



ENHANCING CORPORATE BRANDING FOR COMPETITIVENESS

DAVID KOMBE
CHAIRMAN & CEO
MULUNDU HOLDINGS LTD

What is Branding?...

- The process of creating a unique name and image for a product or service in the mind of the consumer.
- Branding is about perception: what customers say and think about you.
- Branding identifies and differentiates your product from others.



TOP 30 GLOBAL BRANDS

Rank	Brand	Rank	Brand
1	Apple	16	Cisco
2	Google	17	IBM
3	Microsoft	18	Nike
4	Face Book	19	Verizon
5	Amazon	20	BMW
6	Coca-Cola	21	Oracle
7	Samsung	22	Marlboro
8	Disney	23	SAP
9	Toyota	24	Honda
10	AT &T	25	Budweiser
11	McDonalds	26	Walmart
12	GE	27	VISA
13	Mercedes Benz	28	American Express
14	Intel	29	Pepsi
15	Louis Vuitton	30	L'Oreal

EXPLORING INSIGHTS TO FORM BRAND STRATEGY



EXPLORING INSIGHTS TO FORM BRAND STRATEGY



Micro and industry trends – clear view of what is shaping insurance industry



Consumer insights- what matters to our customers



Competitor insights- deep-dive competitor insights and analysis



Brand insights- what are the brand strengths we carry forward; in our people, our business, our brand.

WHAT'S HOLDING YOU BACK?

People , process, perception.

- ❑ An anti-people attitude and the lack of a customer-centric focus
- ❑ Slow information process flow and inefficient systems
- ❑ Perception; lack of modernity and an old-fashioned mindset
- ❑ Ownership culture and not solution-oriented
- ❑ Unreliability hinders a solution-oriented culture, and fosters bureaucracy
- ❑ Seen to be government company, amidst a negative perception of government perception.

BRAND VISION

Where do you want to go?

- Clearly defined long-term vision for the brand and company
- Top risk management firm by 2020
- Full insurance service for all segments



BRAND VALUES...

What does your
brand stand for?

- ▣ Reliability
- ▣ Integrity
- ▣ Traditionalism
- ▣ Technology and innovation
- ▣ Speed
- ▣ Safety
- ▣ Durability
- ▣ Affordability

BRAND PERSONALITY | Define who you are ?

What you are ?

- Human
- Progressive and leading
- Vibrant and locally proud
- Simple and innovative
- Agile
- Inspiring
- Responsible

What you are not ?

- Overly serious
- Bureaucratic
- Apathetic and foreign
- Arrogant
- Slow

BRAND IDENTITY...

the look and feel

- The Name
- The Logo
- The Colours
- The Typeface
- The Symbols
- The Layout

If your brand was a person who would it be?



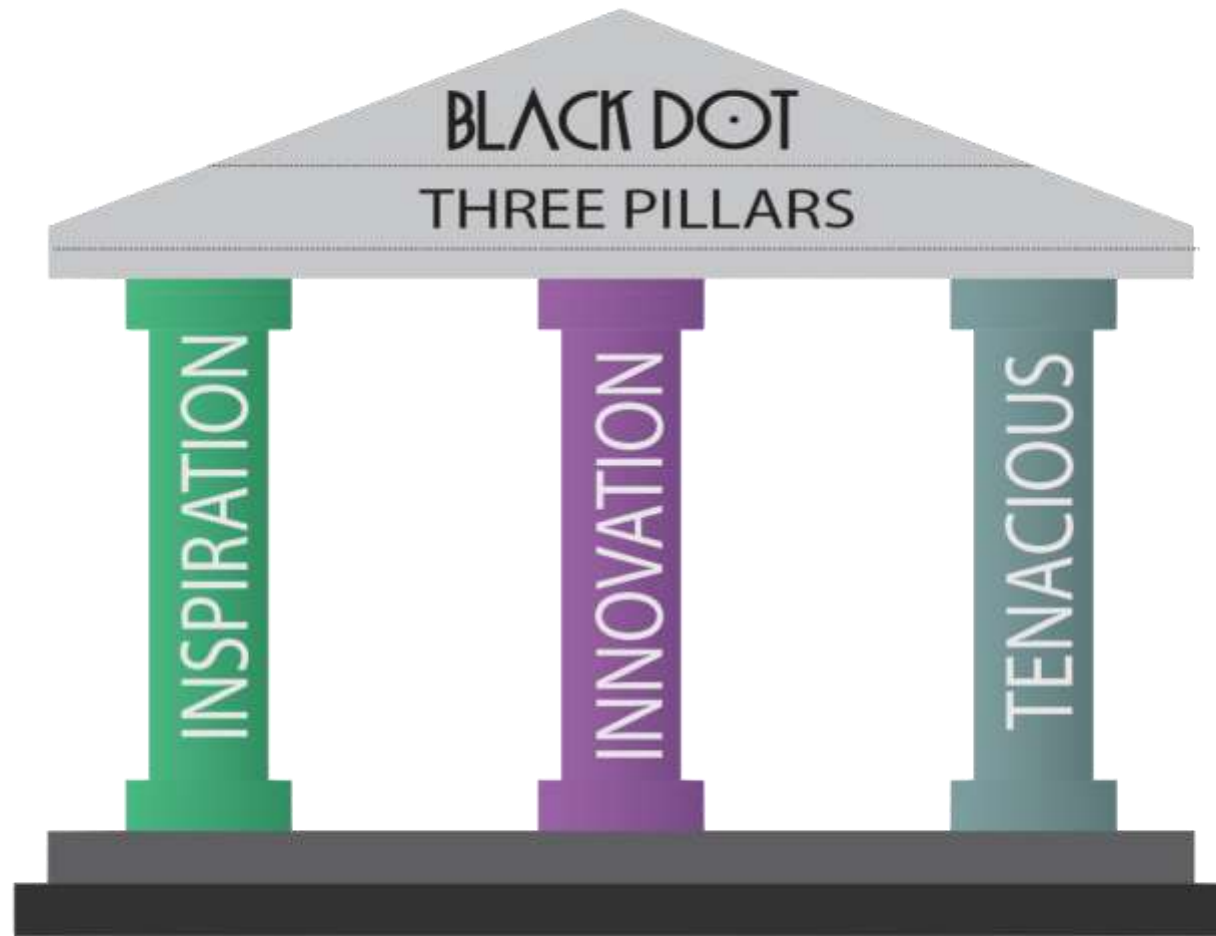


**WHAT SETS
YOU APART?**



WHAT SETS YOU APART Use your strength

- ❑ Biggest Insurance company
- ❑ Wider branch network
- ❑ Innovation with local relevance
- ❑ Human-centric
- ❑ International brand/local brand
- ❑ Government-owned, and therefore linked to government imperatives
- ❑ Financially strong and able to handle huge risks.
- ❑ Efficient systems and processes resulting in speedy claims settlements



People and Culture

- Knowledgeable and action-oriented
- Visionary leadership, aligned from top to bottom
- Future thinkers
- Community-oriented
- Warm and friendly
- Proud and loyal
- A desire for culture shift to make bold impact

Culture... the way we do things

From

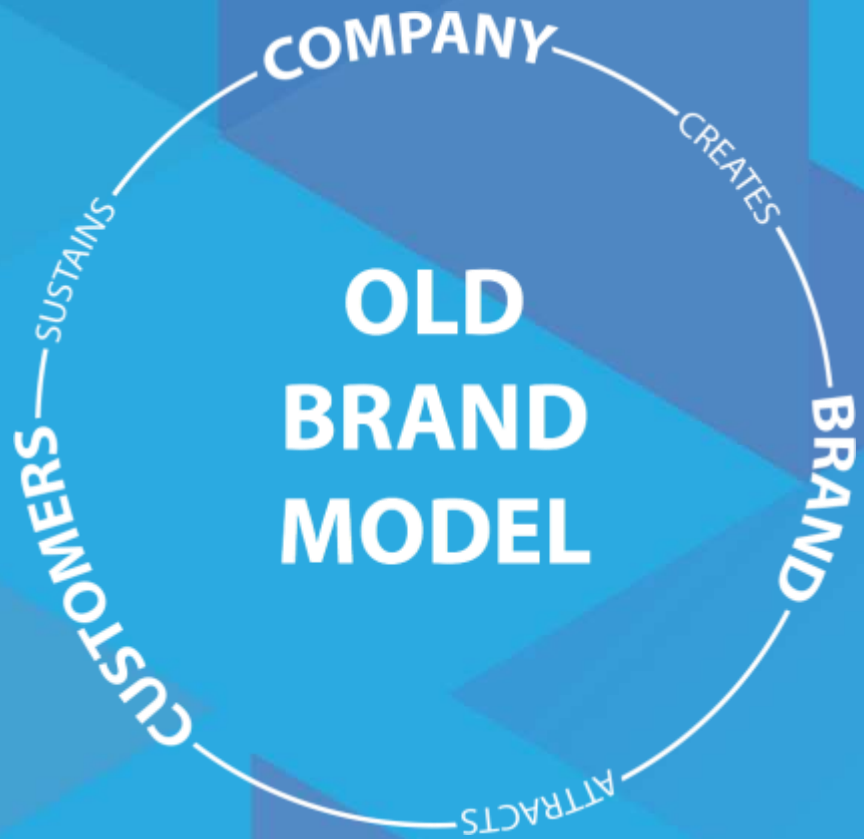
- Production-focused
- Reactive
- Low-centric
- Profitability
- Demand-driven
- Ownership

To

- Customer-centric
- Pro-active
- Solution-centric
- Relationship
- Goal-setting
- Partnership

Brand positioning | Brand fit compared to competitors

- Unique and upmarket
- Cheap and mass market
- Young and Innovative
- Legacy, old and traditional
- Family-oriented and affordable
- Trendsetter and fashion-conscious
- Retired and holiday-makers



Brand promise | what the brand will do for customers

- Define emotional or social or economic value & benefits
- Understanding customer aspirations and needs
- Live your word
- Customers believe and remember everything you say
- Don't over-promise; surprise softens the heart (just like in marriage)
- Avoid ambiguity
- ASSESS capacity, processes, systems and capability before you promise



KEY BRAND BENEFITS

Functional – Locally relevant,
innovative Accessible
by
everyone everywhere

Emotional – my security and safety
partner my peace of
mind

BRAND EXTENSION

- Brand extension is when you use the same brand name for new products or services.
- New product can ride on good reputation of old known brand - easy and cost-effective market penetration strategy
- Using old brand name may not work well if image is bad



- Using old brand name may cause differentiation problem
- Be careful what products you associate to old brand name i.e Essence tissue with Essence foods.
- Affects independence of other brands - one brand fails all brands fail.

ESSENCE BRAND



Rebranding or brand enhancement

Rebranding

- Change of name
- New Identity
- Acquired/merged
- Business diversification
- Complete overhaul
- Damaged reputation
- Very Expensive

Branding enhancement

- Same name
- Renewed identity
- New share holders/team
- Innovative product development
- Phased Implementation
- Low brand respected
- Affordable



COMMON BRAND MANAGEMENT CHALLENGES



COMMON BRAND MANAGEMENT CHALLENGES



Staff attitude

- ❑ Failure to realign staff across organizational structure to buy into brand values.
- ❑ Inconsistent in service levels at different service offering-lack of set service procedures and standards.
- ❑ Lack of customer centricity

Dear United Airlines,

We have someone who does not want to vacate his seat.

Love,
South Africa

“We have First Class, Business Class
and No Class”

“Board as a Doctor, leave as a patient”

Lack of Customer Engagement

- The well-informed customer of today has access to electronic media and the ability to ask for more information and demand feedback, whilst comparing your brand with the competition.
- Interactive digital communication has changed the way we engage with customers. They want prompt answers to all questions.



Associating Your Brand With the Wrong Things

When it comes to branding, more is *not* always 'more'. In other words, use your company name, logo and other key brand elements selectively and sparingly -- especially when it comes to branded products, sponsorships, and events.

Inconsistency Across Different Platforms and Channels

- This is a simple rulebook of your company's preferred fonts, colors, imagery, logos, and other visual assets. A complete brand manual goes beyond design assets, and also includes a set of standards for your brand's values, voice, and written elements.
- Having a brand manual in place is a handy way to make sure you're presenting a consistent, cohesive message in all the places your brand appears.

**WHEN DO KNOW
YOUR BRAND IS
WORKING?**



When people:

- Say they know you

- Know your office location in town

- Talk highly of your products

- Want to associate with your company in events

- Talk about what you did for them

- Remember the good things

- Recommend your brand to other people

- Don't get you mixed up with some one else.

**WHEN DO KNOW
YOUR BRAND IS
NOT WORKING?**



When people:

- Don't know you at all

- Can't distinguish your brand from others

- Have negative perception about your brand

- Don't go back to buy your brand again

- Complain to others about your poor service or product

- Reduce their usage of your product

- Mistake you for your competitor

COMMUNICATION Targeting

Clearly identify who you want to talk to, in terms of income levels, age, gender, geography, and occupation



Customer Insights

- Research drive customer insights
- Acquire information on the current trends, behavior, opportunities and networks
- Identify Influencers and



Messaging

- Set objectives
- Develop campaign theme
- Define tone, language, model character, copy, feel and look (design)
- Call to action



Media

- Electronic, digital, print, outdoor
- Identify primary and secondary media
- Where, when, reach, circulation, frequency, audience, distribution, cost,



ERA OF NEW

Attention
Interruption
Return on
Investment
Shareholder- Driven



AGE OF NOW

Participation
Interaction
Return on
Involvement
Purpose Inspired



BRAND CHAMPIONS

Your Staff

- ❑ First point of brand experience
- ❑ Good communicators
- ❑ Ability to influence others
- ❑ Positive and energetic
- ❑ Live and breathe the brand



Brand Ambassadors

- ❑ Similar values and aspirations
- ❑ Great personality and admirable
- ❑ Must have good following and popularity
- ❑ Unquestioned reputation and respectability
- ❑ Belief in the brand



CORPORATE BRANDING

In the Insurance





ZURICH

Brand Payoff line- For Those Who Truly Love

Brand Positioning- Help people to understand, manage risk and provide protection for the things that they truly love.

Background

Zurich is global insurer shaped by its values. It is a company committed to succeeding in the long run and in putting customers' needs at the center of its business.

The Campaign – For those who truly love

Campaign is based on a simple insight that when you truly love something - or someone - you want to protect it in the best possible way, with the protection that only Zurich can provide.

Since its launch the campaign has leveraged the platform through television, billboards, print, digital advertising, and events across multiple markets. Instead of focusing on prices and or products, it appeals to the emotions.

Brand message

All communication tells a simple story in a light-hearted way. For instance, television spots show different life situations when there is “no love”, “some love” and then “true love”. For Zurich the message is clear. Zurich is there for its customers, when they need to protect what they value most in life.



ZURICH

Press

PROTECT EVERYTHING
YOU TRULY LOVE,
AT EVERY STAGE IN LIFE.
zurich.com.my



ZURICH INSURANCE.
FOR THOSE WHO TRULY LOVE.



ZURICH®



ZURICH

Social Media



Zurich ✓

June 28, 2016 · 🌐

👍 Like Page



This video will make your heart melt!

Follow the heartwarming story of a little girl and her favourite teddy bear. Watch how a little girl's true love made her go the extra mile to protect those she truly love!

Help the little girl protect her favourite teddy bear by joining our Facebook game and stand a chance to WIN up to RM30,000 worth of prizes! Visit <http://www.zurichjourneytowellness.com> ⓘ and start winning today!



3 Comments · 52 Shares · 1.9K Views



A decorative header at the top of the page featuring a blue background with a pattern of overlapping triangles and polygons in various shades of blue and teal.

John Lewis Insurance

Brand Positioning: “If It Matters To You, It Matters To Us”

John Lewis
Insurance

A silhouette of a person holding a red umbrella, positioned on the left side of the slide. The background of the slide is a blue geometric pattern.

Background

In 2013, the strength of the John Lewis brand was at an all-time high. On the back of this strength, there was increased appetite to explore where the brand could usefully serve its customers in new ways. For a department store with a stronghold in homewares and furniture, amplifying its home insurance offering seemed like a natural next step.

The John Lewis Partnership had set-up Greenbee insurance in 2006, but it had only enjoyed limited success. Sitting outside of the John Lewis brand, it was mostly unknown to consumers and the John Lewis Partners had been left similarly confused about how to present it to customers. After a name change to John Lewis Insurance and accompanying soft launch in 2010, in 2013 a decision was made to finally fully launch this brand extension.



This could not just be a cosmetic branding exercise. To carry the name it had to meet the high expectations that name creates: expectations of quality product design, outstanding service and fair prices.

John Lewis Insurance

Wedding Insurance
Cover if your supplier lets you down



Brand Strategy

The strategy was to make John Lewis Insurance a uniquely trusted brand by:

- Being a mass-market quality insurance brand. The campaign would be designed based on the core John Lewis values that loyalists already loved – **quality, outstanding service and fair prices.**
- Behaving like a true John Lewis brand. Instead of short-term price-fighting, this meant long-term brand building, leveraging a brand idea and executional approach befitting of the John Lewis brand.

The Brand Idea

John Lewis Insurance needed a differentiated brand idea that would go beyond cynical short-term sales spiking, to instead build long-term brand trust. To identify this, John Lewis used a combination of qualitative and key opinion former research and 2 powerful insights:

1. The difference between “house” and “home”. John Lewis customers saw their homes, not as 4 walls and a roof, but as a collection of the things that meant the most to their family lives. This was what they wanted to protect.

2. The threat of catastrophe wasn't the primary driver. Most John Lewis customers were buying insurance simply to mitigate against the little mishaps that peppered everyday family life. This was what they wanted to protect their things from.

Press

John Lewis
Insurance

Protection for pointes, piques and pirouettes

Our Premier Home Insurance gives you
Accidental Damage Cover free for the first
year when you buy before 2 November,
so you can let life happen

Visit johnlewis.com/insurance for a quote



If it matters to you, it matters to us

John Lewis Insurance

Press

John Lewis
Insurance

Home Insurance


Because the best dancefloors
aren't always dancefloors

> [Find out more](#)




Social Media

John Lewis
Insurance




'What matters most'




[Home](#) [Competition](#) [Products](#)

Want to win £1000 of John Lewis vouchers for making a six second Vine video? [#whatmattersmost](#)



WIN £1000
in John Lewis vouchers

To be in with a chance of winning £1000 in John Lewis vouchers, create a Vine of something that matters to you and post it with the hashtag [#whatmattersmost](#) on Twitter. Taking inspiration from the "What Matters" advert, animate your object to produce a video that shows what makes it special to you.

Find out how 

[Terms and Conditions apply.](#)

[Contact us](#) | [My Account](#) | [Cookies Policy](#) | [About Us](#) | [johnlewis.com](#)

John Lewis Insurance

[Pet](#) | [Car](#) | [Home](#) | [Travel](#) | [Pet](#) | [Wedding](#) | [Event](#) | [Life](#)

[Homepage](#) > [Home](#) > Buildings and Contents Insurance

Home Insurance

- ▶ [Get a quote](#)
- ▶ [Retrieve a quote](#)
- ▶ [Policy documents](#)

Specialist Home

- ▶ [Get a quote](#)
- ▶ [Retrieve a quote](#)

Home Insurance

With free Accidental Damage Cover*

[Get a quote >](#)



* For the first year only. For new customers purchasing Premier Home Insurance before 2 November 2015.



1st for women



1st for women

Brand positioning: Recognizing women's ability to be prepared for whatever may happen.

Brand Payoff line: Always ready. Just in case.

Background

1st for Women launched its "Always ready. Just in case" campaign in order to build on the company's current positioning of recognizing women's ability to be prepared for whatever may happen. This campaign was birthed from the scientific fact that women's brains are structurally designed for interconnectivity, making them effective at multi-skilling, as well as considering multiple eventualities.



1st for women

The Strategy

Women carry almost everything they could ever possibly need with them, just in case. They often think about leaving 15 minutes early, just in case there's traffic. Truth is, they like to be prepared for any possible situation – and are wired to do so. Women's minds are creating never-ending mental lists to make sure that they keep as many bases covered as possible.

The Brand Idea

1st for Women decided to celebrate this unique attribute in Women with their 'Always ready. Just in case' campaign which demonstrated that 1st for Women is there for all those 'just in case' moments with insurance specifically designed for women.



1st for women

The Campaign

The retail campaign brought the brand proposition: "Always ready. Just in case." to life, in a real and relatable way.

The TV advert for the campaign was a metaphor for the very role insurance plays – being prepared in case something happens. 1st for Women's insurance is specifically designed for women – not only providing car and home insurance but also supporting the inimitable needs of women by providing peace of mind and convenience through its Guardian Angel Assist service.

Press



1st for women

Starting My New Job

*Need to make a good first impression.
Don't take himself too seriously.
Just make a sandwich.*

*Don't forget to sign contract.
I should review it again.
Or actually just read it.*

*Make friends.
Everyone loves hermes.
What if someone has a gluten allergy?
Can I get food for that?*

*Whichever you do,
don't show them photos
of the kids. Too soon.
Unless they ask.*

*Find out her number.
Give hermes to finance
person first, always make
friends with finance.*

SMS 'First' to 48054 or visit www.ffw.co.za

When you get car and home insurance with us, there's a Guardian Angel to call 24/7. If you need someone to go through a contract with you, give you some tax or medical advice. Because we know you like to be prepared for just about anything.

Always ready. Just in case.


1st for women
Insurance specifically designed for women.

Every month, a portion of your policy is donated to help the fight against women abuse through the 1st for Women Foundation. Authorized PSP 70261. T&Cs apply.

©2015

Press



1st for women

Girls' Road Trip Time

*Keep that big water bottle.
In case my car overheats,
or I run out of petrol,
or I find a thirsty dog?*

*And if I lock my keys in the car?
Where's my spare key?
I should get a spare,
spare key.*

*Make new playlists.
Probably shouldn't put any
good ol' Celine songs in.
Maybe just the Titanic one.*

*Map book, in case
my phone dies
or there's no reception.
Paper for kindling.*

*What if the car
breaks down in the
middle of nowhere?
Take snacks for while
we wait.*

SMS 'First' to 39616 or visit www.ffw.co.za

When you get car and home insurance with us, there's a Guardian Angel to call 24/7 if you need your tyre changed, your car towed, or just want someone to wait with you and make sure you're safe. Because we know you like to be prepared for just about anything.

Always ready. Just in case.


1st for women
Insurance specifically designed for women

Every month, a portion of your policy is donated to help the fight against women abuse through the 1st for Women Foundation. Authorised FSP 15281. T&Cs apply.

©2014

A decorative header at the top of the page featuring a blue background with a pattern of overlapping triangles and polygons in various shades of blue and teal.

Hollard.

Brand Payoff line- “ Better Futures ”



Brand positioning

More than insurance company, with a heart and not just a head.

Background

The Hollard Insurance Company and Hollard Life Assurance Company provide short-term and life insurance as well as investment products to a diverse customer base, including individual consumers, commercial entities and corporate clients. Since inception, partnership has been at the heart of our business model.

Brand Strategy

Create a win-win-win for Hollard, our partners and our customers.

The Campaign

Hollard does so much more than just insurance – they make a world of difference in the lives of the people around them. The key insight behind the campaign is that the things they do and the way they do them enables more people to create and secure a better future.

Outdoor

Holland.



Social Media

Hollard.

Hollard ✓
@HollardInsurance

Home
About
Photos
Videos
Notes
Posts
Community

Create a Page

Like Follow Share ...

Shop Now Send Message

Status Photo/Video

Write something on this Page...

Photos

Insurance Broker in Johannesburg, Gauteng
[Open Now](#)

Community [See All](#)

Invite your friends to like this Page

144,718 people like this

144,886 people follow this

Website

Hollard.

Secure | https://www.hollard.co.za

SELECT A COUNTRY | OUR PARTNERS

Hollard.

Personal Business

Funeral ▾ Car ▾ Life ▾ Home Insurance ▾ Investments ▾ Other Products ▾ How to claim

Insuring You.
And everything you love.

Funeral

Funeral cover from R10,000 up to R75,000. Get 20% cash back!

Car

Choose from a range of Car Insurance products and find out more about our No Claim Rewards

Life

Life is about those you love. Protect them and your legacy by making plans for when you're gone.



MetLife

“Brand Payoff line : Pursue more from life.”  **MetLife**

Brand positioning: Help people live better, healthier lives

Background

MetLife is an insurance company offers solutions and guidance to help customers meet their goals and navigate life's twists and turns.

Brand strategy

Met Life recognises that we all have loved ones who we are willing to sacrifice everything for and their campaign taps into that level of appreciation and unconditional love that people feel for those they love. These are universal values that everyone believes in.


The Campaign

The underlying message of the campaign is aligned with MetLife's global brand promise to celebrate life and help people “pursue more from life”.

The campaign adopted “an aggressive digital marketing strategy”, particularly on social media and mobile, with supplemented traditional executions.

Website




[About MetLife](#)

English ▼

WHAT'S YOUR DREAM FOR YOUR CHILD?

Tell us and get a chance to win a 3-year endowment plan with a cash value of RMB 50,000.
MetLife helps parents plan for their children's education and a better future.

"My dad's story": Dream for My Child | MetLife



0:00 / 3:27

YouTube

SHARE MY DREAMS TO WIN

