

CEDEX

Centro de Estudios para el
Desarrollo Exportador



> Branding and Internet Marketing

- > William K. Holstein
- > Business & Training Center



Thoughts and biased opinions from an observer of the passing scene in advertising

> Branding and Internet Marketing

William K. Holstein
Distinguished Prof. Emeritus
University at Albany, SUNY

D. Hollins Ryan Professor
The College of William and Mary



- > Brands and Branding
- > The difference that e Makes
- > Brand Impact
- PR and Branding
- Minicase on China
- > e-Mail
- > Cell Phones
- > Blogs
- > Web Sites
- > Segmentation
- > Segmentation Demo
- > Lessons to be Learned

> William K. Holstein

> Definition of 'Brand'

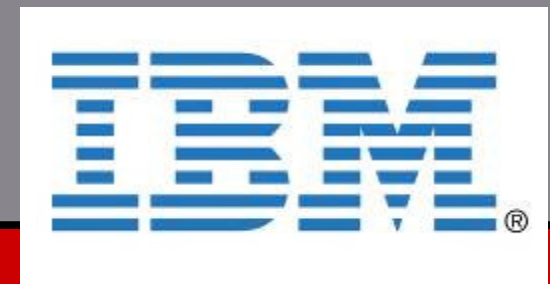
- > The sum of the **characteristics** of a product or service as **perceived** by the user ...
- > The user **perceives relevant unique added values** which match their needs most closely ...
- > Success results from being able to **sustain** these added values in the face of competition.

> Definition of 'Brand'

A product from a **known source**

Brand value reflects how a product's name, or company name, is perceived by:

- > **The target audience** for a product, or
- > **The marketplace in general**



> Target Audience

- > Important to understand the **meaning** and the **value** of the brand for **each target audience** in order to develop an effective marketing mix.
- > The value of the brand for a **web-based company may have heightened importance** due to the intangible nature of the web.

amazon.com.

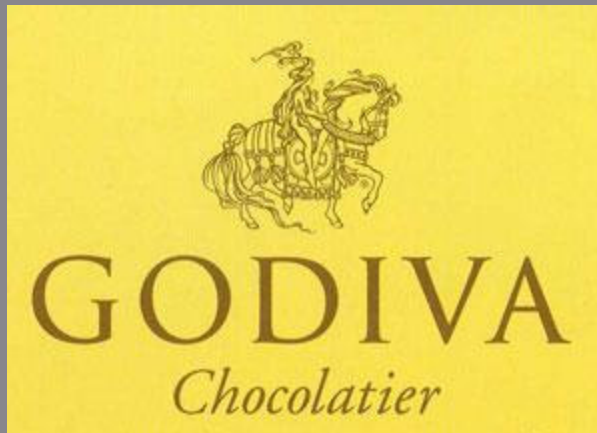
> Known Source

- > You want to become the **default reference** in a consumer's mind.
- > You want to become **synonymous with your niche**.
- > When someone says "chocolate", many Europeans immediately think **Nestlé** because, in a sense, they "own" the brand.



> Known Source

- > But in the U.S., when you say "chocolate," I immediately think **Hershey's**
- > But my wife might think **Godiva**



> In Argentina, say 'chocolate' and



You might think Arcor

or perhaps a local
chocolate shop



**So a 'known source' is an important
element of a brand**

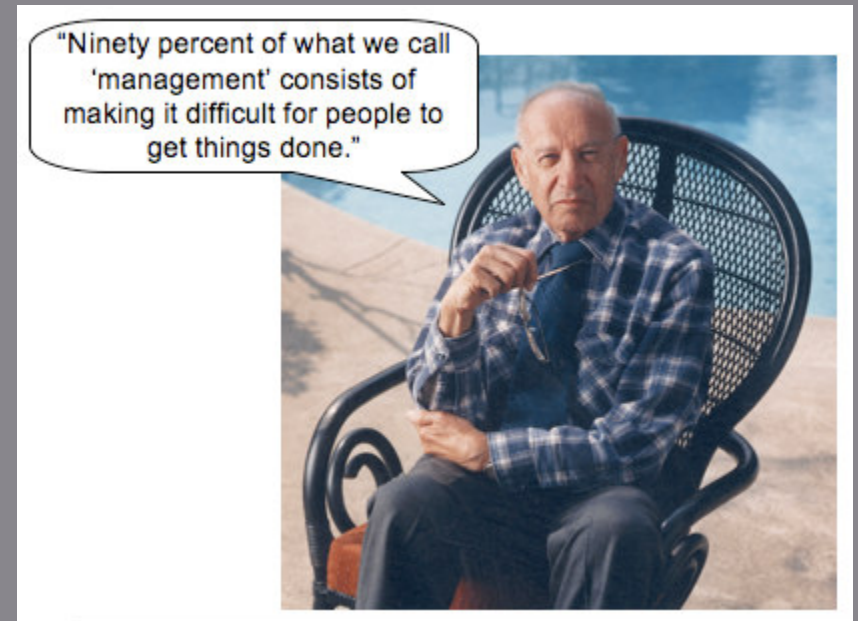
> Peter Drucker Quotes

- Suppliers and manufacturers have **market power** because they have **information** about a product or a service that the customer does not and cannot have
- But a customer does not need information if he can **trust the brand**.
- This explains the profitability of brands.



> More Drucker

- The aim of marketing is to **know and understand the customer** so well the product or service fits him and **sells itself**



> Changing Definition of VALUE

- The value of a company used to consist largely of its "**book value:**" physical assets such as factories and equipment plus money in the bank
- Today book value accounts for only about a **third of the stock market capitalization** of the top 150 U.S. companies, down from three-quarters two decades ago

> Brands have POWER

- In the new economy, corporate value lies in intangible assets: patents, databases, know-how -- and **brands**

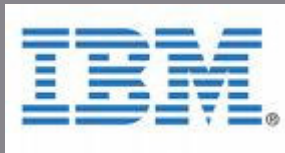
washingtonpost.com

A New Brand of Power
August 7, 2006



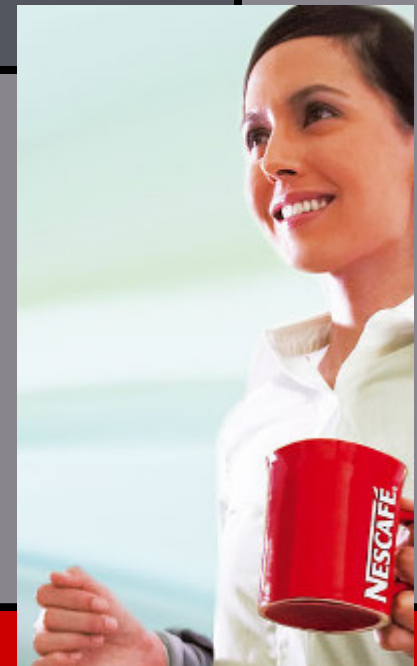
> Brands are growing in importance

- **Brands are eclipsing factories** in value
- Big brands are **crowding out** smaller ones and reaching all around the world
 - > Ten years ago Unilever sold its foods and detergents under 1,600 brand names,
 - > Now Unilever uses fewer than 400
- Citigroup, General Electric, IBM, Microsoft, Toyota, Wal-Mart sell most or even all of their products under **one or two brands**



> The 'Bottom Line' of a Brand

It's more expensive,
but **it's worth it**



> What is e-Branding?

“**e-branding**” is the creation and development of communications strategies specifically **for brands to have meaning and context on the web.**

Traditional, **terrestrial brand positioning strategy doesn't always work on the web**



The US shopfront of Apple's iTunes

> And terrestrial branding ...

- ... often does not globalize easily
- ... but **e-brands** often have problems as well




<http://www.funnyordie.com/videos/5642>

> Brand Summary


- > Remove the hype, and branding is just **common-sense strategy**, re-branded.
- > To successfully build a brand is to **communicate your value proposition to the key customer segment**, and do so in an **integrated and consistent way**



> What is the Key Segment Here?

 **МЫ ЛЕТИМ ДЕШЕВО** ПОЧТИ БЕСПЛАТНО

Русский | Українська | English | Deutsch | Français | Español | Polski | Română | Čeština | 繁體中文
Interoffice Argentina, S.L. | ALL-BIZ.INFO: Argentine About server Advertising | Registration on a server


 **Interoffice Argentina, S.L.**

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PRODUCT CATALOGUE

Full list
Armchairs for offices


Name	Price	Photo	Date of renovation
Armchairs for offices Group: Armchairs for offices <input type="checkbox"/> Contact supplier			28 Nov 2007

Description
Armchairs for offices
Full description is available on these languages: spanish
 On-line translator


Full list

ENTERPRISE OTHER GOODS


Group: Armchairs for offices (4)




Armchairs for offices



Armchairs for offices




Armchairs for offices



Armchairs for offices

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> Brand Impact

> One day I realized that every person I bought from on a regular basis... was a **person** to me, not a company

> I don't shop at WAL*MART

> in my mind that's where the **funny lady with the pigtails** works

> I don't buy music

> I get the latest **Beyonce** CD.

> Even with brands like Amazon.com

> I want the next **Toni Morrison novel**, not just some book by anyone.



> Brand Association

You must create an **association** between yourself and the person you want to influence, the **results** they want to have.

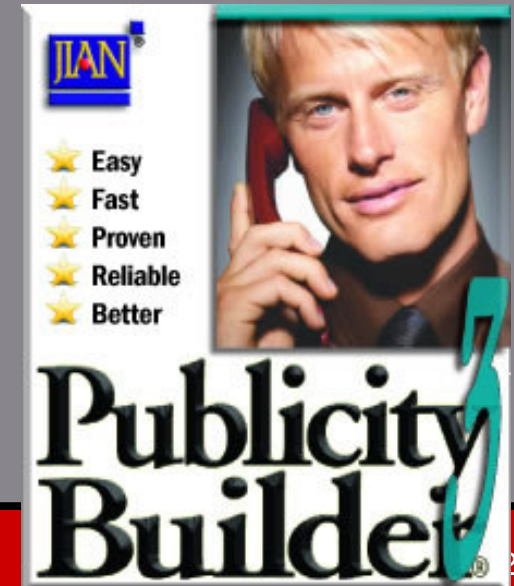
Your brand needs **a face,**
a representative,
a personality.



> PR and The Art of Branding

Focus on PR, not advertising

Many companies waste millions of dollars trying to establish brands with advertising



JIAN[®]

- ★ Easy
- ★ Fast
- ★ Proven
- ★ Reliable
- ★ Better

Publicity Builder[®]

The advertisement features a man in a suit talking on a red mobile phone. The text is arranged in a vertical layout on the left side of the image, with the company name at the top, a list of five benefits in the middle, and the product name at the bottom. A teal-colored graphic element is visible on the right side of the advertisement.

Brands are built on what people are saying about you, not what you're saying about yourself. People say good things about you when

- > you have a great product **and**
- > you get people to spread the word about it



> Commodity Hell

Get past the **endless obsession** with what competitors are doing

The end result is a group of companies that are all offering the same thing as they "**me too**" **each other into commodity hell**



You have to let your customers **co-create your brand** through the stories they tell one another

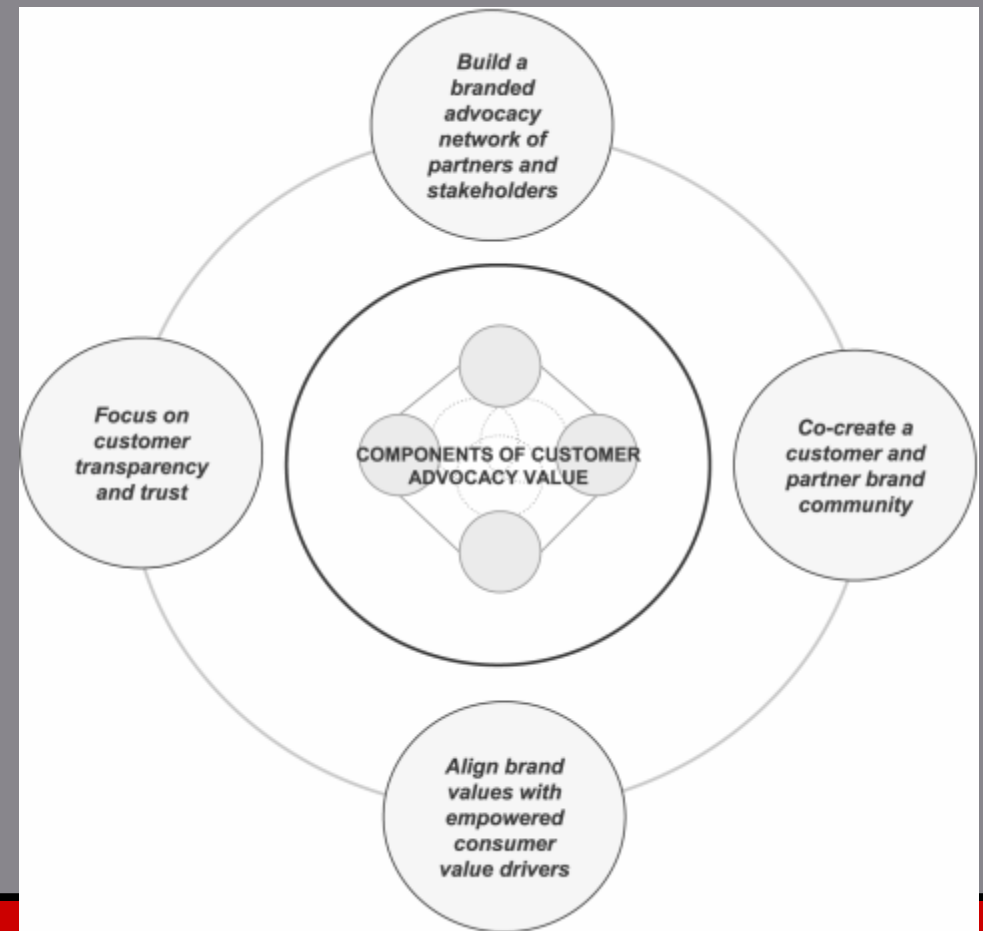
Advertising has a harder time doing that than PR



> Co-creating with Customers

- **Collaboration with customers** is no longer simply consultative; it is a **mixture of art and science** and a process whose depth deserves a suitable name
- **Call it co-creation**

Love Your Customers? Co-Create With Them
BrandWeek.com



> Co-creation

- ... not so much a concept but a **spectrum**
- At the conservative end, companies go about their business pretty much as usual, but say to the consumer
- **Come and help us conceive of and even create our advertising**



> Co-creation Spectrum - move one or two clicks further ...

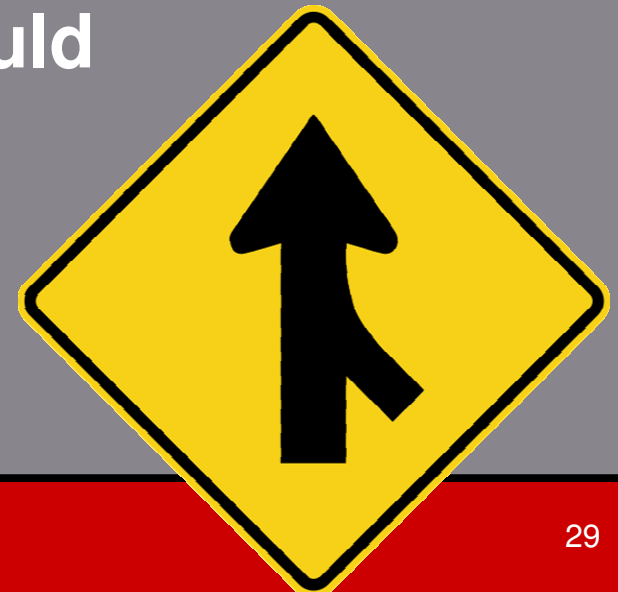
- Consumers become involved in the design of the product itself
 - > First in a cosmetic way (as in Nike ID, the basketball shoe that people can customize after purchase) and then in a deeper sense as in Nokia's Design Lounge, which actively solicits and incorporates the public's design ideas into new cell phones



The 888 concept from Nokia Concept Lounge transcends conventional design and allows you to morph into any design you wish, roll it, bend it, clip it, whatever.

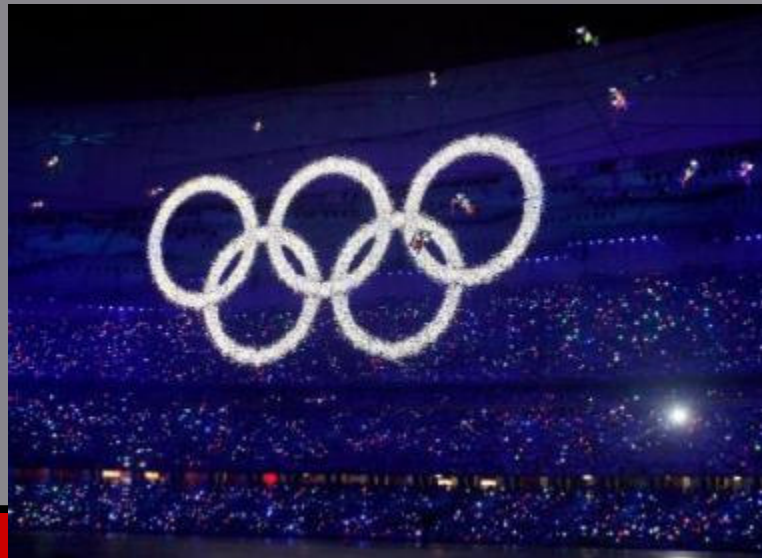
> One more click up the co-creation continuum ...

- ... and one arrives in a territory that has been referred to as **crowd-sourcing**
- In **ecosystems** such as Wikipedia, YouTube and MySpace, the product is the consumer is the product
- Company, brand, customer, product offering -- all have **fused** in a way that would have been difficult to imagine just a few years ago



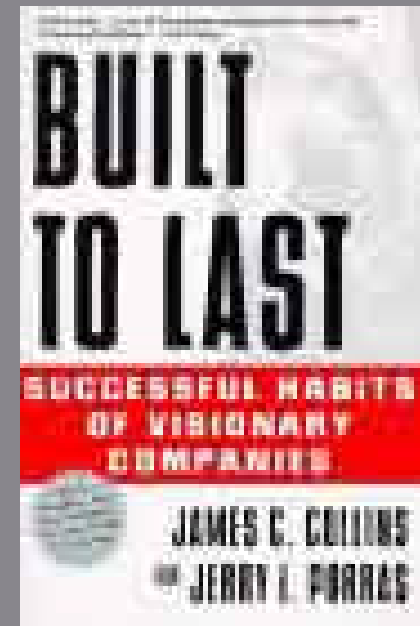
> “Them and us” – a bizarre conceit

- Fueled by the tectonic shifts of the Web, we are witnessing a transformation in the figurative contract between the companies that sell things and the people that buy them. It is **the end of “them and us” and the birth of “we”**



> A different 'take' on a previous slide

Brands are built on what people are saying about you, not what you're saying about yourself.

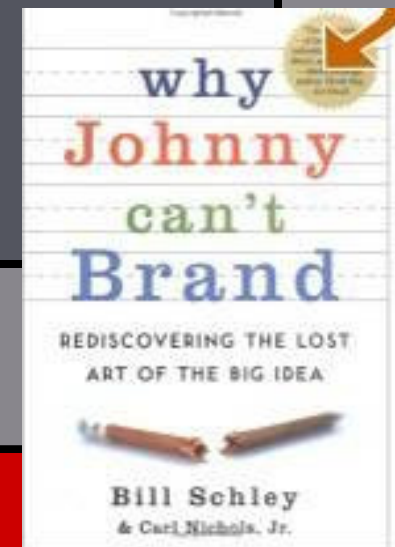


> Branding is what you do

Branding is not what you say but what you do.

To brand, in a corporate sense, is no more a verb than "to gorgeous."

A brand is a result, not a tactic.



> Branding Disorder

One cannot go about branding an organization or a product or a service; the organization, product, or service is what creates the brand

In a brilliant twist, the experts have **bottled an end and sold it as a means.**



> Brands and Human Nature

Establishing a brand plays into several facets of **human nature**

For example, when we are presented with a **choice between the known and the unknown**, we'll naturally tend towards the known

And if there are several known entities, we further sort by the one we **trust most**

As we learn more about branding and its tie to growing a known product, the answer to whether we should brand is simple

If we want to **create a niche and dominate it**, online or off, we need to **shape that niche**, to **define it**, and to **use several different approaches**

But HOW to do it?

> Before we answer the question: A 'Minicase'

On China and branding



Sunday, August 17, 2008

After Long Boom, China Faces an Industrial Downsizing
Many factories close as China tires of being the world's junk maker

> Industrial Downsizing

- The **world's factory floor** is experiencing an unexpected reversal of fortunes that may have profound economic and political implications
- For Americans, who imported \$321.5 billion in goods from China last year, the result will be **higher prices** for many products



> Vicious cost squeeze

- Many are **under pressure** from big American buyers to cut prices to offset both the rising cost of shipping and the 15 percent increase of the Chinese currency against the dollar
- At the same time, **costs** for labor, raw materials, and land **are climbing**



> Additional Factors in the **Perfect Storm**

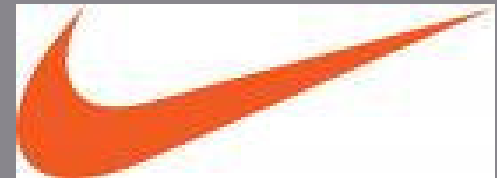
- The Chinese government is **trying to phase out the lowest-wage assembly work** to build up more valuable
 - > Eliminated tax subsidies on some 2,000 products
 - > A new labor law gives sharper teeth to existing minimum wage laws
 - > And high inflation has prompted curbs on bank lending



- The Chinese government is saying it **no longer wants to be the world's factory for producing junk**
- They're saying, **“If you can't survive by following the rules, then we don't need you anymore”**

> Brand Value

- Those factories that survive will be the ones producing more **sophisticated products**, paying better wages, and doing less damage to the environment
 - > The Chinese don't want to be making sneakers for Nike forever
- They want their **own brands and the value** that European and American companies have been enjoying for the past 20 years

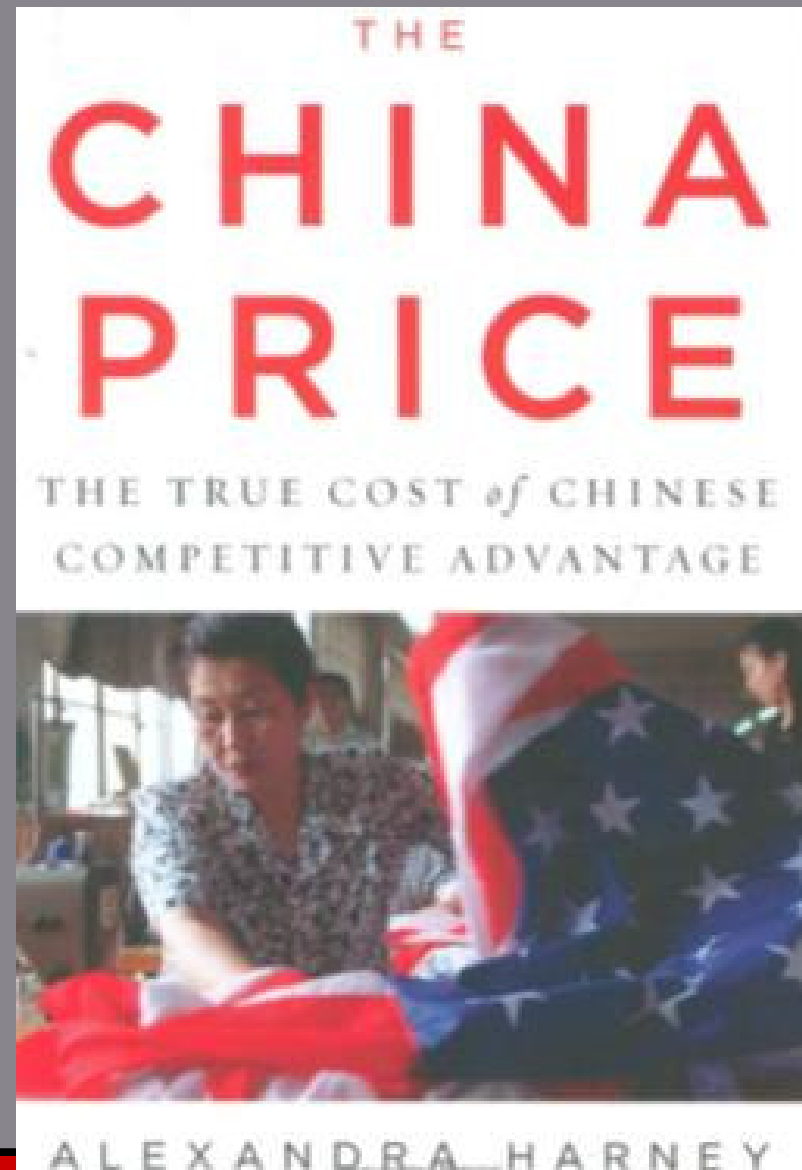


> Price Pressure

- Exporters seem more determined now to **push back on prices**
 - > 59 percent of small export manufacturers expect to raise prices this year, up from 47 percent in the second half of last year
- **Higher retail prices** worldwide is the only way these factories can survive
 - > If you want toys without lead paint, you're going to have to pay a little bit more for it



> Quotes from another source



> But China still has 'legs'

- **China makes you sharp** or it kills you
 - > If you still make anything labor intensive, get out now rather than bleed to death
 - > Shaving five percent here and there won't work



The China Price has, in effect, become a brand

- **China doesn't add much value** to a product for export – only about one-third of the value of the output in the whole export processing sector ...
- ... because many materials, parts and supplies come from other countries

> The Pie of Profits

- Manufacturers often gets the smallest slice
- As little as a few percent or even less
- **Retailers or brands** get the largest piece, marking up the goods anywhere between two and ten times – or more – between the time they leave the factory and when they hit the shelves

> The soft three dollars

- If something is manufactured in China at a dollar, it then retails at four dollars
- What people don't appreciate is that a big portion of the value that is developed by manufacturing in China is not left with China
- **It is left with the people who OWN the brand**



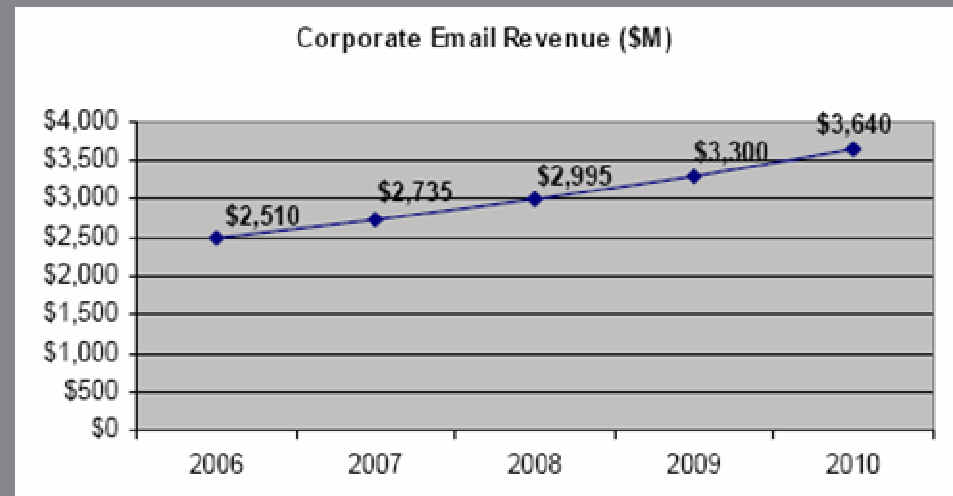
Let us turn now to
specific methods
among the diversified
approaches available



e-Mail Advertising

> Using e-Mail

- > **84 billion** e-mails are sent daily
- > US business users send and receive, on average, **171 e-mails a day**, and that volume is expected to double by 2010
- > **Is Europe far behind?**



> The e-Mail Bomb

Like fax-push advertising, **spam advertising is out of control** and likely not a viable alternative for most companies



> There are ways around Spam

Opt-in Email Advertising

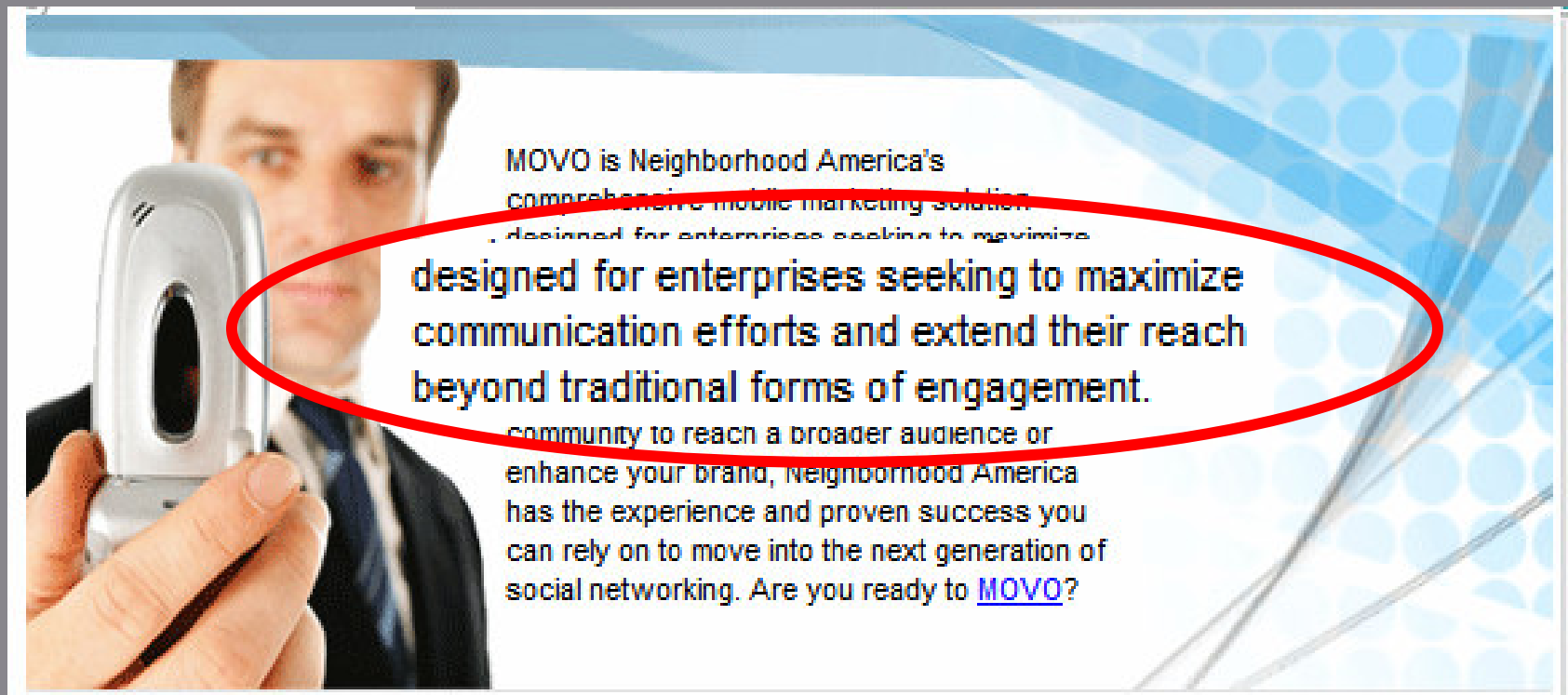
Features:

- > Targeted Opt-in E-mail Lists
- > Over 3000 Categories
- > Over 30 Million E-mail addresses
- > Demographics targeting, including: age, sex, job title, salary
- > Geo-targeting
- > Domain Targeting (i.e .com, .net, .edu, .org, .uk, .de)
- > Prices starting as low as 7 cents per email



Cell Phone and PDA Advertising

Interaction Between Customer and Brand



MOVO is Neighborhood America's comprehensive mobile marketing solution, designed for enterprises seeking to maximize communication efforts and extend their reach beyond traditional forms of engagement.

community to reach a broader audience or enhance your brand, Neighborhood America has the experience and proven success you can rely on to move into the next generation of social networking. Are you ready to [MOVO?](#)

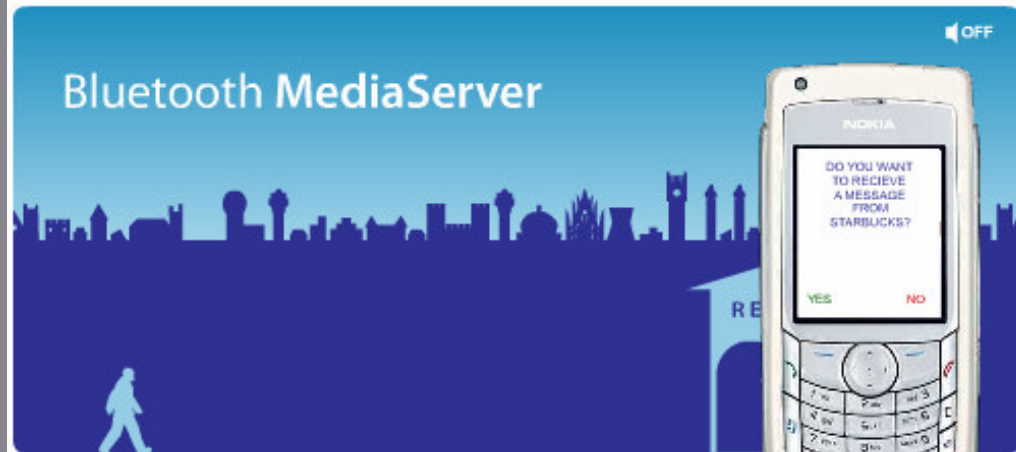
> Delivering Relevant Content

Relevant:
having a bearing
on or connection
with the subject
at issue

wordnet.princeton.edu/perl/webwn

PROXIMITYMEDIA'S BLUETOOTH PROXIMITY ADVERTISING SOLUTION:

WE DELIVER RELEVANT CONTENT TO RELEVANT
PEOPLE IN RELEVANT PLACES AT RELEVANT TIMES.

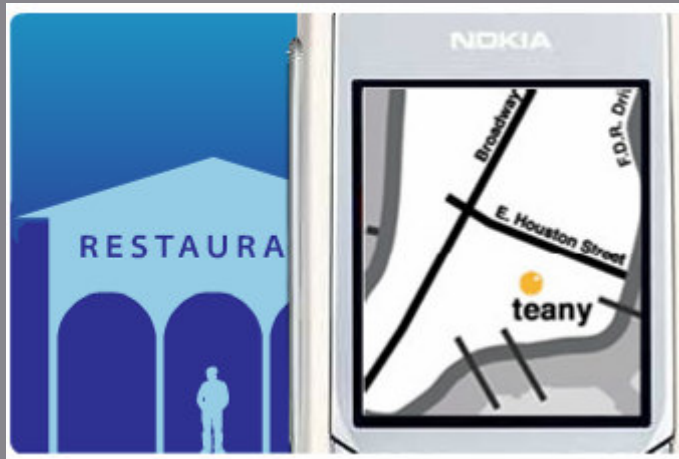


Bluetooth MediaServer: proximity advertising at its best

Looking for creative, cost-effective methods to distribute rich media content? Mobile marketing methods that can substantially raise your ROI? Here's the solution: Wiremedia's Bluetooth MediaServer, an amazing system that uses Bluetooth wireless technology. Direct response advertising at its best.

> Proximity Advertising

Your cell phone delivers the ad for a nearby restaurant



... and then delivers the directions to get you there

Now that is relevant!

> Proximity Advertising

Your cell phone asks if you want a message from a nearby theater



... and then shows you a clip of what is playing

Now THAT is RELEVANT!

> Earlier we said *we sort by the one we trust most*

Now we are beginning to see implementations of these ideas that work ...



... and with new technology it will get even better!





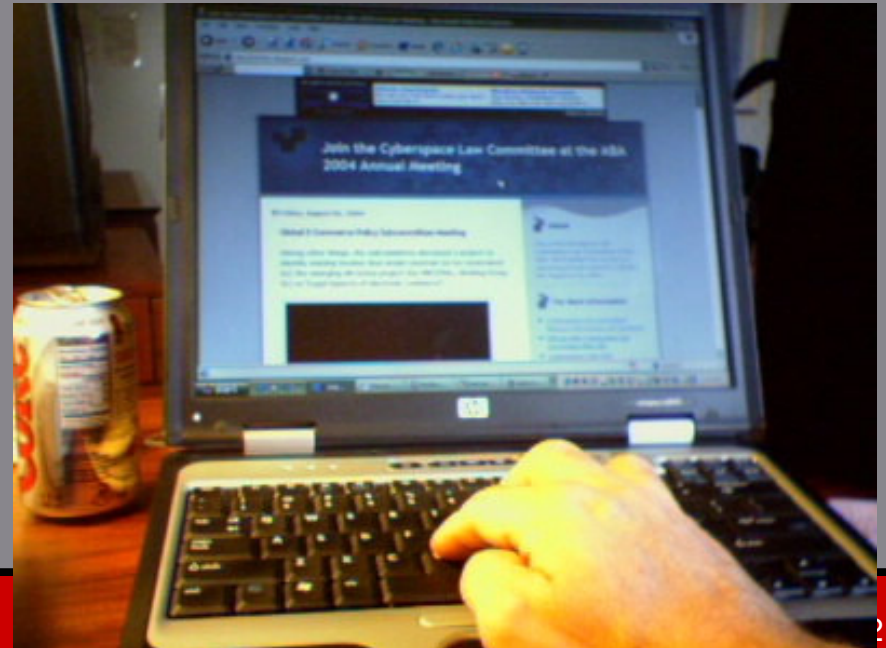
Blogs

Without, say, the imprimatur of The Neue Zürcher Zeitung, a blogger has only his or her reputation to recommend the work

BUT, in this age where the hype of business blogging is reached a plateau, **people are starting to realize that blogging has real, permanent benefits.**

> Blogging – 2 Questions

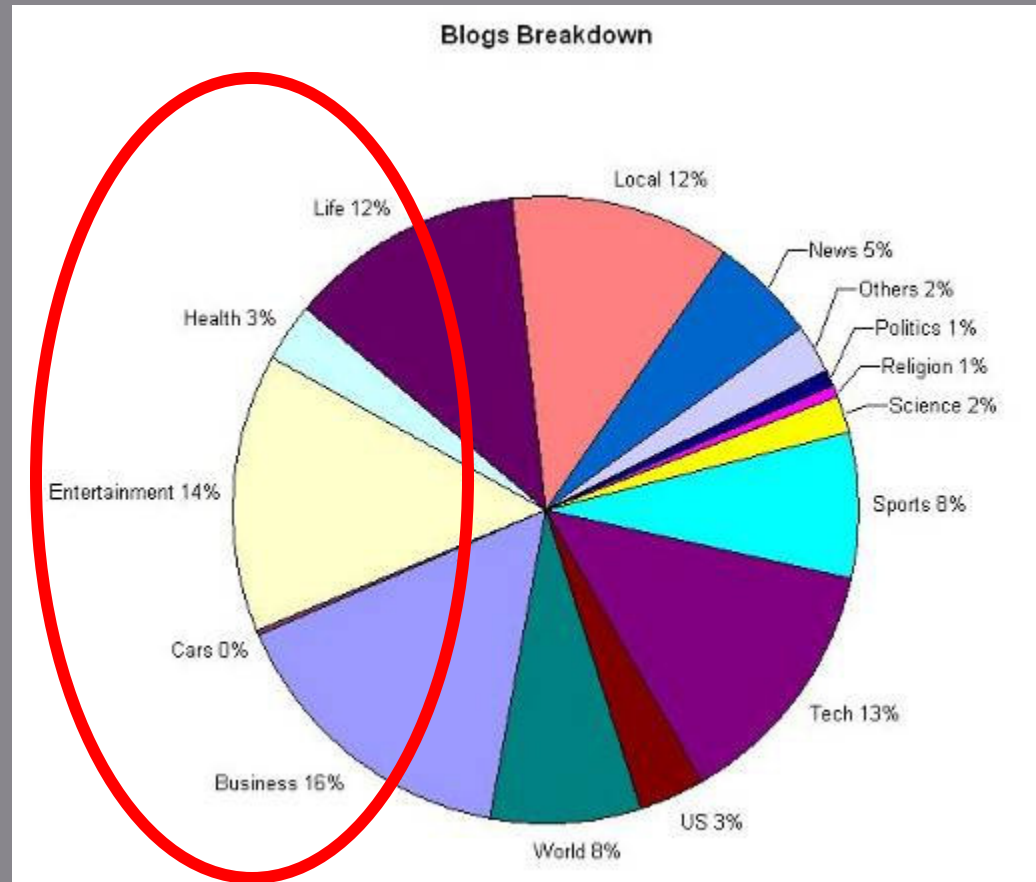
- > Does my planned blogging vision suit my company?
- > Is my current blog strategy both cost-effective and brand-effective?



> The Art of Branding on a Blog

Your blog has got to **match or enhance your brand**, in appearance, message, utility and reach.

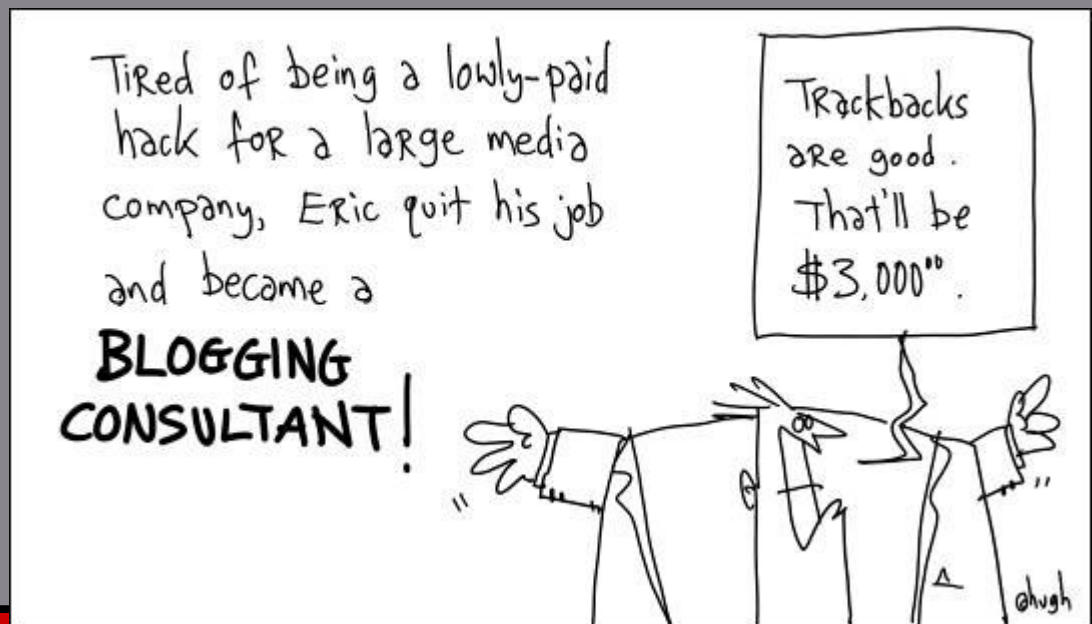
A blog that brings your brand down is worse than no blog at all.



> The Art of Branding on a Blog

My **assumptions** are that you **don't have infinite resources** and that you **do have a great product**

If you do have infinite resources and don't have a great product, there's still hope, but you don't need to read this entry any further.



To **extend and solidify** your brand online, have blogs that are **themed**

Extend the reach of your brand by offering your blog's RSS feeds for syndication (repurposing) on strategic web properties.

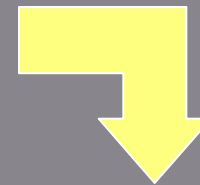
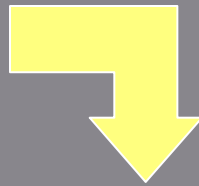
Open more communication channels for your brand.












Web Sites

> Web Sites

Let's talk about my wife of 49 years



> Life was Simple ... but now ???

<p>10.</p>  <p>Tide with a Touch of Downy Powder Detergent, Clean Breeze Scent, Case Pack, Two - 95 Load Boxes (190 Loads) \$62.73 \$43.04</p> <p>Get it by Tuesday, Jan. 30, if you order in the next 31 hours and 45 minutes.</p> <p>> Show only Tide items</p>	<p>11.</p>  <p>Tide Powder Detergent with Bleach, Clean Breeze Scent, Case Pack, Three - 63 Load Boxes (189 Loads) \$63.44 \$53.18</p> <p>Get it by Tuesday, Jan. 30, if you order in the next 26 hours and 30 minutes.</p> <p>> Show only Tide items</p>	<p>12.</p>  <p>Tide with a Touch of Downy Powder Detergent, April Fresh Scent, Case Pack, Two - 95 Load Boxes (190 Loads) \$62.73 \$44.64</p> <p>Get it by Tuesday, Jan. 30, if you order in the next 31 hours and 45 minutes.</p> <p>> Show only Tide items</p>
<p>13.</p>  <p>Tide Coldwater Powder Detergent, Glacier Scent, Case Pack, Three - 63 Load Boxes (189 Loads) \$66.96 \$47.37</p> <p>Get it by Tuesday, Jan. 30, if you order in the next 31 hours and 45 minutes.</p> <p>> Show only Tide items</p>	<p>14.</p>  <p>Tide Laundry Detergent - Powder, Original Scent, 26 oz</p> <p>> Show only Tide items</p>	<p>15.</p>  <p>Tide Laundry Detergent With Bleach, Powder, 26 oz</p> <p>> Show only Tide items</p>
<p>16.</p>  <p>Tide Powder Laundry Detergent With Bleach, Original Scent, 87 oz</p> <p>> Show only Tide items</p>	<p>17.</p>  <p>Tide Laundry Detergent, Original Scent - Powder, 141 oz</p> <p>> Show only Tide items</p>	<p>18.</p>  <p>87 Oz. Tide Powder Laundry Detergent \$15.22</p> <p>> Show only Procter & Gamble items</p>



Tide Powder Laundry Detergent With Bleach, Original Scent, 87 oz

> Show only Tide items



Tide Laundry Detergent, Original Scent - Powder, 141 oz

> Show only Tide items



87 Oz. Tide Powder Laundry Detergent

\$15.22

> Show only Procter & Gamble items



Tide Laundry Detergent, Mountain Spring - Powder, 70 oz

> Show only Tide items



Tide Laundry Powder (34959PG)

~~\$23.86~~ \$22.71

> Show only Procter And Gamble items



Tide with a Touch of Downy Powder Detergent, Soft Ocean Mist Scent, Case Pack, Two - 95 Load Boxes (190 Loads)

~~\$62.73~~ \$43.94

Get it by **Tuesday, Jan. 30**, if you order in the next **31 hours and 45 minutes**.

> Show only Tide items



Ultra Tide Laundry Detergent with Bleach, 267-oz. Box (PAG42282)

\$47.39

> Show only Procter And Gamble items



Ultra Tide Liquid Detergent, 100 Oz PGT17115

26.



Tide Liquid Laundry Detergent, Original Scent, 200 fl oz

> Show only Tide items

27.



Tide Liquid Laundry Detergent, Clean Breeze, 200 fl oz

> Show only Tide items



Tide Liquid Laundry Detergent - Clean Breeze, With a Touch of Downy, 100 fl oz

> Show only Tide items

29.



Procter & Gamble #91828 50OZ Tide Liquid Detergent

\$5.79

> Show only PROCTER & GAMBLE items

30.



Tide Liquid Laundry Detergent-50 Oz. Each (92290PG)

~~\$77.82~~-\$50.92

> Show only Procter And Gamble items



Tide Liquid Laundry Detergent, Mountain Spring Scent, 200 fl oz

> Show only Tide items

32.



Tide Liquid Laundry Detergent, Original Scent, 50 fl oz










> Show only Tide items



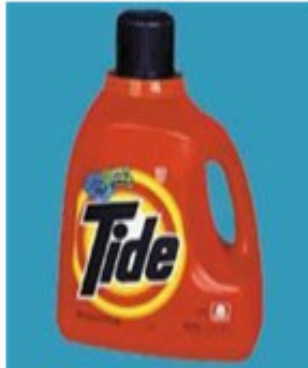



33.



Tide Liquid Laundry Detergent With Bleach Alternative, Original Scent, 150 oz

> Show only Tide items

<p>34.</p>  <p>Tide Liquid Laundry Detergent, Original Scent, 150 fl oz > Show only Tide items</p>	<p>35.</p>  <p>Tide Laundry Detergent, Tropical Clean , 150 fl oz > Show only Tide items</p>	<p>36.</p>  <p>Tide Simple Pleasures Liquid Laundry Detergent, Water Lily & Jasmine, 80 fl oz > Show only Tide items</p>
<p>37.</p>  <p>200 Oz. Liquid Tide Detergent \$27.96 > Show only Procter & Gamble items</p>	<p>38.</p>  <p>Tide Free Liquid Laundry Detergent, 50 fl oz > Show only Tide items</p>	<p>39.</p>  <p>Tide With Bleach Alternative Liquid Laundry Detergent, Original Scent, 200 fl oz > Show only Tide items</p>
<p>40.</p>  <p>Ultra Liquid Tide Laundry Detergent, 100-oz. Bottles, 4/ Carton (PAG92291CT) \$66.90 \$53.29 > Show only Procter And Gamble items</p>	<p>41.</p>  <p>Tide Liquid - Clean Breeze Laundry Detergent, 32 Loads, 100 fl oz > Show only Tide items</p>	<p>42.</p>  <p>Ultra Liquid Tide Laundry Detergent, 100-oz. Bottle (PAG92291) \$18.12 \$15.63 > Show only Procter And Gamble items</p>

<p>43.</p>  <p>Tide Simple Pleasures Liquid Laundry Detergent, Rose & Violet, 80 fl oz</p> <p>> Show only Tide items</p>	<p>44.</p>  <p>PAG92291EA Ultra Liquid Tide® Laundry Detergent, 100-oz. Bottle</p> <p>\$18.12</p> <p>> Show only PROCTER & GAMBLE items</p>	<p>45.</p>  <p>PAG92291CT Ultra Liquid Tide® Laundry Detergent, 100-oz. Bottles, 4/ Carton</p> <p>\$65.90</p> <p>> Show only PROCTER & GAMBLE items</p>
<p>46.</p>  <p>Tide Ultra Liquid Laundry Detergent, 100-oz. Bottle, 4 Bottles per Case</p> <p>> Show only Procter and Gamble Professional items</p>	<p>47.</p>  <p>Tide Liquid - Clean Breeze Wth Bleach, 39 Loads, 150 fl oz</p> <p>> Show only Tide items</p>	<p>48.</p>  <p><u>Tide-Liquid-Laundry-300 Oz. - 96Us (30602PG)</u></p> <p>\$88.34 \$68.06</p> <p>> Show only Procter And Gamble items</p>

> And the Web Site introduces still more alternatives!



Simple Pleasures™
PULL ON A CHANGE OF MOOD

Tide *Simple Pleasures™*
LAUNDRY DETERGENT
Visit the site

Downy *Simple Pleasures™*
Visit the site

View Site

VANILLA & LAVENDER WATER LILY & JASMINE ROSE & VIOLET

new Tide® Simple PLEASURES™



More Info

experience a VIRTUAL ESCAPE

Tide *Simple Pleasures* LAUNDRY DETERGENT



More Info

take the Downy® MOOD QUIZ

More Info



> Flavor 2



Simple Pleasures™
PULL ON A CHANGE OF MOOD

Tide *Simple Pleasures™*
LAUNDRY DETERGENT
▶ Visit the site

Downy *Simple Pleasures™*
▶ Visit the site

▶ View Set It

VANILLA & LAVENDER WATER LILY & JASMINE ROSE & VIOLET

> We are getting coupons in the mail ...

The advertisement features a woman in a purple robe holding a lavender flower, with a large pile of lavender flowers at her feet. The background is a light blue gradient. The text 'Simple Pleasures™' is written in a cursive font, with 'PULL ON A CHANGE OF MOOD' in a bold, sans-serif font below it. On the left, the Tide logo is next to 'Simple Pleasures™ LAUNDRY DETERGENT' and a 'Visit the site' link. On the right, the Downy logo is next to 'Simple Pleasures™' and a 'Visit the site' link. In the center, there are two bottles of Simple Pleasures laundry detergent, one larger and one smaller, both in blue with white caps. At the bottom, the text 'DOWNY® SIMPLE PLEASURES™ TOGETHER' is displayed, with 'SKIP INTRO ▶' to its right.

Simple Pleasures™
PULL ON A CHANGE OF MOOD

Tide Simple Pleasures™
LAUNDRY DETERGENT
▶ Visit the site

Downy Simple Pleasures™
▶ Visit the site

SKIP INTRO ▶

DOWNY® SIMPLE PLEASURES™ TOGETHER

... but none of these are in our local supermarket!

> Web Sites – The Big Problem

Who is the audience?

- > Boomers?
- > Yuppies?
- > Seniors?
- > Males?
- > Females?
- > Married?
- > Single?

The screenshot shows the Ashford.com website interface. At the top, there is a navigation bar with the site name "Ashford.com" and a "FREE SHIPPING" banner. Below this, there is a search bar and a link to "Sign up for special email offers & sales". The main navigation menu includes "Watches | Rings | Earrings | Bracelets" (with "Rings" circled in red), "Pendants | Necklaces | Engagement Rings | Shop by Price".

The left sidebar contains several categories:

- Shop by Product:** Engagement Rings, Loose Diamonds, Wedding Rings, Bracelets, Earrings, Necklaces, Pendants, Rings, Watches.
- Shop by Material:** Diamond, Gemstone, Gold, Pearl, Platinum, Sterling Silver, Stainless Steel, Titanium.
- Shop by Price:** Under \$100, \$100 - \$200, \$200 - \$400, \$400 - \$700, \$700 - \$1000, \$1000 - \$1500, Over \$1500.
- Best Sellers:** Journey Collection Circle Pendants, What's New.
- Diamond Jewelry:** Diamond Stud Earrings, Diamond Bracelets, Three-Stone Jewelry.
- Watches:** Movado, Tag Heuer, TechnoMarine, Invicta.

The main content area features a large banner for the "INTERPLAY COLLECTION" with a woman's profile and several diamond pendants. Below this, there are several product listings:

- Featured Items:** 100 Inch 5-5.5mm and 9-10mm Cultured freshwater Black Pearl Necklace (You Save 62% \$76).
- 1/2 Carat Round and Baguette Diamond 14K White Gold Ring (You Save 60% \$396).**
- 1/4 Carat Diamond 14K White Gold Earrings (You Save 60% \$100).**

At the bottom of the page, there is a "Follow" button and a small image of a diamond ring.

> Who is the Audience? Amazon.com knows

The screenshot displays the Amazon.com homepage for a user named William. At the top, the navigation bar includes the Amazon logo, a search bar, and links for 'Your Account', 'Cart', 'Your Lists', and 'Help'. Below this, a secondary navigation bar shows 'Your Browsing History', 'Recommended For You', and other options. The main content area is titled 'William's Amazon.com™ > Recommended for You' and features a list of three recommended books. Each book entry includes a cover image, title, author, price, and 'Add to cart'/'Add to Wish List' buttons. A red circle highlights the 'Recommended for You' header.

amazon.com William's Amazon.com See All 40 Product Categories Your Account | Cart | Your Lists | Help | NEW

Your Browsing History | Recommended For You | Rate These Items | Improve Your Recommendations | Your Profile | Learn More

Search Amazon.com GO Find Gifts Web Search GO

William's Amazon.com™ > Recommended for You
(If you're not William, [click here.](#))

Recommendations Based on Activity
View & edit Your Browsing History

Recommendations by Category
[Apparel & Accessories](#)
[Baby](#)
[Beauty](#)
[Books](#)
[Camera & Photo](#)
[Computers & PC Hardware](#)
[DVD](#)
[Electronics](#)
[Gourmet Food](#)
[Health & Personal Care](#)
[Industrial & Scientific](#)
[Jewelry & Watches](#)
[Kitchen & Housewares](#)
[Magazine Subscriptions](#)
[Music](#)
[Outdoor Living](#)
[Software](#)
[Sports & Outdoors](#)
[Tools & Hardware](#)
[Toys & Games](#)
[Video](#)
[Video Games](#)

More recommendations are based on [items you own](#) and more.

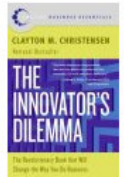
view: All | [New Releases](#) | [Coming Soon](#) [More results](#)

- 

The Portable MBA in Entrepreneurship
by William D. Bygrave (Editor), Andrew Zacharakis (Editor) (March 14, 2003)
Average Customer Review: ★★★★★
In Stock

Our Price: \$24.12 [Used & new](#) from \$15.41

I Own It Not interested [x|★★★★★](#) Rate it
Recommended because you purchased [The Portable MBA in Strategy \(Portable Mba Series\)](#) and more ([edit](#))

[Add to cart](#) [Add to Wish List](#)
- 

The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business (Collins Business Essentials)
by Clayton M. Christensen (Author) (January 2003)
Average Customer Review: ★★★★★
In Stock

Our Price: \$12.21 [Used & new](#) from \$5.91

I Own It Not interested [x|★★★★★](#) Rate it
Recommended because you purchased [Competing for the Future](#) and more ([edit](#))

[Add to cart](#) [Add to Wish List](#)
- 

Hot Summer Nights
~ Danny Wright (February 4, 1997)
Usually ships in 6 to 12 days

Our Price: \$15.98 [Used & new](#) from \$3.49

I Own It Not interested [x|★★★★★](#) Rate it
Recommended because you purchased [Curtain Call](#) ([edit](#))

[Add to cart](#) [Add to Wish List](#)

Internet 100%

> I'm thinking Chrysler Crossfire

- So I go to Chrysler's website for information



> Web Sites – The Big Problem

What is the message?

- > Brand?
- > Benefits?
- > Features?
- > Help?
- > Information?

I searched for
the Chrysler
Crossfire

CHRYSLER

CHRYSLER EXTRAS OWNER SERVICES FIND A DEALER ESPAÑOL

SEARCH: Type a question or keyword GO

CHRYSLER VEHICLES

- Crossfire
- PT Cruiser
- PT Cruiser Convertible
- Sebring
- Sebring Convertible
- 300
- Pacifica
- Town & Country
- Chrysler Aspen
- SEE ALL VEHICLES

SRT Vehicles

SHOP & BUY TOOLS

FIND A DEALER Enter Zip GO

EQUIP & PRICE

SEARCH INVENTORY

COMPARE VEHICLES

Special Offers

Brochures

Estimate Payments

Affordability

Apply for Credit

Get a Quote

Certified Pre-Owned

News & Events

Gift Gallery

Testimonials

THE ALL-NEW 2007 SEBRING
POISED TO INSPIRE

FIVE-STAR HIGHEST GOVERNMENT
FRONTAL CRASH TEST RATING*

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MONTHS WITH \$1,999
DUE AT LEASE SIGNING*

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2007 CHRYSLER AUTO SHOWS
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Home Privacy Statement International Contact Us Site Map

Learn More About The Chrysler Group

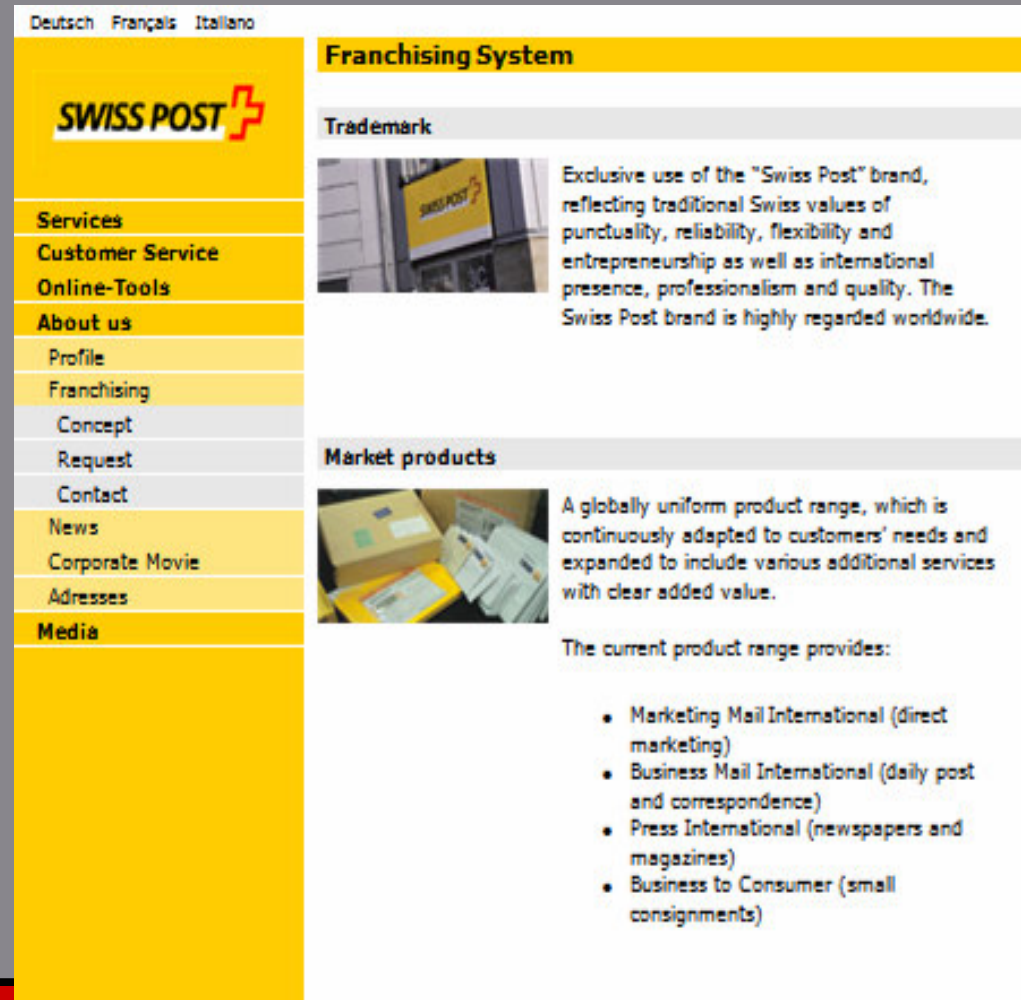
Chrysler Jeep Mopar

Brands of DaimlerChrysler Corporation

> Web Sites – The Big Problem

Why are we doing this?

- > To promote the brand?
- > To build credibility?
- > To inform?
- > To convince?
- > To persuade?
- > To influence?



The screenshot displays the Swiss Post website's 'Franchising System' page. The page is in German, with language options for Deutsch, Français, and Italiano at the top. The Swiss Post logo is prominently featured. A navigation menu on the left lists various sections: Services, Customer Service, Online-Tools, About us, Profile, Franchising, Concept, Request, Contact, News, Corporate Movie, Adresses, and Media. The main content area is divided into sections: 'Franchising System', 'Trademark', and 'Market products'. The 'Trademark' section includes an image of a Swiss Post storefront and text describing the brand's exclusivity and global reputation. The 'Market products' section features an image of mailboxes and text explaining the globally uniform product range, which is adapted to customer needs. Below this, a list of current products is provided.


Deutsch Français Italiano

SWISS POST


Services
Customer Service
Online-Tools
About us
Profile
Franchising
Concept
Request
Contact
News
Corporate Movie
Adresses
Media

Franchising System

Trademark

 Exclusive use of the "Swiss Post" brand, reflecting traditional Swiss values of punctuality, reliability, flexibility and entrepreneurship as well as international presence, professionalism and quality. The Swiss Post brand is highly regarded worldwide.

Market products

 A globally uniform product range, which is continuously adapted to customers' needs and expanded to include various additional services with clear added value.

The current product range provides:

- Marketing Mail International (direct marketing)
- Business Mail International (daily post and correspondence)
- Press International (newspapers and magazines)
- Business to Consumer (small consignments)

> Web Sites – The Big Opportunity

globe news THE GLOBE AND MAIL globeandmail.com

Home | Business | National | International | Sports | Columnists | Entertainment | Tech | Travel | Cars

Search Site Search Tips YellowPages.ca Canada

TOP 10 NEW CARS

Subscribe to Globe Where to find it

Breaking News

- Home Page
- Business
- Personal Finance
- National
- International
- From the Field
- Sports
- Entertainment
- Book Club
- Technology

IT'S A DIGITAL WORLD

Special Reports

- Tech Gift Guide
- Small Business
- Business Travel
- Air-India
- Golf Guide

young entrepreneur AWARDS 2003 WINNERS

Today's Paper Front Page

THE GLOBE AND MAIL *thinking.*

BREAKING NEWS
REPORT ON BUSINESS UPDATED AT 11:04 AM EST Thursday, Nov. 20, 2003
Business Home | e-insider | Portfolio | Stocklist | Funds | Personal Finance

Morning markets

Stocks recover some ground
Terrorism threat sent shares down in early trading, but tech shares go positive
11:04 AM | [FULL STORY](#) ▶

Commentary

Ingram: Board fiddled while Hollinger burned
As it does with Tyco, the board of directors shares the blame
4:30 PM

Market Summary

TSX Composite Index

TSX Composite Index	+1.51	7,802.60
Nasdaq	+7.39	1,907.04
DJIA	-15.33	9,675.13
S&P500	-0.85	1,041.59

Delayed 20 min. Help
POWERED BY globeinvestor.com

95% of Canadians to buy online this holiday season
At IIMA conference in Vancouver, results of an eMarketer survey point to significant sales taking place online this holiday season.

Greenspan warns of 'creeping protectionism'
Fed chairman speaks on ballooning trade deficits in U.S.
9:20 AM | [FULL STORY](#) ▶

SEC subpoenas Hollinger
Conrad Black resigns from board two days early; company misses filing deadline
1:42 AM | [FULL STORY](#) ▶

- [Storm hasn't walloped Black's wallet](#)

Today's Paper Latest Weather

Business Poll

Are career coaches worth the investment?

Yes, they help

focus your attention

Yes, no one else

has time to train you these days

Only for people

too lazy to do their own thinking

No, it's all common sense

Results & Past Polls

WealthStyles

Video Series

Manulife Investments

With you every step of the way!

MORE VIDEOS ▶

Manulife Investments

With you every step of the way!

Mortgage Rates

Compare national rates by lender:

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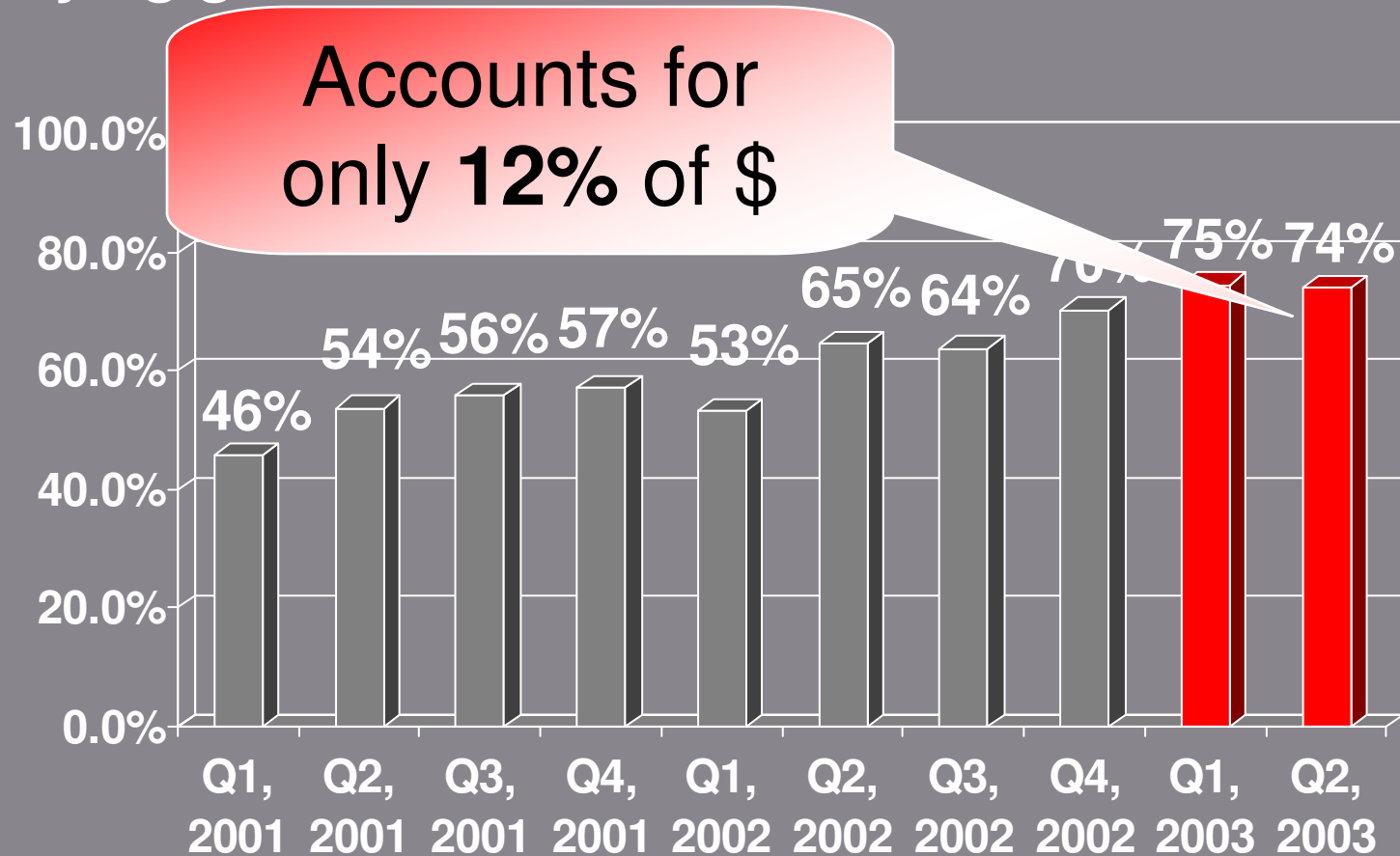
Scotiabank

Current Markets

Enter Canadian or U.S.

> Web Sites – The Big Opportunity

Five years ago, at Least 75% of US businesses were buying goods and services online



> Web Sites – The Big Problem

e-Shopping Carts

Other surveys
say up to 79%

E-Service by Ron Zemke



**52% of online shopping
carts are abandoned!**



> Can you imagine ...

... if up to 75% of shopping carts were abandoned
in a supermarket
without the customer buying anything ???



> A True Story

cameraworld.com 28-200mm Portland,

Quick Search ▶ **go!** or

1-800-226-3721

CAMERAS ▶
[Digital Camera](#)
[Single Lens Reflex](#)
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[Medium Format](#)
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power search | **e mailing list** | **help desk** | **my account** | **articles**

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Visit Our Clearance Center!

this week's specials:

·photo	·digital	·video
		
Nikon N90s Camera Body	Fuji Fine Pix 4700 Digital Camera	Sony DCR-PC100 MiniDV Camcorder
List: \$799.99 Our Price: \$699.88	List: \$899.99 Our Price: \$699.88	List: \$2099.99 Our Price: \$1499.88



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[DIGITAL CAMERAS](#) [35MM SLR](#) [LENSES](#) [CAMCORDERS](#)

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[continue shopping](#)

Your order is not final until you submit your credit card.

[checkout step 2 >>](#)

[To clear form click here.](#)
[Returning customers click here.](#)

billing address

(billing name and address must match your credit card billing info.)

first name
middle initial optional
last name
company optional
address
 optional
city
state
zip code
country
day phone
eve phone optional
e-mail

Yes, I'm interested in receiving e-mail notification of upcoming sales, promotions and informational newsletters.

We WILL NOT give out your name or e-mail address to anyone else! We guarantee your privacy and security!

Save/Update my info on my computer

This is a gift, please don't show price on my packing list

shipping options

- Free, Ground, 7 - 10 Business Days
- 2nd Business Day, \$14.95
- Next Business Day, \$24.95
- Saturday Delivery, \$29.95

[*Click here for more shipping info.](#)

ship-to address if different

first name
middle initial optional
last name
company optional
address
 optional
city
state
zip code
country

> Next Screen



Free Shipping over \$100.00
& Shop Tax Free! [Click for Details](#)
YOUR TRUSTED SOURCE FOR 25 YEARS!

[Cart](#) [Help](#) [Order Status](#)

[DIGITAL CAMERAS](#) [35MM SLR](#) [LENSES](#) [CAMCORDERS](#)

[billing/shipping information](#) ▶ checkout step 1 of 2

[continue shopping](#)

Your order is not final until you submit your credit card.

[checkout step 2 >>](#)

To clear form click [here](#).
Returning customers click [here](#).

billing address

(billing name and address must match your credit card billing info.)

first name

middle initial optional

last name

company optional

address
 optional

city

state

zip code

country

day phone

eve phone

e-mail

Yes, I'm interested in promotions and informational newsletters.

We WILL NOT give out your name or e-mail address to anyone else! We guarantee your privacy and security!

Save/Update my info on my computer

This is a gift, please don't show price on my packing list

shipping options

- Free, Ground, 7 - 10 Business Days
- 2nd Business Day, \$14.95
- Next Business Day, \$24.95
- Saturday Delivery, \$29.95

[*Click here for more shipping info.](#)

ship-to address if different

first name

middle initial optional

last name

company optional

address
 optional

city

state


zip code

country

“CLICK”

> You know where he went next ...

BEST BUY .COM

View Items in your Shopping Cart 


View items in your ThinkAbout™ Folder 

PHOTO & IMAGING INFORMATION CENTER ABOUT US STORE LOCATOR SHOPPING ASSISTANT MY ACCOUNT

SEARCH

GO In Photo & Imaging

GO Entire Site

Digital Cameras

Camcorders

▼ **Cameras**

- APS
- 35mm
- SLR
- Instant
- Lenses
- Film

Printers

Scanners

Binoculars

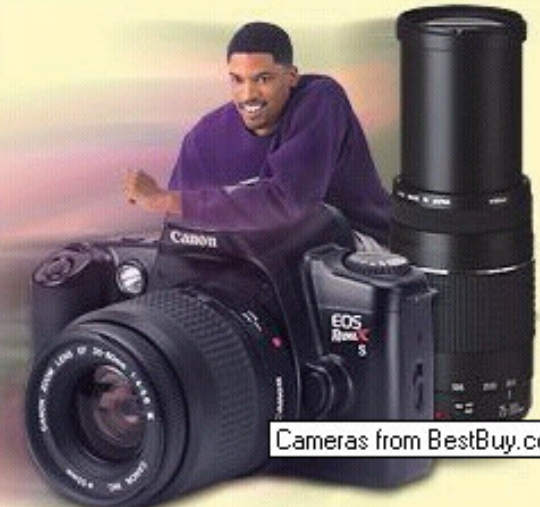
Accessories

HOME & DEPARTMENTS

SITE INDEX
CONTACT US
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Cameras

You're in control
Is BestBuy.com really the ultimate camera? Like an aperture, our selection can be as wide or as narrow as you want it to be. Buying on-line is as quick as a shutter. And we even have exposure control – you can return your selection to any Best Buy store nationwide.



Cameras from BestBuy.com

CAMERAS FAQs

- APS? 35mm? What are the [pros and cons](#)?


WHAT'S HOT

- [Canon Elan 7E](#) SLR camera kit has exclusive eye-controlled focus for easier selection of a focus point

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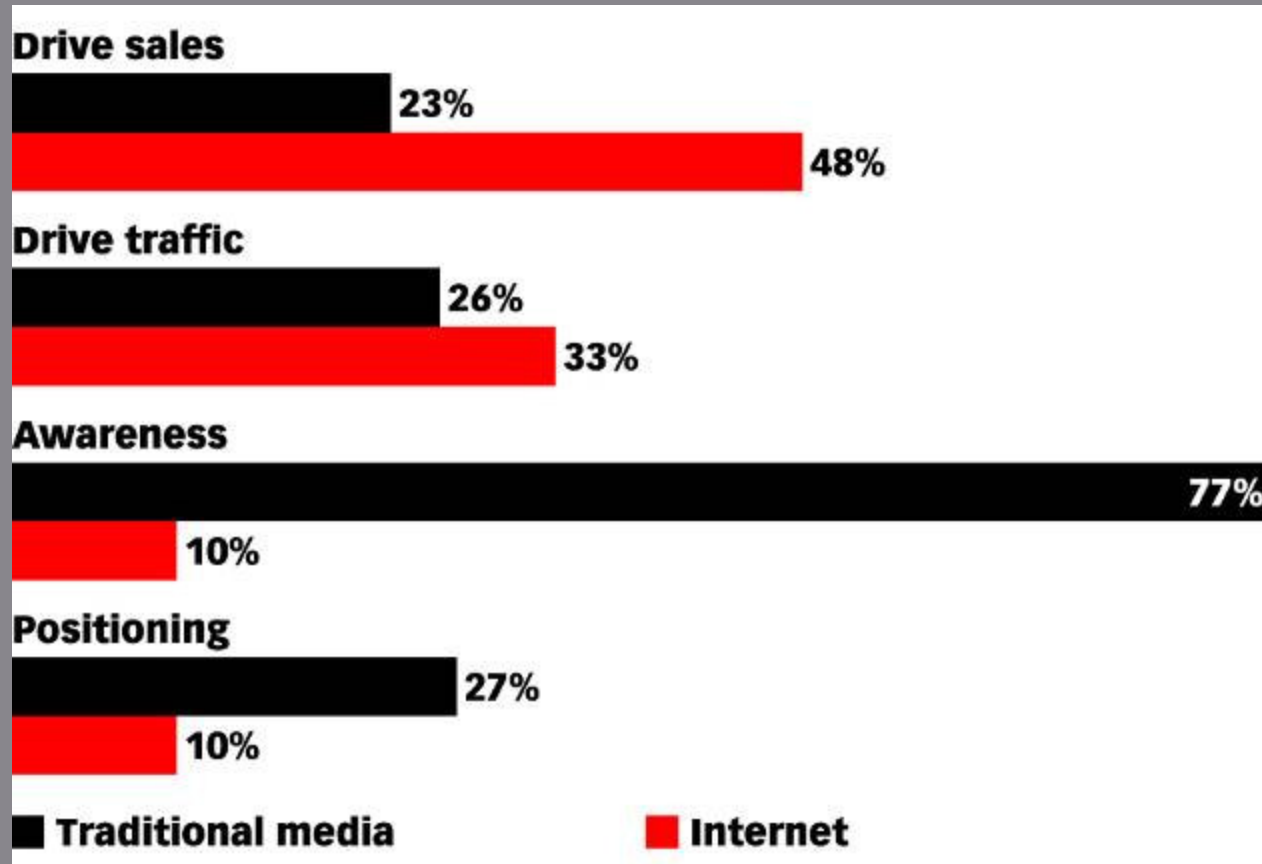
FEATURED

Done  Internet zone

> Emphasize Web site usability over design



> Primary Strengths – Each Medium has a role



Radio, TV, Newspapers

> The Role of Trust

- Only 30 Percent of Consumers Express a **High Level of Satisfaction** With Travel Websites
- Consumers conducting travel research online continue to outnumber those booking online
- Among consumers whose online travel arrangements increased this year, **ease of use and instant availability** are the key drivers



> Globalized Personalizing



[Don't Show Again](#)

Are you currently in Argentina? You're always welcome to use our U.S. site, but we also offer Travelocity Argentina where you can find vacation packages and promotions tailored just for you.

Visit [Travelocity Argentina](#)



Visit [Travelocity.com](#)



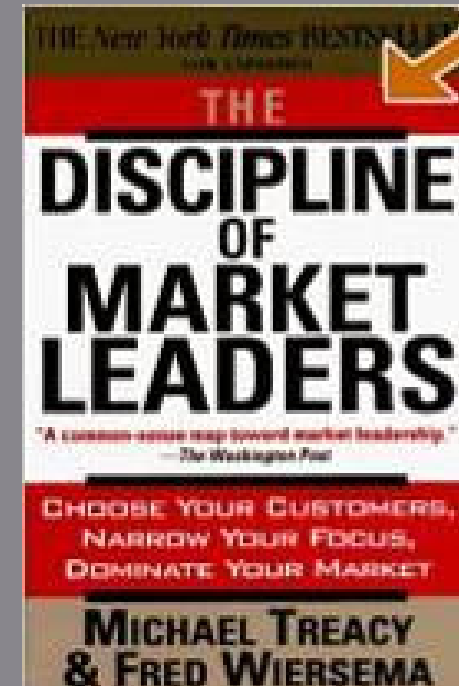
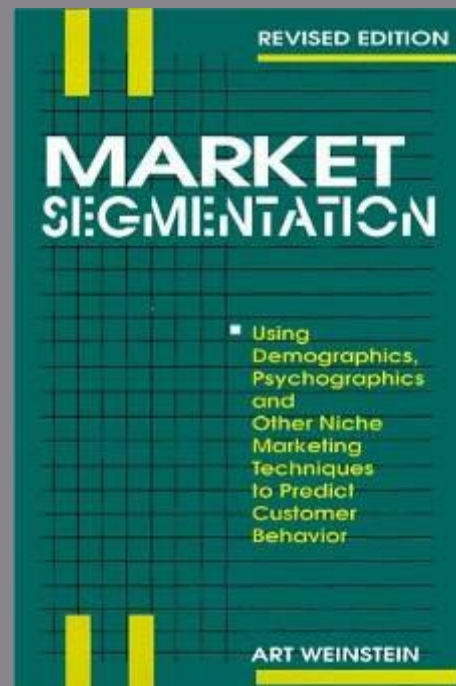
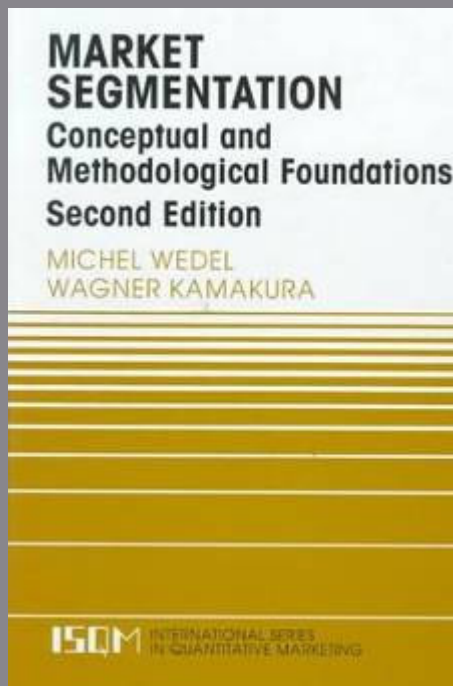
Travelocity is a global travel company with many country sites you can visit:



U.S. profiles do not transfer over to the other country sites. If you've created a profile on the U.S. site, you will need to create a new profile on the country site you would like to visit.

> Market Segmentation

The purpose for segmenting a market is to allow your marketing/sales program to **focus on the subset of prospects that are "most likely" to purchase your offering**



> A short market segmentation demo



Segmentation Demo

> Final Thoughts

Old Truths are still the reality... you need a great product or service, and you need to communicate well to gain recognition, mind-share, trust and brand-loyalty

> Final Thoughts

- > But everything else is changing
- > You must **surround the customer with a consistent brand experience**
- > You can't just say who you are
- > You have to live it, be it, prove it
- > It is about the **dialogue**

> Remember Definitions

- > **Characteristics** must be perceived as relevant, unique added values
- > **Meaning** and **Value** are defined by each target audience

> Think about everything, use the **MOST EFFECTIVE**

Wireless Internet



WAP Cell Phones



Conferences



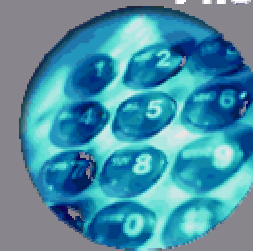
Cell Phone



Internet
PC



Phone



Face to
Face



Fax



Broad Band

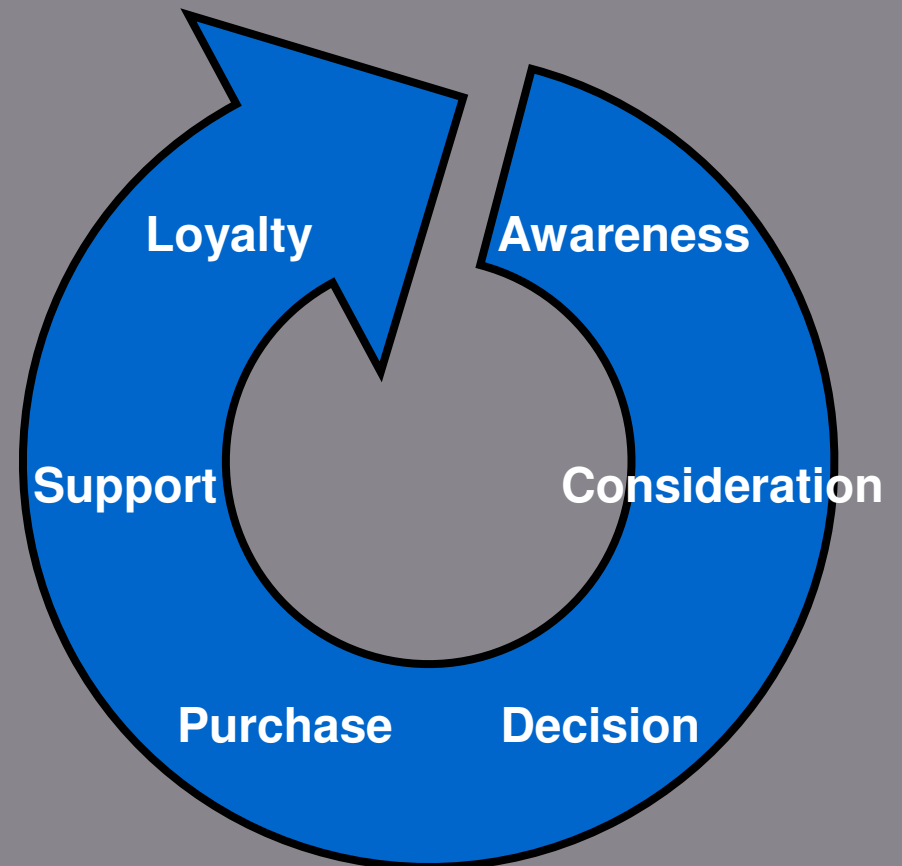


PDA



The Relationship Cycle

When thinking about brand strategy, think across **all the segments**, across **all of the communications touch points** and across the **entire relationship cycle**



> Final Thoughts

- > Define **what success means** upfront
- > **Measure** against that success
- > **Try something**, change it, and try again
- > And always **measure** your results

> Thank You! and good luck with your brands!

