Glass Brands
The changing world

trumpet
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 say 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?
Reflection (authenticity)