

# **Glass Brands**

The changing world

**trümpet**

Who are you?

What do you do?

Why does it matter?

What a Brand isn't.



Our brains are hardwired to notice differences.



If it's not different, it's not strategic.

-Drucker

Brand Management is  
the Management of Differences.

It's not what you say it is.

**It's what they say it is.**



What they \$ay makes the world go round.

Your brand is fragile.

Interest in HP probe widens.

9/12/06

Dell delays quarterly filing over  
accounting questions.

9/12/06

# Shattered Brands

You don't have enough money to  
buy attention.

The new primetime is **9** to **5**

CMO's own the growth agenda in their organization.



Use different media to  
create more meaning, more connection

Winners will:

Shift spending and mgt attention to digital

Use more media

Interact with audiences

Measure outcomes, not inputs

Create branded (entertainment) assets

**Clarity**

Who are you?

# Focus

What do you do?

# Transparency

Why does it matter?

The Oath - Managed Care - I

The Oath - Managed Care - II

The Oath - Managed Care - III



# **Reflection**

(authenticity)



New Orleans Police Foundation



**trumpet**

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