

BRANDING FOR SMES

THE MEANING OF DESIGN AND BRANDING
FOR THEIR SUCESS IN THE MARKETPLACE
ECONOMIC FORUM BERLIN WIELKOPOLSKA
DIETMAR MÜHR

24.06.2010

P L E X



PLEX is an independent corporate identity and design practice in Berlin, run by its founders.

We advice and develop or tune Brands, Identities and Images. We combine the most appropriate media, print media, electronic media and space, to achieve our clients visions.

WHAT

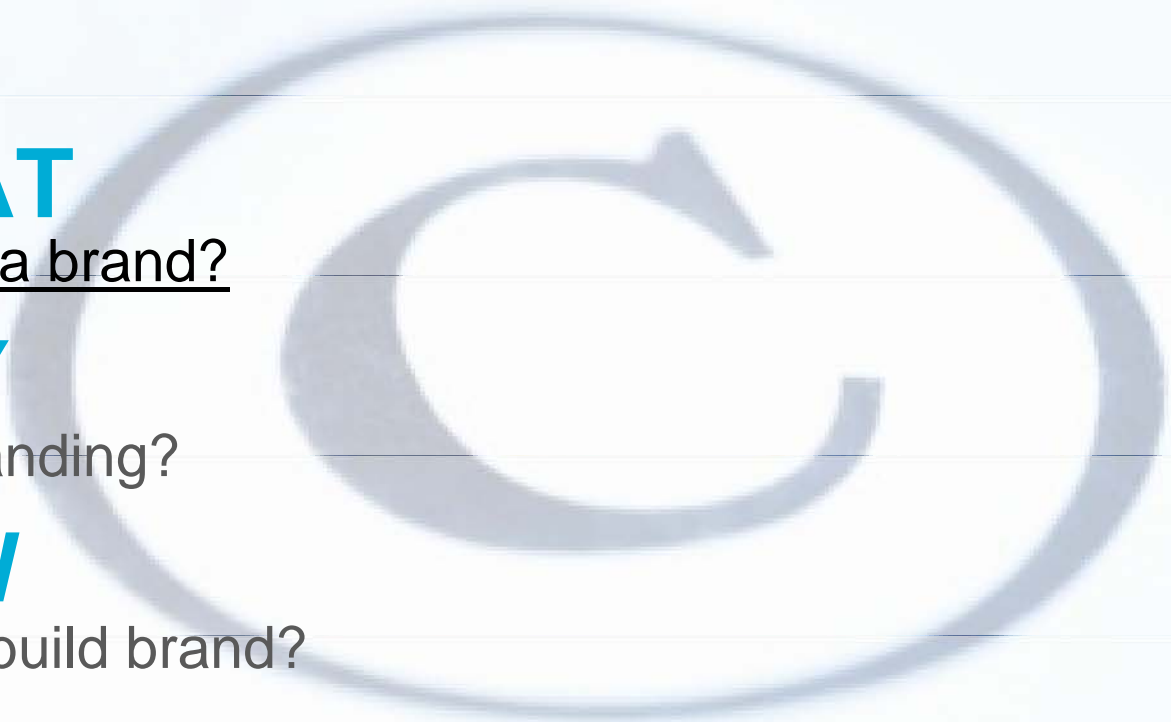
What is a brand?

WHY

Why branding?

HOW

How to build brand?



BRANDING FOR SMES
WHAT IS A BRAND?

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BRANDING FOR SMES

WHAT IS A BRAND?

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BRANDING FOR SMES

WHAT IS A BRAND?

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BRANDING FOR SMES

WHAT IS A BRAND?

POTENTIALS OF BRANDS

The 3 potentials of a brand:

- ▶ 01 summarize information
- ▶ 02 minimize risks
- ▶ 03 create ideational value



Quote:
*Marketing Centrum Münster/Mc
Kinsey und Company
„Markenrelevanz in der
Unternehmensführung“ 2002*

BRANDING FOR SMES

WHAT IS A BRAND?

POTENTIALS OF BRANDS

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The 3 potentials of a brand:

- ▶ 01 summarize information
- ▶ 02 minimize risks
- ▶ 03 create ideational value



BRANDING FOR SMES

What is a brand?

FUNKTIONEN VON MARKEN

PLEX

The 3 potentials of a brand:

► **01 summarize information**

A brand makes it unnecessary to communicate a variety of information over and over again.

In markets where there is an oversupply of products, the consumer chooses a brand because it offers him a focus and a quick recognition.



BRANDING FOR SMES

What is a brand?

FUNKTIONEN VON MARKEN

PLEX

The 3 potentials of a brand:

- ▶ 01 summarize information
- ▶ 02 minimize risks

A brand gives the buyer the confidence to make any wrong decision. It suggests reliability.

The buyer can rely on taste, price, quality, warranty etc. of the brand. He must not be afraid to make a wrong decision that he has to justify or even regret after buying a product.



BRANDING FOR SMES

What is a brand?

FUNKTIONEN VON MARKEN

PLEX

The 3 potentials of a brand:

- ▶ 01 summarize information
- ▶ 02 minimize risks
- ▶ 03 **create added emotional value**



When the consumer buys a branded product, he never buys only the product itself, but the underlying emotional and communicated “world” of experience.

Brands are status symbols and assign their users to a particular social group.



WHAT

What is a brand?

WHY

Why (invest in) branding?

HOW

How to build brand?



BRANDING FOR SMES

WHY BRANDING?

„For small and medium-sized companies in the Industrial Goods and Services sector is particularly difficult to differentiate from the competitor, as qualitative and technical standards of the product more and more converge...”

Fraunhofer-Technologie-Entwicklungsgruppe

„Brands in the Industrial Goods sector have a high relevance in purchasing decisions...”

Marketing Centrum Münster/Mc Kinsey und Company

BRANDING FOR SMES

WHY BRANDING?

Only one in four German companies has a consistent branding (and brand strategy).

In particular, the SMEs neglect their opportunities to differ significantly from competitors and to position themselves better in the market.

BRANDING FOR SMES
WHY BRANDING?
BRAND VALUE

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Google™



Microsoft®



Coca-Cola



IBM



McDonald's®

BRANDING FOR SMES

WHY BRANDING?

BRAND VALUE

45% of the most valuable brands were created before 1945

but also young brands like


























- ▶ Google (Brand Value 100 billion U.S. \$) and
 - ▶ Microsoft (Brand value about 76 billion U.S. \$)
- are among the world's most valuable mega brands.

BRANDING FOR SMES

WHY BRANDING?

BRAND VALUE

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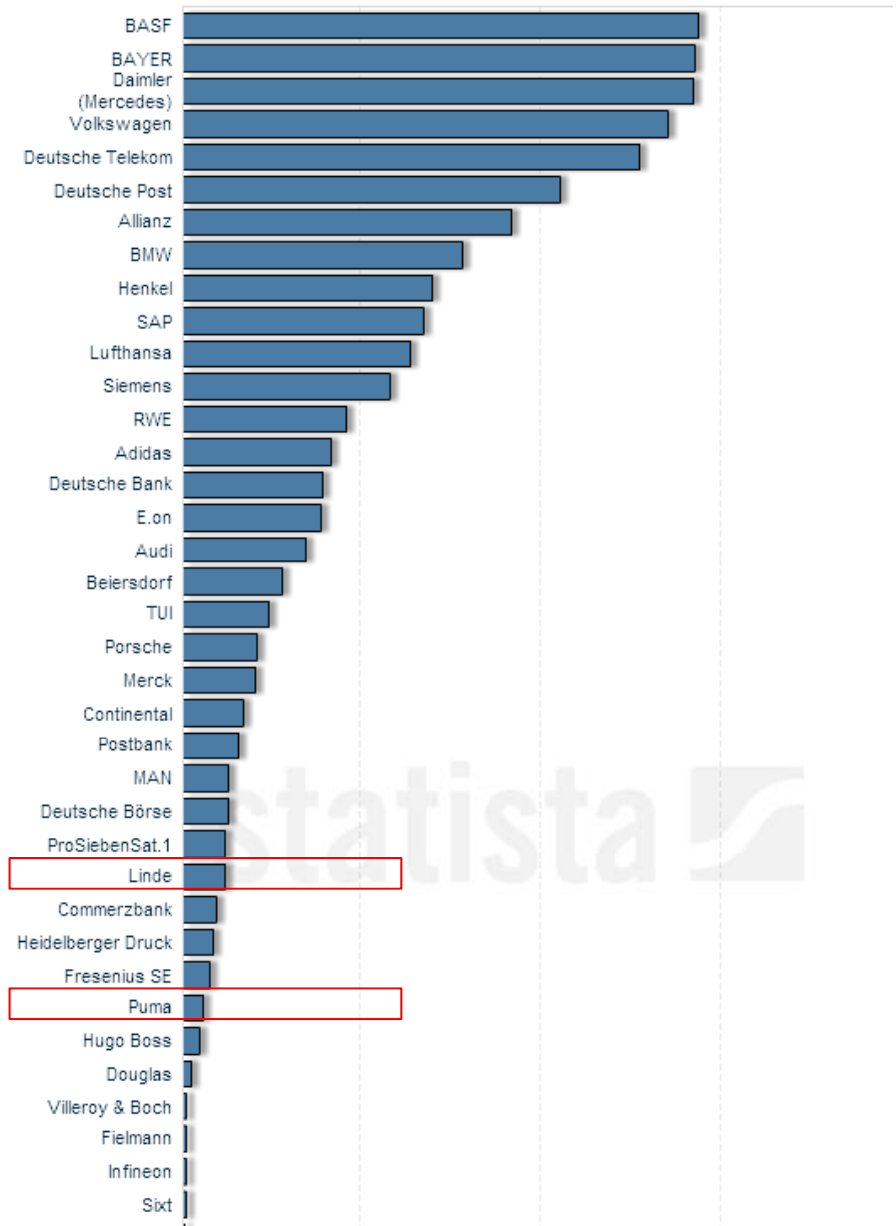
TOP 100 Most Valuable Global Brands 2009			
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1	 Google	100,039	16%
2	 Microsoft	76,249	8%
3	 Coca-Cola	67,625	16%
4	 IBM	66,622	20%
5	 McDonald's	66,575	34%
6	 Apple	63,113	14%
7	 中国移动通信 CHINA MOBILE	61,283	7%
8	 GE	59,793	-16%
9	 Vodafone	53,727	45%
10	 Marlboro	49,460	33%
11	 Walmart Save Money. Live Better.	41,083	19%
12	 ICBC (Asia) 工 業 互 聯	38,056	36%
13	 NOKIA CONNECTING PEOPLE	35,163	-20%
14	 TOYOTA	29,907	-15%
15	 UPS	27,842	-9%
16	 BlackBerry	27,478	100%
17	 HP	26,745	-9%
18	 Shell	23,948	-15%
19	 SAP	23,615	9%
20	 Disney	23,110	-3%
21	 TESCO	22,938	-1%
22	 Gillette	22,919	6%
23	 Intel	22,851	4%
24	 中國建設銀行 CCB	22,811	16%
25	 ORACLE	21,438	-6%

BRANDING FOR SMES

WHY BRANDING?

BRAND VALUE

Wertvollste deutsche Marken 2009 nach Markenwert in Millionen Euro



BRANDING FOR SMES

WHY BRANDING?

BRAND VALUE

The brand provides a crucial competitive advantage. It provides sustainable value for a company and can increase it.

Branding plays not only a huge role for the global brands, but also for national and European brands

Brand Value makes up 56% of total German companies

(source: PWC, Frankfurt am Main)

Puma + 135% (from 300 million to 700 million €.)

Linde AG (the field of machinery and equipment) + 50%

(In the 10-year comparison: SEMION® BRAND BROKER GMBH, 2009)

BRANDING FOR SMES

WHY BRANDING?

BRAND VALUE

How a brand value can be measured

- ▶ Various methods and approaches
- ▶ complicated calculations

Factors for brand value

- ▶ Awareness of the name
- ▶ Consumer loyalty
- ▶ assumed / perceived quality of its products
- ▶ Associations to the brand
- ▶ other assets, such as patents, trademarks, distribution channels etc.

Value determination by

- ▶ Semion Brand-Broker
- ▶ Interbrand Group
- ▶ Ernst & Young
- ▶ Brand Lawyers

WHAT

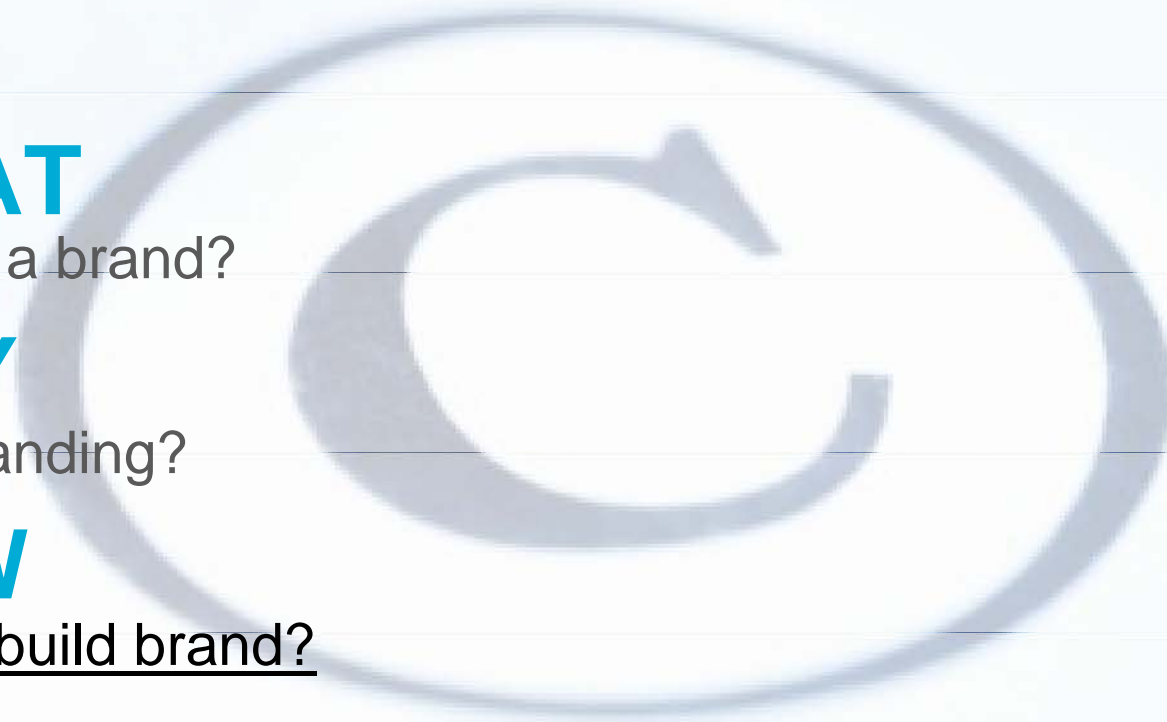
What is a brand?

WHY

Why branding?

HOW

How to build brand?



BRANDING FOR SMES

HOW TO BUILD A BRAND?

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01. brand strategy
02. brand design
03. brand communication

BRANDING FOR SMES

HOW TO BUILD A BRAND?

BRAND STRATEGY

INDUSTRY GOODS SECTOR

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Which potentials do brands have in the Industry Goods sector:

▶ **03** create emotional added value?

No personal satisfaction of needs!

Relationship of the buyer to the product less personally and emotionally.

Buying decision is rarely made by one person, rather than by a group.



BRANDING FOR SMES

HOW TO BUILD A BRAND?

BRAND STRATEGY

INDUSTRY GOODS SECTOR

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- ▶ 03 create emotional value
- ▶ 01 summarize information

Rational information delivery.

The purchasing process of is often pre-defined by formal rules.

Price arguments are more important.
Customised solutions are complex.
Confidence plays a huge role.



BRANDING FOR SMES

HOW TO BUILD A BRAND?

BRAND STRATEGY

INDUSTRY GOODS SECTOR

Brand Potential for e.g.
Office Furniture Systems

- ▶ 01 summarize information
- ▶ 03 create ideational value
- ▶ **02 minimize risks**

The purchase of office furniture is an investment.

Hedging demand: In case of complaints or complications the buyer requires arguments to justify his decision.

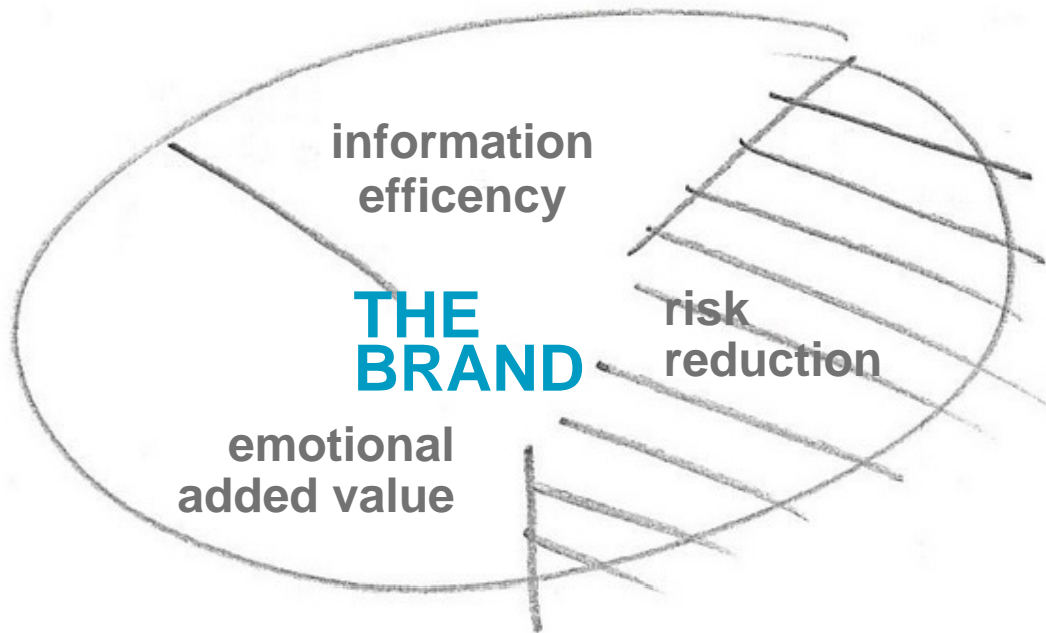
Office furniture should be of high quality, durable, sustainable, easily replaceable and beyond this, being representative in public areas.



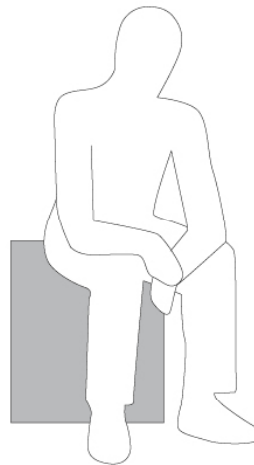
BRANDING FOR SMES
HOW TO BUILD A BRAND?
BRAND STRATEGY
INDUSTRY GOODS SECTOR

“**Brand relevance** in the B2B sector is coined by the **function of risk reduction.**”

Mc Kinsey/Marketing Centrum Münster 2002



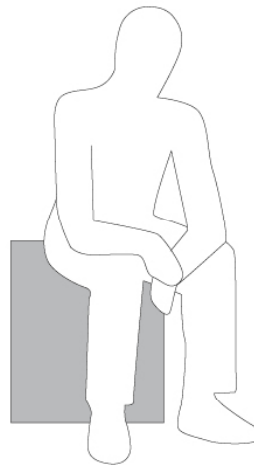
BRANDING FOR SMES
HOW TO BUILD A BRAND?
BRAND STRATEGY
INDUSTRY GOODS SECTOR



Potenzieller Kunde

BRANDING FOR SMES
HOW TO BUILD A BRAND?
BRAND STRATEGY
INDUSTRY GOODS SECTOR

I have to have
Confidence in the brand!



Potenzieller Kunde

BRANDING FOR SMES
HOW TO BUILD A BRAND?
BRAND STRATEGY
INDUSTRY GOODS SECTOR



BRANDING FOR SMES
HOW TO BUILD A BRAND?
BRAND STRATEGY
BRAND ANALYSIS

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HOW TO BUILD A BRAND?

BRAND STRATEGY

BRAND ANALYSIS/EVALUATION

BRAND EVALUATION STEP 1: IDENTITY

Sources:
Internal workshops
Product Portfolio
Corporate Manual

Promise
Consumer Benefit

Expectation
Consumer Insight

Sources:
Market Research
Consumer Evaluation
Automotive Surveys
Workshops

Škoda Identity
Internal Perspective



Škoda Image
External Perspective

„How Škoda sees its brand“

Behaviour

Communication (Print/Online)
PoS
Architecture
Corporate Culture

Experience

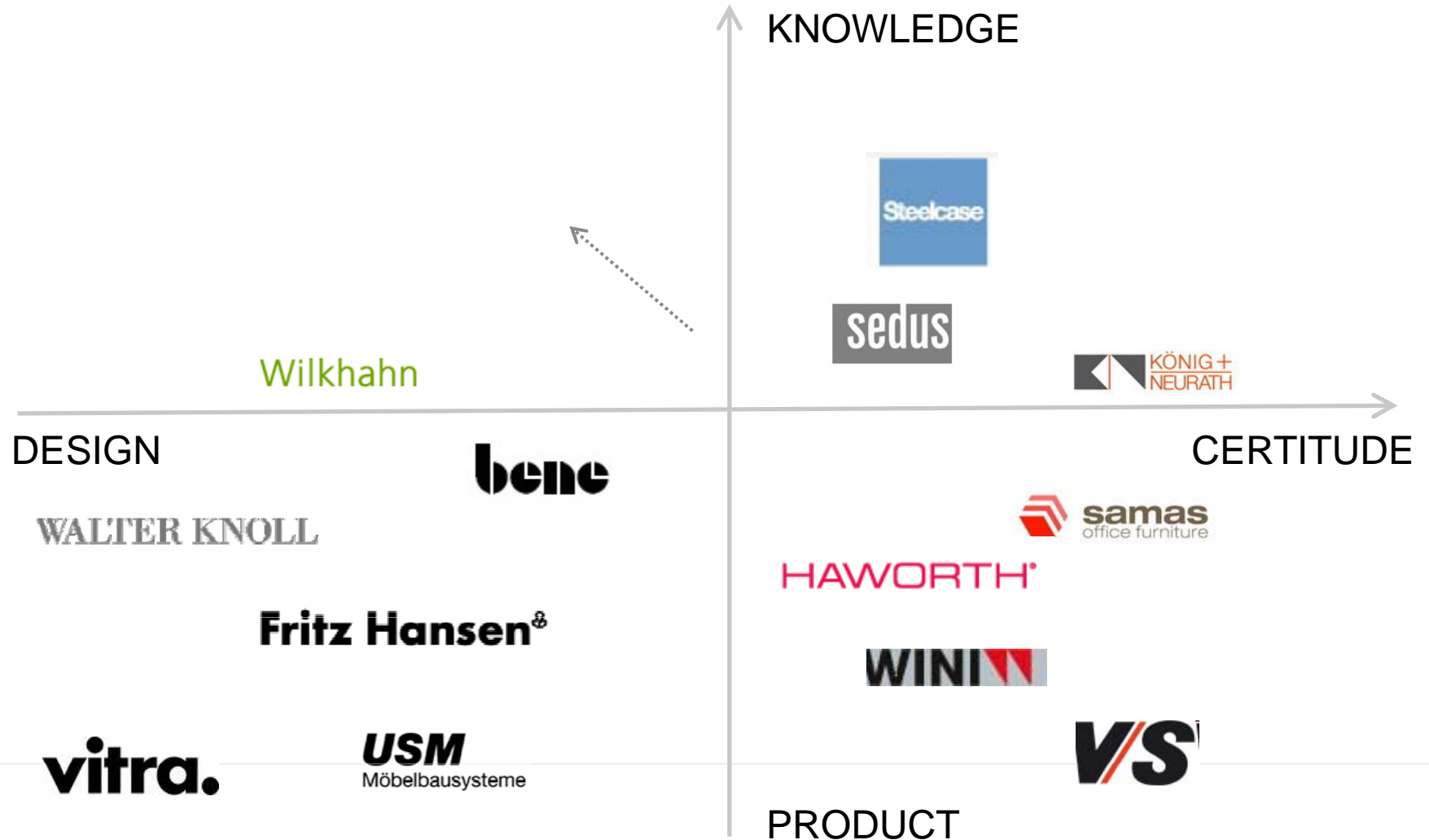
Storytelling
Emotional Benefit
Interaction with dealers
Driving the vehicle
Fair stands

„How the audience experiences the Škoda brand.“

Sources:
Advertisement
Websites
Corporate Literature
Workshops

Sources:
Corporate Literature
Events
Advertisement
Consumer Evaluation
Workshops

BRANDING FOR SMES
HOW TO BUILD A BRAND?
BRAND STRATEGY
BRAND POSITIONING



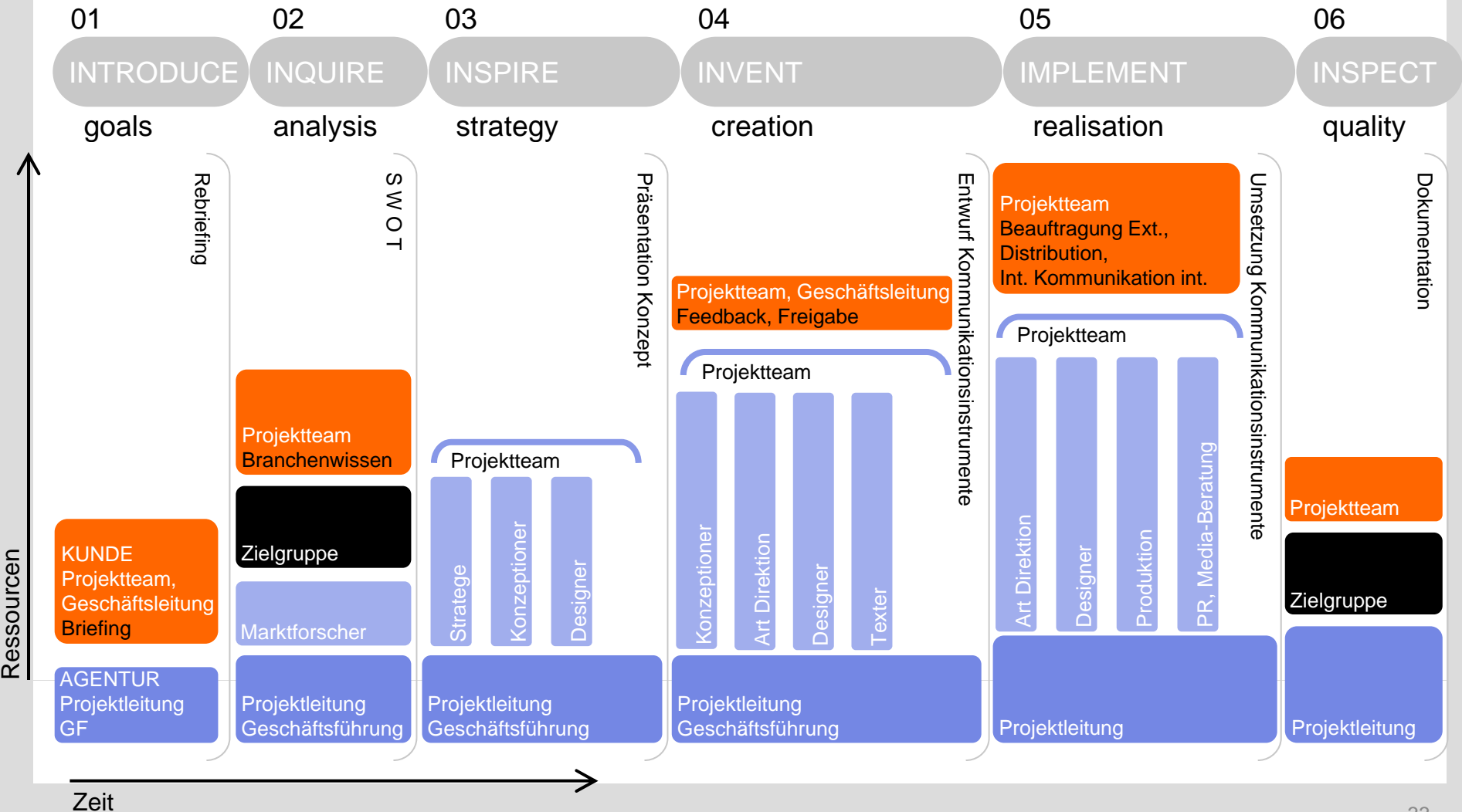
BRANDING FOR SMES

HOW TO BUILD A BRAND?

PROCESS

(PLEX 6i PROCESS)

PLEX



02

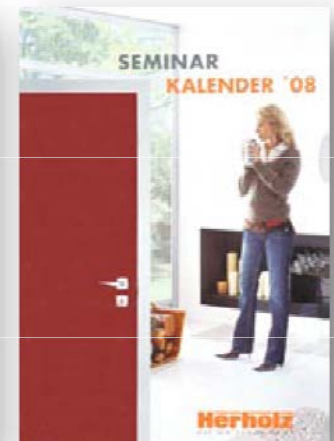
HERHOLZ CORPORATE BRANDING

In order to reach the next level as equal planning partner for architects, PLEX redesigned an existing corporate design, evolutionized the logo, and developed tools for architects and clients.

HERHOLZ CORPORATE BRANDING PROZESS

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Vorher:



Der Markencharakter

Im Rahmen des Kick-Off-Workshops am 18.04.2008 wurden folgende Charaktereigenschaften von Herholz erarbeitet: Bewegt, Komplex, Innovativ, Kraftvoll, Privat, Persönlich, Hochwertig, Vielfältig, Solide, Flexibel, Überraschend, Ehrlich, Geradlinig, Freundlich, Zuverlässig.

Diese Eigenschaften lassen sich zu den folgenden Eigenschaften verdichten:

Herholz ist...

Wertig,

weil Herholz Türen mit einer exzellenten Verarbeitung und herausragenden Technik bietet.

Dynamisch,

weil Herholz über eine kraftvolle Marktstellung verfügt, immer in Bewegung ist und neue, überraschende Lösungen bietet.

Verlässlich,

weil Herholz langjährige persönliche Beziehungen zu seinen Kunden pflegt, immer ansprechbar ist und zu seinem Wort steht.



HERHOLZ
CORPORATE BRANDING
CORPORATE LITERATURE

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Neue Räume eröffnen

By creating the leitmotif "Neue Räume eröffnen" (open up new spaces) PLEX developed and designed several publications.

- ▶ An image publication helps to re-establish Herholz as a leading brand for high quality doors.
- ▶ A planning tool supports architects and
- ▶ a catalogue for private end users points out the premium positioning.

Türenhandbuch








Planung und Durchführung

Herholz hat die Tür im Griff

Herholz

Herholz

Herholz in der Lage, Türelemente mit dem...
regende Gebäude setzt sich im Inneren fort...
festvergebungen mit durch...
als einer von wenigen Herstellern ist...
Herholz in der Lage, Türelemente mit dem...

Technische Anforderungen	
	Brandschutz
	Rauchschutz
	Schallschutz
	Einbruchhemmung
	Durchschusshemmung
	Feucht- und Nassraum
	Differenzklimabelastung

Seite 46

Seite 46

Seite 6

Seite

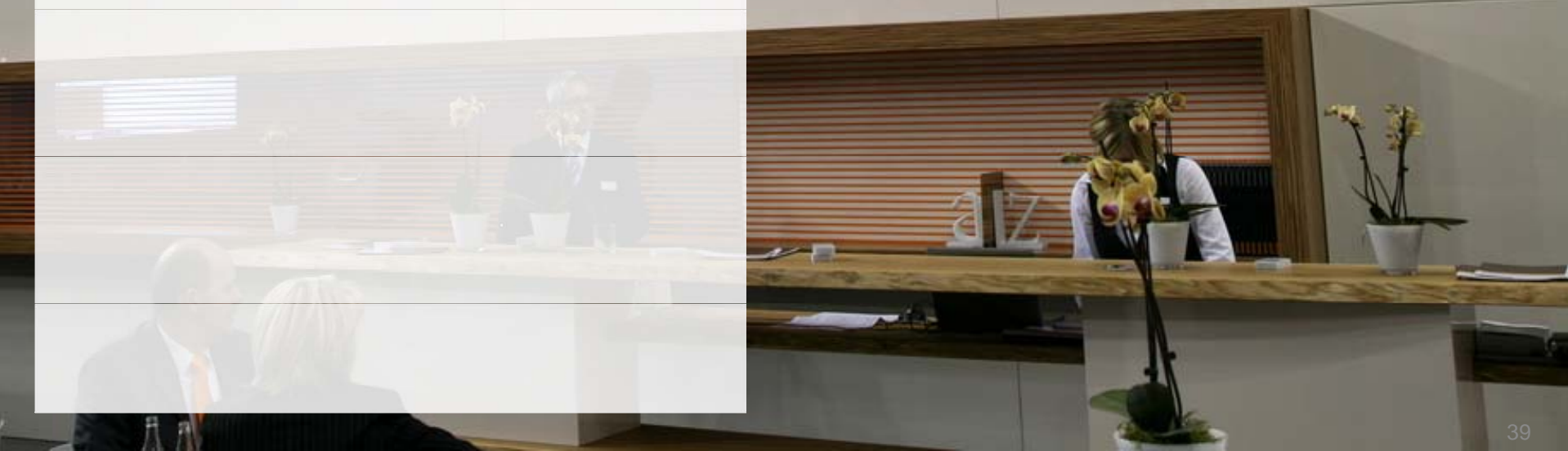
der Vereinigten Arabischen

HERHOLZ
CORPORATE BRANDING
FAIR STAND

P L E X

Herholz®

Herholz hat die Tür im Griff



03

INTERFACE FLOR
BRAND COMMUNICATION PROJECT

Since the German market is traditionally one of the most difficult for the leading carpet tile manufacturer, InterfaceFLOR needed a concept that would dispel all prejudice.

INTERFACE FLOR BRAND COMMUNICATION DIRECT MAIL

PLEX



In order to reach not only architects but also end users and builders, PLEX created a direct mailing including different arguments and product samples for each one of the target groups.

With a triple mailing, we could make sure that each member of the target group would pay most of his attention to the arguments that were the most relevant for him.



InterfaceFLOR Teppichböden sind zertifiziert und abschadungsfähig. Carpet Care Carpet Care ist ein spezielles Produkt zur Pflege der Teppichböden. Es ist ein spezielles Produkt zur Pflege der Teppichböden. Es ist ein spezielles Produkt zur Pflege der Teppichböden.

Phase 2 BELASTUNGSTEST.
 Ein Qualitätsmerkmal eines hochwertigen Teppichs ist die Nutzung. Hier zeigt sich, ob ein Teppich auch nach langer Nutzung noch gut aussieht. Durch die Belastungstests wird festgestellt, wie gut ein Teppich auch nach langer Nutzung noch gut aussieht. Durch die Belastungstests wird festgestellt, wie gut ein Teppich auch nach langer Nutzung noch gut aussieht.



Ein neues Design.
 Ein neues Design, das die Ästhetik und die Funktionalität eines Teppichs verbindet. Ein neues Design, das die Ästhetik und die Funktionalität eines Teppichs verbindet. Ein neues Design, das die Ästhetik und die Funktionalität eines Teppichs verbindet.



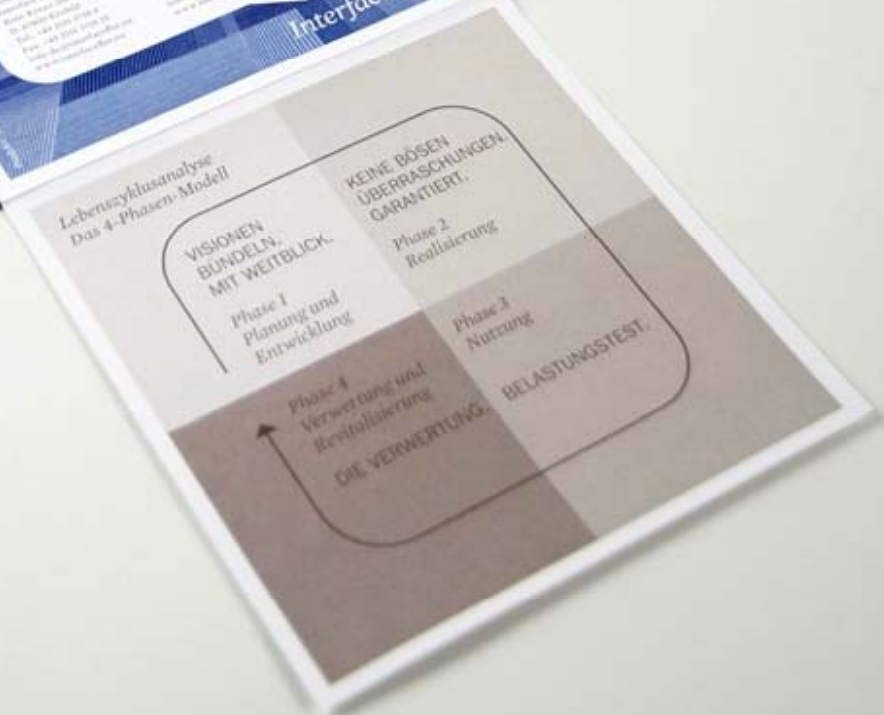
Kontakt
 InterfaceFLOR
 Postfach 10 01 10
 D-42699 Solingen
 Tel.: +49 (0) 212 20 10 10
 Fax: +49 (0) 212 20 10 11
 www.interfaceflor.com

InterfaceFLOR



Phase 4 DIE VERWERTUNG.
 Jedes Produkt hat eine Lebensdauer. Am Ende der Lebensdauer kann ein Produkt verwertet werden. Durch die Verwertung wird das Produkt wiederverwendet. Durch die Verwertung wird das Produkt wiederverwendet.

CARPET CARE



INTERFACE FLOR BRAND COMMUNICATION ADS

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InterfaceFLOR is not only the leading brand for carpet tiles, it is the leading brand in terms of sustainability. Therefore we designed and placed several ads in several print media.

INTERFACE FLOR
BRAND COMMUNICATION
MEDIA AND FAIR STAND

*Interface*FLOR

The target group was to notice, that the prejudice concerning carpet tiles is not important any more. InterfaceFLOR pointed out, that carpet tiles allow more freedom in designing spaces than normal carpet. The Claim „Piece by piece to the perfect picture“ tells a story about design and beauty.

P L E X

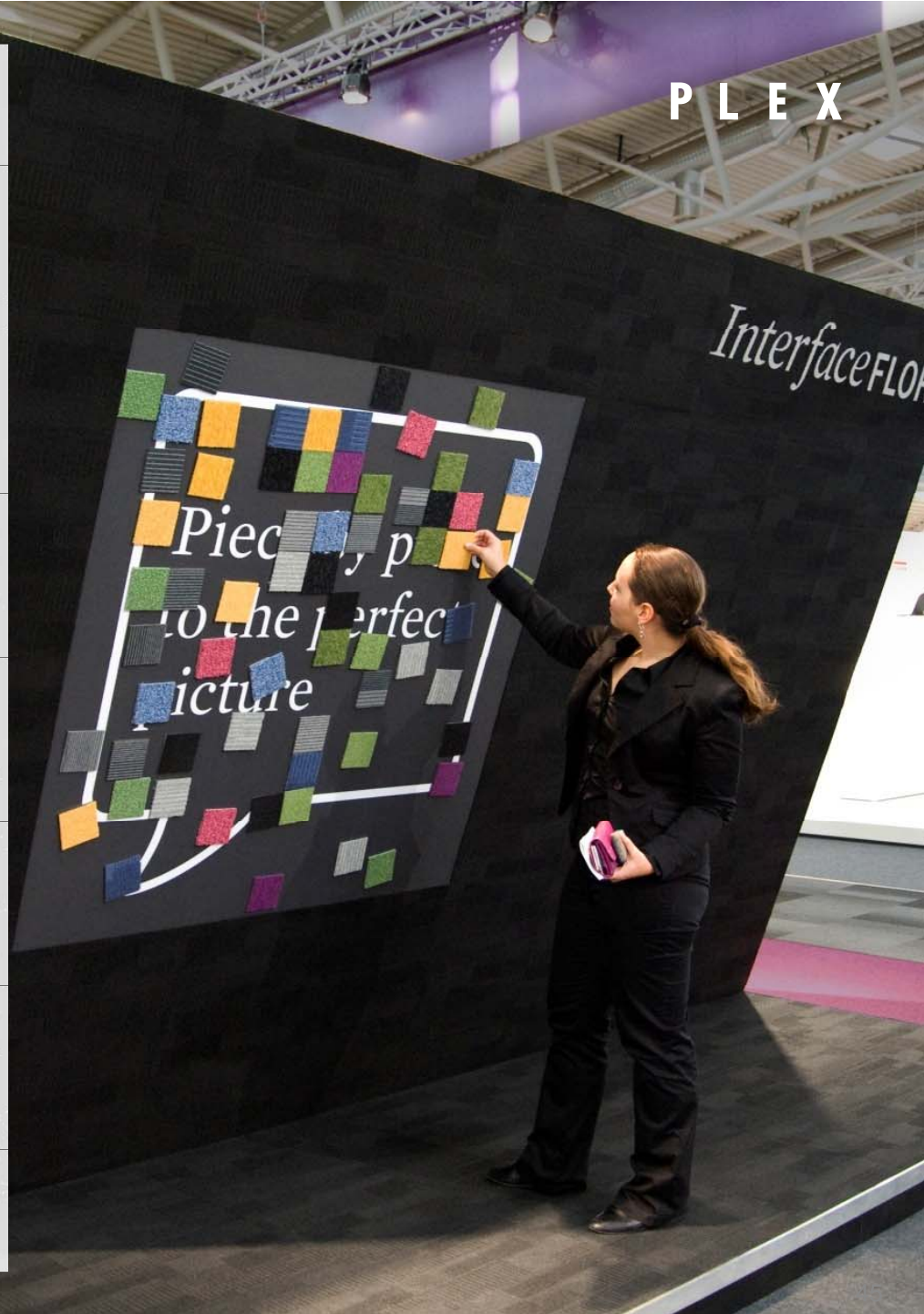


INTERFACE FLOR
BRAND COMMUNICATION
FAIR STAND

P L E X

InterfaceFLOR
Piece by piece
to the perfect picture

The claim and the concept were first introduced in January 2009 at BAU 2009, Europe's leading fair for the building industry.



Thank You!

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