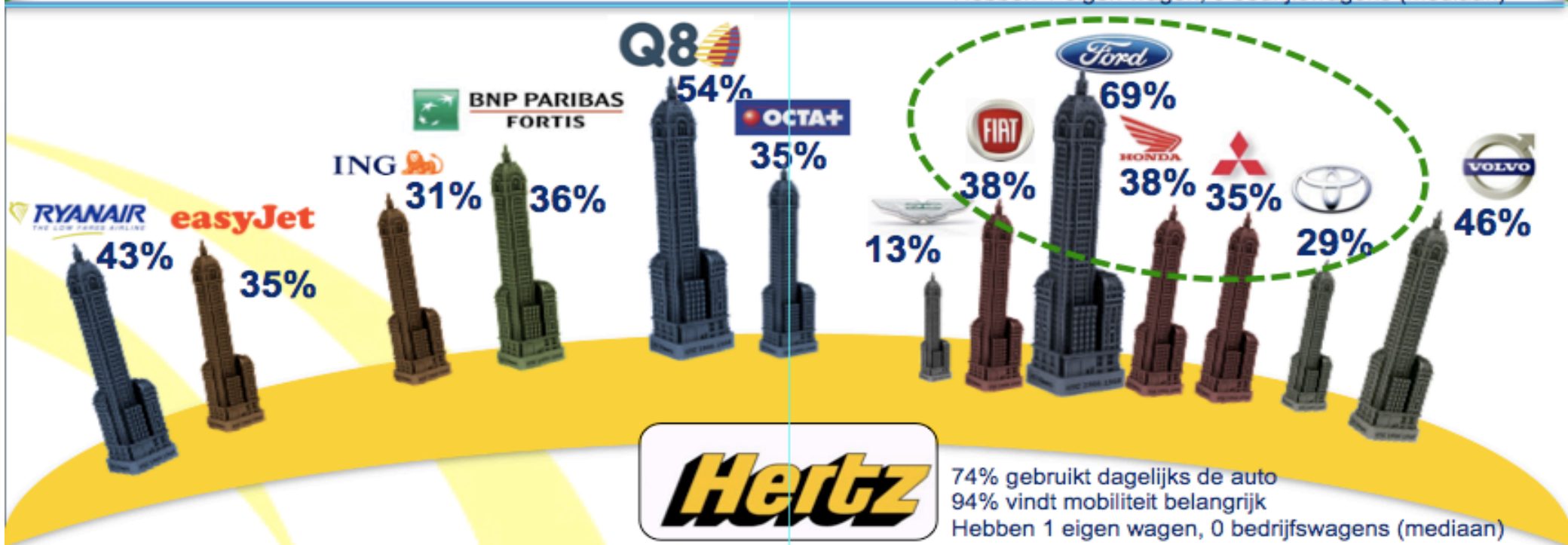
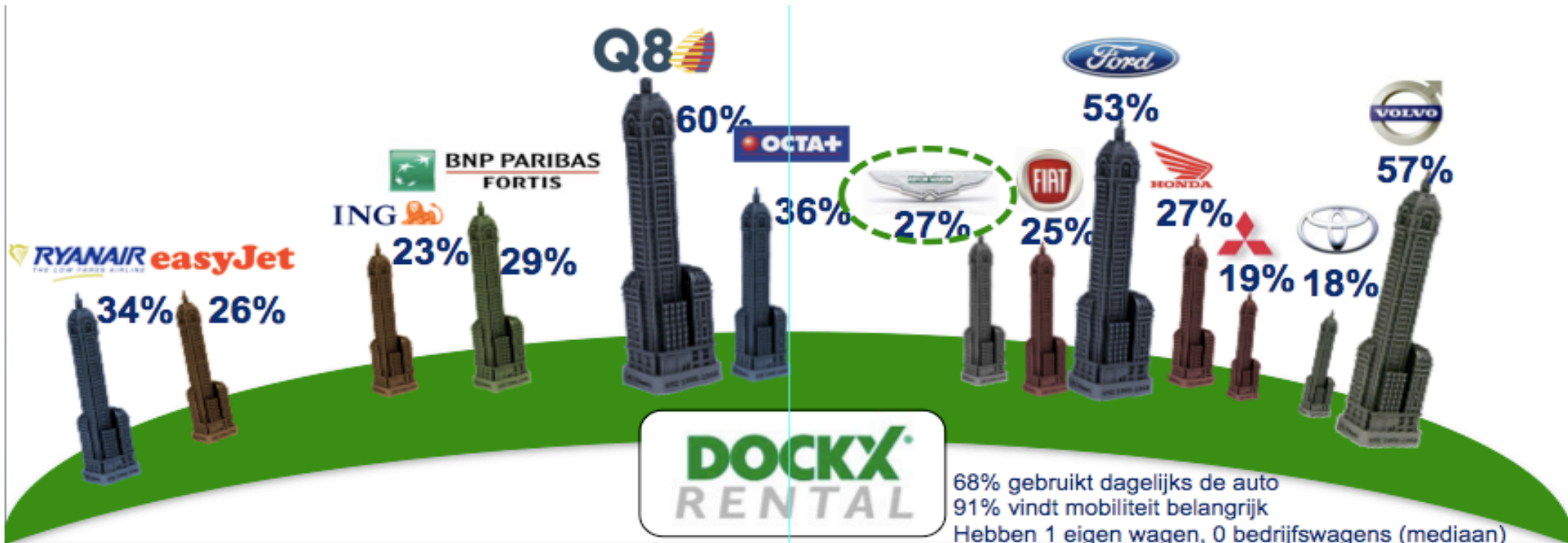
- **flat brandscapes (!)**
- **only in field of mobility**
- **no commercial calculations behind**
- **unlimited number of breaks possible**











rewind



identity driven brand building®

we discussed

- the **importance of branding**
- brandscaping as a '**backdoor**' **marketing tool**
- some **examples** of naked brandscapes

tips to take home

first decide if your dare to change

if so,

1. look left, look right, look for partners; you can **start** after this presentation
2. in the office, call in your **marketing people** ask them to figure out your customers' brandscape(s), and **put numbers behind**
3. create winning **marketing partnerships** that get you through the back door

OUT OF CLUTTER,
FIND SIMPLICITY.
FROM DISCORD,
FIND HARMONY.
IN THE MIDDLE OF
DIFFICULTY LIES
OPPORTUNITY

- Albert Einstein -



identity driven brand building®

Thank you for your attention