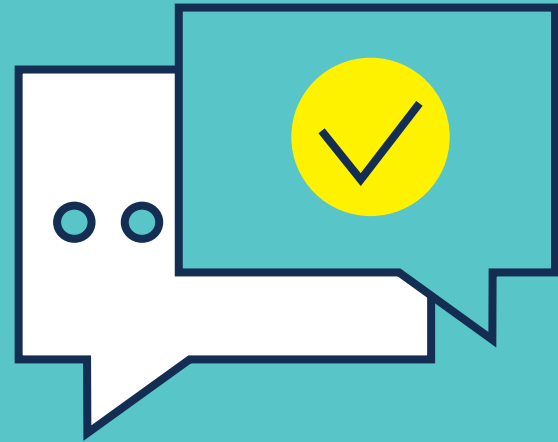




1

Bring the inside out

Everyone in your operation should know your brand's purpose – and be able to articulate it to someone else. If you don't have your story clear, hire someone to help you tell it.

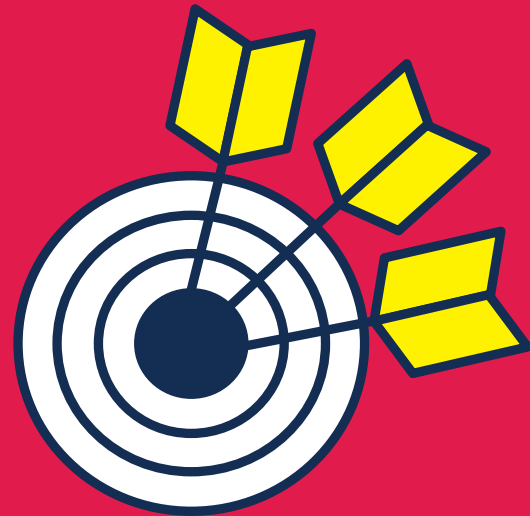




2

Be consistent

Don't say or do anything that is not true to your brand. It's made a promise. Deliver on it.





3

Be distinctive

What makes you so special? (And whatever it is, people will respond to it emotionally – no matter how rational it is.)





4

It's a
long game

Getting someone to fall in love
with you may take time.





5

Stay relevant

You do not exist in a bubble.

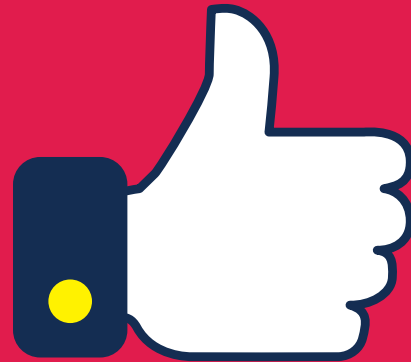




6

Show them a good time

In this connected world, you have to be ready to give good brand at all times.





7

Innovate sure, but stick to what you know

Kikkoman was founded in 1630 and is the world's leading soy sauce producer – it knows a lot about yeast. When it expanded into food flavouring and then biotech, people lined up. When minty fresh Colgate tried launching a range of heat-and-eat meals - it tanked. You know where this is going.





8

Price vs. COST

Dropping price for short-term gain is rarely a good idea. ‘Reassuringly expensive’ Stella Artois quickly became known as ‘Wifebeater Beer’ for selling itself cheap. The parodies continue.





9

Be authentic

In 2003 Cadbury Chocolate launched a ‘Cadbury get Active’ campaign, in which children could trade evidence of consumption of Cadbury products for sports gear. The most expensive item on offer would require eating 5,440 chocolate bars, over 1.25 million calories. Response was swift and merciless.





10

Assess all behaviours,
sources and resources

Get to know your whole ecosystem. The
Boycotts list on www.ethicalconsumer.org
is very long indeed.





11

Create and keep a strong culture

Cultivate it like a Japanese pleasure garden.
It's what makes you different.





12

Measure it

In today's world there is no excuse for not knowing.

