

Branding for the Future

Building a Sustainable Brand

Traditional
Marketing
is
DEAD.



Why?

- DVR lets us skip commercials
- Popup blockers and Opera let us hide ads on the Internet
- Newspapers are dying
- Mail is recycled, unopened
- Spotify and others offer commercial free listening

So how do we market in the new reality?

Steve Wozniak recently described the design focus during the formative days of Apple this way: He and Steve Jobs were not captured by the technology but rather by the social impacts this technology could achieve.

An unparalleled connectivity.

Sustainable Branding

- Rose out of Green marketing
- People will pay \$10 a month, indefinitely for a \$5 Tshirt and a piece of paper that says they adopted a tiger if you show a sad video.
- Walmart mentality (brand means nothing, it's bang for buck that matters)
- Technology – we are an informed public – we can research anything and we do research everything.
- We are a connected society

Smart marketers put together a cost-effective strategy that builds brand loyalty by leveraging heartfelt advertising and social media. Think ATT commercials!

Case in Point : Ford Motor Company

- Almost bankrupt in 2005-2006
- Didn't take government money
- New CEO, Alan Mulally, changed their marketing strategy.
- They are now one of the world's top-ten "hottest brands." according to Business Insider



How did they do it?

3 Keys to Marketing

- Trust
- Authenticity
- Transparency

Trust

The social contract as we know it has been broken; mistrust of corporations, governments and media is rampant. Weary of misinformation, people are reappraising their relationships with companies and brands, making integrity a new form of competitive advantage.

- From Ford's own Market Research

What Builds Trust?

Public Perception

- Down to Earth
- Cares about Customers
- Helpful
- Good Value
- Straightforward

Transparency

Admit Your Failures

As consumers re-examine brand values and rethink the hallmarks of trust, they recognize that although we strive for perfection, nobody's perfect. If you are candid about your imperfections, we'll be more forgiving of them—because we accept imperfection as authentic.

Examples:

Netflix and Domino's

Authenticity

Authenticity created through transparency is the certification process in social media. We find authenticity, transparency and trust through our collective experiences. We trust each other in deciding what to buy and who to buy from.

Ford's EVP Jim Farley made the business case for trust. Trust creates "pricing power." With trust a company or product is no longer a commodity that can only compete on price. A business focused on winning the customer's trust is the path to realizing Wozniak's vision for growing social revenues.

Upcoming Events

**SUSTAINABILITY MARKETING
THE POWER
OF TRUE STORIES**

11/20/13
Yale Club
New York

We care about Stories!

We care what our friends say, like and share, their personal experiences.

The focus has changed



We don't see a shoe (or high-priced workout wear) we see HIM, his struggle, his perseverance, his will power, and we see Nike helping him achieve his goals, so we like them.



We share what moves us.
We trust what others share.
We buy what we trust.

For a Sustainable Brand

Trust is the new Black

Transparency is the new Gray

**Social Awareness is your wallet
– don't leave home without it.**