

European Leadership Forum 2009

17 November 2009

Smart Branding Roundtable Summary

Protection in an Increasingly Transparent World

Discussion points:

1. Post-recession landscape:

- Brand communications is everyone's responsibility
- Crucial to have the link between a brand's identity and corporate culture
- Everyone within the company is a brand ambassador

2. Digital:

- Acceptance that you cannot control all digital messages, but you can influence them
 - Take advantage of opportunities to make amends immediately
 - Large opportunity for brands to listen and engage in the dialogue
- Companies face a high risk by not participating in those conversations and not having a digital strategy
- Brands need to deliver on the promise and get the basics right
- Customers will select the channels they want to use
- Real opportunity for those who can figure out how to bring more functionality to blackberry

3. Quantifying brand value:

- "Sourcing and harvesting of cash flow" – Tim Ambler, MA (Oxford) SM (MIT)
Honorary Senior Research Fellow in Marketing, London Business School
 - Marketing needs to speak the language of finance
- To achieve a hybrid of advertising and public relations, the integration needs to be internal – under the brand umbrella