

MARKETING 2018 – 19

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FATTORI CRITICI DI SUCCESSO E ANALISI SWOT: ESERCITAZIONE



Analisi SWOT e FCS





ESERCITAZIONE

Top Growing Brands

<p>03</p>  <p>+56%</p> <p>100,764 \$m</p>	<p>66</p>  <p>+45%</p> <p>8,111 \$m</p>	<p>39</p>  <p>+30%</p> <p>12,942 \$m</p>	<p>75</p>  <p>+23%</p> <p>6,432 \$m</p>	<p>18</p>  <p>+23%</p> <p>28,152 \$m</p>
<p>73</p>  <p>+22%</p> <p>6,621 \$m</p>	<p>70</p>  <p>+19%</p> <p>7,545 \$m</p>	<p>51</p>  <p>+19%</p> <p>10,748 \$m</p>	<p>80</p>  <p>+18%</p> <p>5,760 \$m</p>	<p>82</p>  <p>+18%</p> <p>5,730 \$m</p>

Brave New Entrants

The 2018 new entrants span the luxury, technology, alcohol and automotive sectors. Chanel, Hennessy, and Nintendo reenter the table, whereas Spotify and Subaru make their Best Global Brands debut.

23	92	96	99	100
CHANEL	 Spotify	 Hennessy	 Nintendo	 SUBARU
20,005 \$m	5,176 \$m	4,722 \$m	4,696 \$m	4,214 \$m

Methodology

Having pioneered brand valuation in 1988, Interbrand has a deep understanding of the impact a strong brand has on key stakeholder groups that influence the growth of a business—namely both current and prospective customers, employees, and investors. Strong brands influence customer choice and create loyalty; attract, retain, and motivate talent; and lower the cost of financing. Our brand valuation methodology has been specifically designed to take all of these factors into account. A strategic tool for ongoing brand management, valuation brings together market, brand, competitor, and financial data into a single framework within which the performance of the brand can be assessed, areas for growth identified, and the financial impact of investing in the brand quantified.

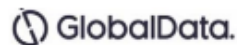
For a more in-depth view, visit bestglobalbrands.com

Financial Data



Thomson Reuters' company annual reports and analyst reports

Consumer Goods



GlobalData (brand volumes and values)

Social Media



Social media analysis by Infegy



Financial Forecast

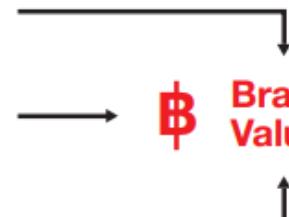


Role of Brand



Brand Strength

Brand Value



Activating Brave

Learning from the bold and the brave

Yes, the world in which brands exist is in a state of flux. Yes, we receive five times more information every day than we did 30 years ago. Yes, technology has profoundly changed how we interact with the world around us. Yes, customer expectations have transformed, and attention is harder to capture. Yes, we live in an era of category-of-one brands like Google and Amazon that dominate their respective sectors and become the anchor points for entire ecosystems of other players.

Despite all of this, and in *virtue* of this, the role of brands in today's world is more imperative and valuable than ever. Branding has shifted from being about ensuring consistency to stimulating desire; from marketing-centric to enterprise-centric; from simply creating functional and emotional differentiation to fundamentally changing the way a business goes to market; and from communicating the consumer experience to actually *shaping* it.

So, what can we learn from how the world's leading brands are achieving success in this environment? What sets apart the good from the great?

They are **Activating Brave**.

In other words, harnessing the ability to take bold short-term action that responds to the needs of the marketplace while pursuing a clear and aligned long-term vision.

To simultaneously look through a **microscope** and a **telescope**,

To have the courage to **intercept the future**, not just flow with it, and,

To take **decisive action** that makes a real impact.

Only when you have the sanctuary of a deep understanding of who you are, and where you are going tomorrow, can you confidently make the brave short-term calls needed to

Leading brands are driven by their desire to be useful, to create products, tools and services that actually solve customer problems, and to use their marketing to serve and not just sell.

win today.

Nike, for example, was able to take a huge calculated risk in launching the controversial Colin Kaepernick advertising campaign because its brand has always encouraged people to believe in themselves no matter what. Its brave action translated to a rise in its stock market value of \$6 billion.

But, there is no *one* way to activate brave. Every brand needs to find its own path that intrinsically aligns with its market context, history, and business strategy.

Interbrand's 10 Brand Strength Factors:

Internal Factors



1 Clarity

Clarity internally about what the brand stands for in terms of its values, positioning and proposition. Clarity too about target audiences, customer insights and drivers.



2 Commitment

Internal commitment to the brand, and a belief internally in its importance. The extent to which the brand receives support in terms of time and influence.



3 Governance

The degree to which the organization has the required skills and an operating model for the brand that enables effective and efficient deployment of the brand strategy.



4 Responsiveness

The organization's ability to constantly evolve the brand and business in response to, or anticipation of, market changes, challenges and opportunities.

External Factors



5 Authenticity

The brand is soundly based on an internal truth and capability. It has a defined story and a well-grounded value set. It can deliver against the (high) expectations that customers have of it.



6 Relevance

The fit with customer/consumer needs, desires, and decision criteria across all relevant demographics and geographies.



7 Differentiation

The degree to which customers/consumers perceive the brand to have a differentiated proposition and brand experience.



8 Consistency

The degree to which a brand is experienced without fail across all touchpoints or formats.



9 Presence

The degree to which a brand feels omnipresent and is talked about positively by consumers, customers and opinion formers in both traditional and social media.



10 Engagement

The degree to which customers/consumers show a deep understanding of, active participation in, and a strong sense of identification with, the brand.