att beröras i vår varumärkta värld

"Les valeurs personnelles" (kraftigt utsträckt) 1952, René Magritte (1898-1967)

IFL, Executive Management Program, 2008-04-01
Richard Gatarski
www.weconverse.com

weconverse

om richard

har två barn och sambo
ekonomie doktor, marknadsföring
konsult/talare/lärare
datorbaserad informationsteknologi
konversationsstrategi
skolan och marknaden

"The Ego in 6 Parts" (2002), Solomon Kane, www.artavodah.com/02/ego.htm

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Kan vi koppla av nu?

Aspiration

Inspiration

Transpiration

Frustration

weconverse

opaus

SVENSKA MÖTEN
Mötesmodell Uppkopplad
årets svenska mötesmodell 2007

twitter weconverse jaiku

Wi Fi ZONE

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varumärke

”a brand can be thought of as
a psychological phenomenon”

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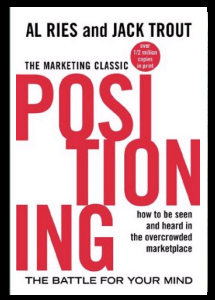
jag måste bara ha en...

ny klocka
bättre kontorsstol
heldag med (barn)barnen



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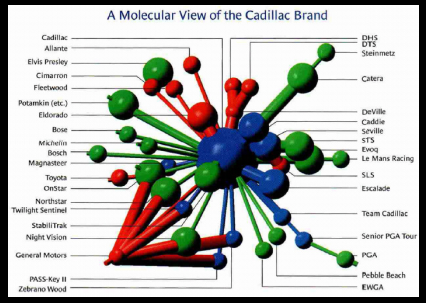
brand portfolio molecule



Källa: Lederer, C. & Hill, S. (2001) See your brands through your customres eyes, *Harvard Business Review*, June, pp. 125-133.

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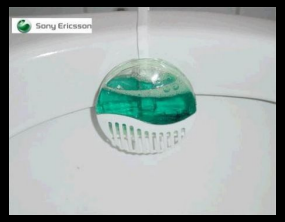
tecken och mening



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varumärken och företagskultur

Källa: www.corp-psych-mgmt.com/corporate_branding_plan.htm

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Gehry, Guggenheim – Bilbao

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ladda eller bygga?

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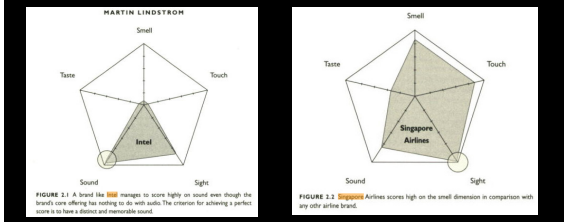
5-d brand



Källa: Martin Lindstrom (2005) Brand Sense.

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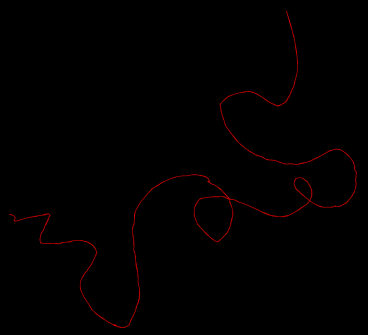
vad är detta?



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onda goda saker

Think sleeper curve
Pop culture makes us smarter
Games force us to make decisions
Social networks & multiple threads

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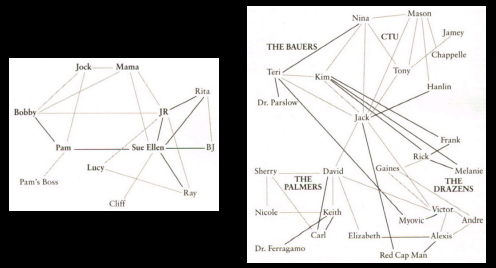
sociala nätverk i tv



Source: Steven Johnson (2006), Everything Bad is Good for You

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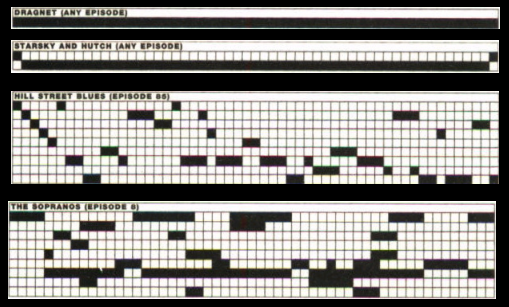
multiple threadings



Source: Steven Johnson (2006), Everything Bad is Good for You

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en stor ledande fråga

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2003

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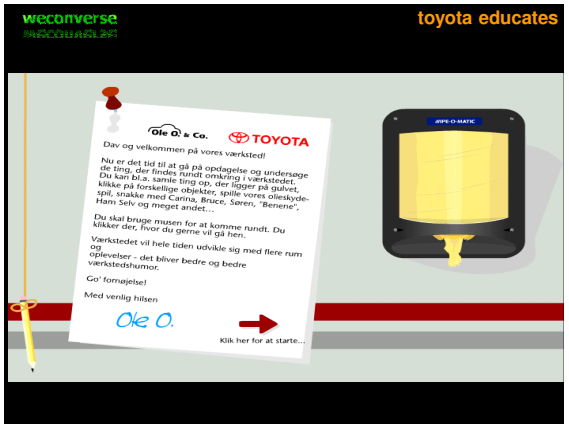

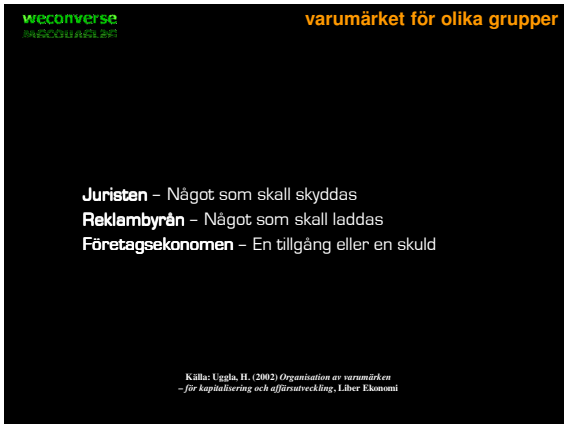

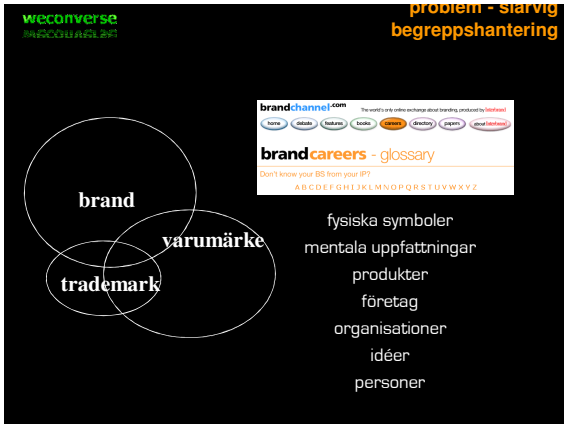

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beteende och varumärken

Studerat i två huvudspår

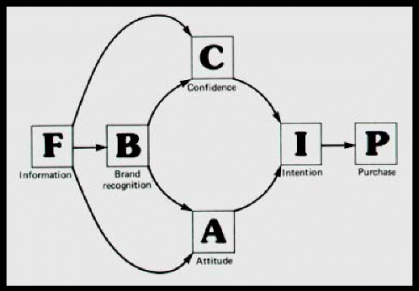
1. i början psykologi
   - siffermätning och matematiska modeller
   - en eller två dimensioner
2. numera allt mer sociologi
   - antropologi och förståelse
   - komplexa nätverk

en psykologisk klassiker

Pound and a half of hamburger
2 loaves Wonder bread
bunch of carrots
1 can Rumford's Baking Powder
Nescafé instant coffee
2 cans Del Monte peaches
5 lbs. potatoes

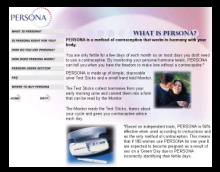
Pound and a half of hamburger
2 loaves Wonder bread
bunch of carrots
1 can Rumford's Baking Powder
1 lb. Maxwell House Coffee (Drip Ground)
2 cans Del Monte peaches
5 lbs. potatoes

Howards DSM



varumärkespositionering

[product] consists of a small hand held monitor and [x] test sticks.



[product] comprises a number of test sticks and a hand held [x] monitor.

material sammanställt från www.unipath.com

förpackning

Procter & Gambles produkter

P&G

- Products
  - Personal & Beauty
  - House & Home
  - Health & Wellness
  - Baby & Family
  - Pet Nutrition & Care

Health & Wellness Products
- Health Care
- Oral Care
- Prescription Drugs
- All Product Information

- Asacol
  Mesalamine delayed-release tablets
- Actonel
  Actonel®: risedronate sodium tablets
- Macrobid
  Macrobid: nitrofurantoin monohydrate/macrocrystals capsules
- Dantrium
  Dantrium: dantrolene sodium capsules
- Didronel
  Didronel: etidronate disodium tablets
- Macrodantin
  Macrodantin: nitrofurantoin macrocrystals
- Dantrium Intravenous
  Dantrium Intravenous: dantrolene sodium for injection

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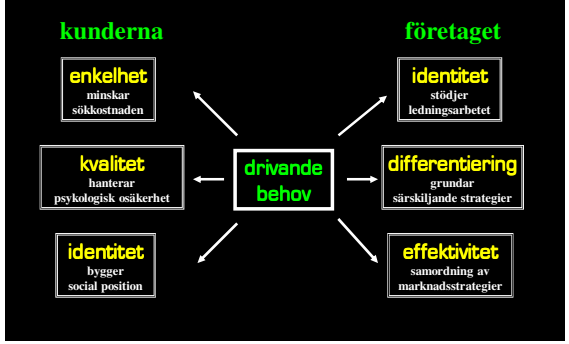
några fördelar med varumärken



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värdefulla varumärken aug 2005

1	1	COCA-COLA	67,525	67,394	0%	U.S.
2	2	MICROSOFT	59,941	61,372	–2%	U.S.
3	3	IBM	53,376	53,791	–1%	U.S.
4	4	GE	46,996	44,111	7%	U.S.
5	5	INTEL	35,588	33,499	6%	U.S.
6	8	NOKIA	26,452	24,041	10%	Finland
7	6	DISNEY	26,441	27,113	–2%	U.S.
8	7	McDONALD'S	26,014	25,001	4%	U.S.
9	9	TOYOTA	24,837	22,673	10%	Japan
10	10	MARLBORO	21,189	22,128	–4%	U.S.

Källa: Business Week, 1 augusti 2005

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värdefulla varumärken aug 2007

THE 100 TOP BRANDS

RANK 2007 / 2006			2007 BRAND VALUE $MILLIONS	2006 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
1	1	COCA-COLA	65,324	67,000	–3%	U.S.	Still No.1, but consumers' shift from soda in the West has hurt Coke. Success with Coke Zero hasn't made up for Coca-Cola Classic's continued loss of share.
2	2	MICROSOFT	58,709	56,926	3%	U.S.	The launch of its Windows Vista operating system, coupled with its Xbox game console, keeps the software giant's latest technology in front of consumers.
3	3	IBM	57,091	56,201	2%	U.S.	Big Blue's ads promise to make customers feel "special." With powerful software, servers, and sophisticated services, it's delivering.
4	4	GE	51,569	48,907	5%	U.S.	With big bets in China and an accelerating push to go green, GE aims to be the earth-friendly global brand.
5	6	NOKIA	33,696	30,131	12%	Finland	Nokia built its brand at both ends of the market, with high-end multimedia hand-sets for upscale buyers and low-priced phones for emerging countries.
6	7	TOYOTA	32,070	27,941	15%	Japan	Quality concerns have increased overall, but Toyota's reliability and its hybrid strategy are leaving auto rivals trailing.
7	5	INTEL	30,954	32,319	–4%	U.S.	Intel shored up its position as the world's leading chipmaker, but sub-brands such as the Viiv entertainment PC and Core processors failed to resonate.
8	9	McDONALD'S	29,398	27,501	7%	U.S.	McDonald's continues to move beyond its burgers-and-fries image with a growing selection of healthy foods and stylishly remodeled restaurants.
9	8	DISNEY	29,210	27,848	5%	U.S.	Disney picks franchises it can sell throughout the Magic Kingdom, from movies to theme park rides. The strategy has paid off handsomely.
10	10	MERCEDES-BENZ	23,568	21,795	8%	Germany	New models have helped repair a badly dented reputation for quality, but sales are up only 1.8% for the first half of the year, trailing gains by rivals BMW and Audi.

Källa: Business Week, 6 augusti 2008

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brand equity

" The sum of all distinguishing qualities of a brand, drawn from all relevant stakeholders, that results in personal commitment to and demand for the brand; these differentiating thoughts and feelings make the brand valued and valuable."

brandchannel.com

"A set of assets (and liabilities) linked to a brand´s name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm´s customers."

David A. Aaker

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house of brands

total separation mellan varumärken

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branded house

ett dominerande varumärke

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varumärkeskompositioner

ingredient branding (asymmetric)

composite brands (symmetric)

msn MSNBC

swatch smart car

varumärken värdefulla?

The Shrinking Advantage of Brands

Posted by Umair Haque on February 15, 2008 11:23 AM

Quick – what's the top brand in the world? Coca-Cola? Nope. IBM? Nope. One of GE's stable of brands? Wrong again.

All these players are near the top. But the most powerful brand in the world today is, according to the gold standard of brand valuation, Millward Brown's Brandz report, Google.

Now, that might seem superficially logical. But from a strategic point of view, it's nothing short of astonishing. Why? Because every other player in the top ten has spent decades – if not literally centuries, as for P&G and Coke – investing billions in advertising to build a brand.

But where these players invest on the order of 5-10% of revenues on advertising, Google's advertising expenditure is almost exactly zero.

Stop and think about that for a second: the top brand in the world belongs to a player that...uhhh...doesn't advertise.

discussionleader.hbsp.com/haque/2008/02/the_shrinking_advantage_of_bra_1.html

värdefulla varumärken apr 2007

BRANDZ Top 100 Brand Ranking

BRANDZ RANKING

#	Brand	Brand Value ($m)	Brand Value Change (%)
1	Google	66,434	77%
2	GE (General Electric)	61,880	11%
3	Microsoft	54,951	-11%
4	Coca Cola (*)	44,134	7%
5	China Mobile	41,214	5%
6	Marlboro	39,166	2%
7	Wal-Mart	36,880	-2%
8	Citi	33,706	9%
9	IBM	33,572	-7%
10	Toyota	33,427	11%

www.millwardbrown.com/Sites/Optimor/Media/Pdfs/en/BrandZ/BrandZ-2007-RankingReport.pdf

konsumentbeteende - sociologi

Alladi Venkatesh

Fuat Firat

The post modern condition

hyperreality, fragmentation, reversal of consumption and production, decentering of the subject, and paradoxical juxtaposition (of opposites)

Källa: Firat, A.F. & Venkatesh, A. (1993) Postmodernity: the age of marketing, *International Journal of research in Marketing*, vol. 10, pp 227-249.

postmodernt och hyperverkligt

"Nike tänker hålla takten i techno-slaget genom Nike Free, en sko (testas fortfarande) som får löparna att känna sig barfota. Den är inspirerad av dom Kenyanska barfotalöparna som har visat att skolös träning bygger styrka och förbättrar prestationen."

Källa: Business Week, September 20, 2004

Me, Inc.

"Träningsskorna på dina fötter– en snabb blick på den distinkta swooshen på sidan markerar vem som varumärkt dig. Kaffemuggen som du bär, aha – du är en Starbuck-kvinna…

You're branded, branded, branded, branded"

Källa: egen översättning av Peters, Tom (1997) The Brand called You *Fast Company*, nr. 10. www.fastcompany.com/magazine/10/brandyou.html

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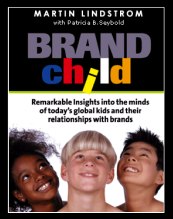
tweens (8-14 years)



powerful and smart consumer group
influence USD 1 880 000 000 / year
"brand image" experts
connected

source: www.brandchild.com

tween media preferences

1. online
2. school
3. field
4. mass media

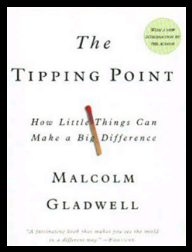
Source: Martin Lindstrom

the value of the brand

"linking value"
(as opposed to "use value") is
what the brand provides to support
the social links in the tribe

Bernard Cova, 1993

maven of cool



marketing and value formation

For the post modern generation, the modern structure of education [schools] is aimless, if not redundant.

[Images] that define the goals of the post modern generation are not acquired in [schools] but through the marketing systems.

Therefore, the more fundamental education, one of goals, values, meanings, and desires already takes place through exposure to marketing culture.

Source: Venkatesh, A., Sherry, J. F., Firat, A.F. (1993) Postmodernism and the marketing imaginary, *International Journal of research in Marketing*, vol. 10, pp 215-223.

postmodern education

Juliet B. Schor
Professor of sociology

sound clips from www.wbur.org

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brand value

modern:
promote end use of goods

postmodern:
tool for identity management

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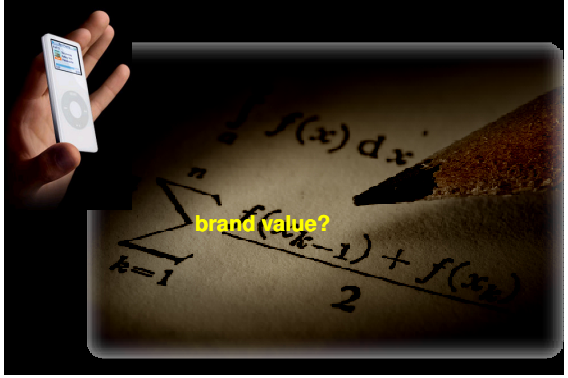
math



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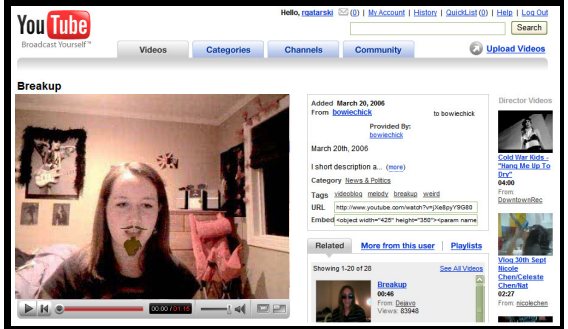
melodys breakup



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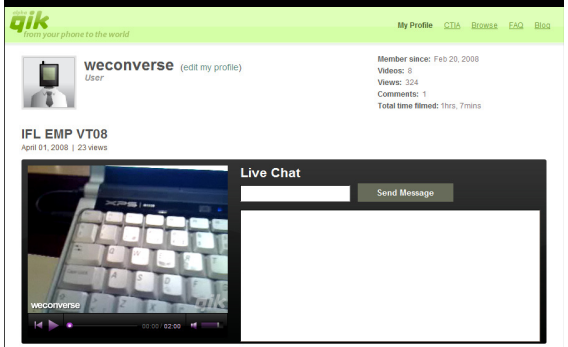
mobilt & video



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antag

vi kunder / medborgare / konsumenter är

bildade
uppkopplade
konversanta

vi

vet mer än jag!

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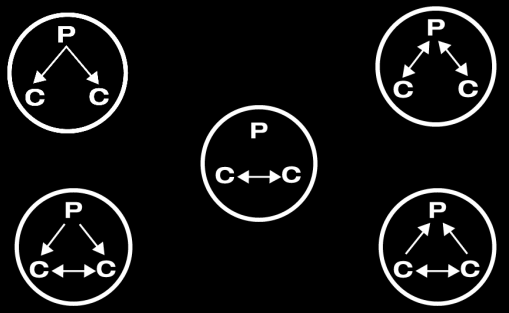
towards conversing communities



Gatarski, R. and Lundkvist, A. (1997) Interactive Media face Artificial Consumers and marketing theory must re-think, see www.fek.su.se/home/rgi/imfaceac

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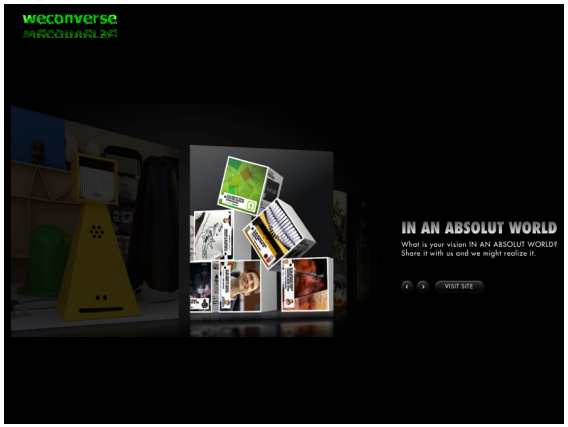

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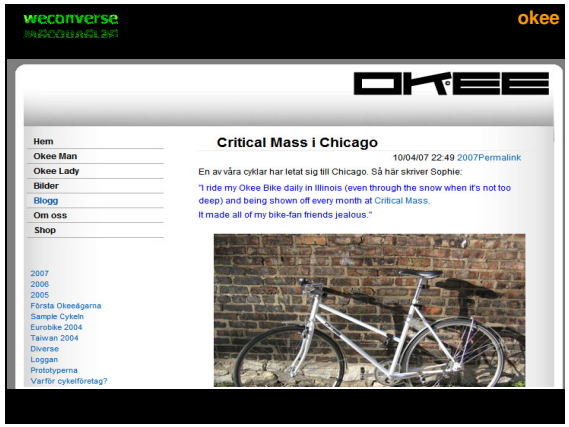

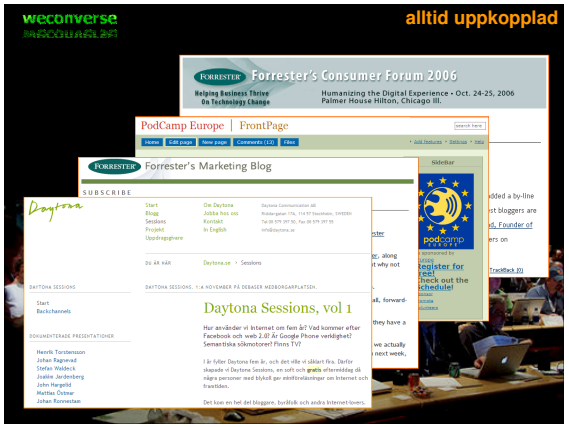

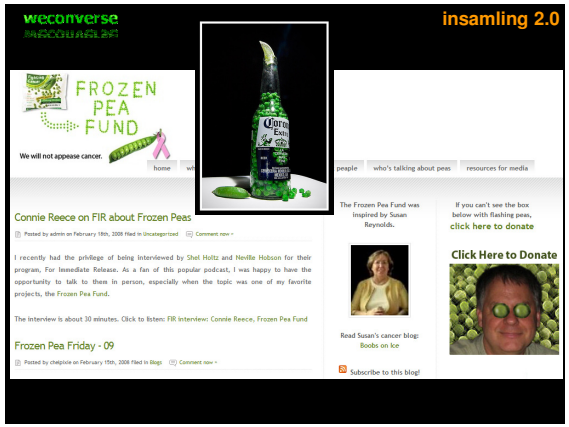

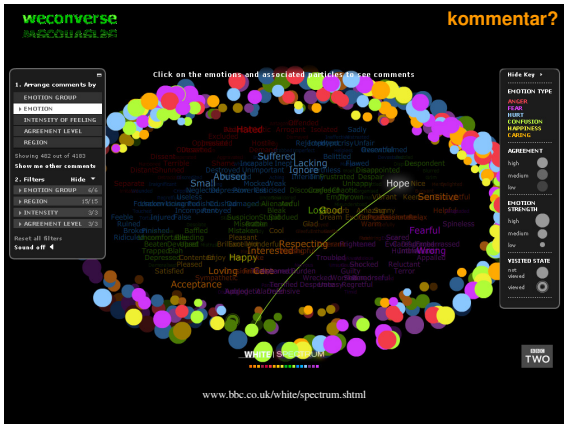

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twittervision

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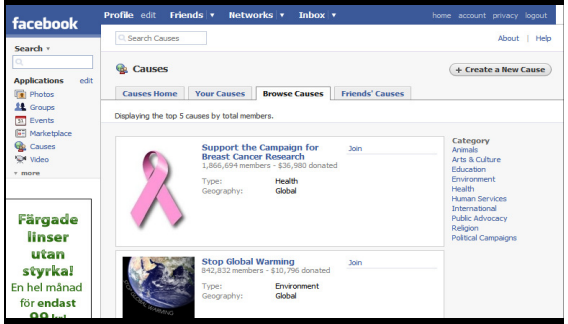
because



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let go

Source: Laflyes key note at Association of National Advertisers, 2006-10-06
adage.com/ana06/article?article_id=112311

weconverse

sammanfattning

weconverse

några råd

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konversera?

www.weconverse.com

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