



# BRANDS IN *MOTION*





YOUR ENVIRONMENT  
... ACCELERATED

# **BAD NEWS**

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## **YOU NEVER HAD CONTROL**

### **REGULATORY ENVIRONMENT**

Keeping up with today's sociopolitical complexities.

### **ECONOMICS**

Mix of leading and lagging indicators, creating uncertainty.

### **COMPETITION**

Direct competitors and what you didn't see coming.

### **STAKEHOLDERS' DESIRES**

What is it they want and is the brand listening?

### **ORGANIZATIONAL CULTURE**

Culture trumps strategy.

### **CULTURAL ZEITGEIST**

The impact of culture and prevailing norms of the moment.

### **CRISIS**

It's not if, it's when.

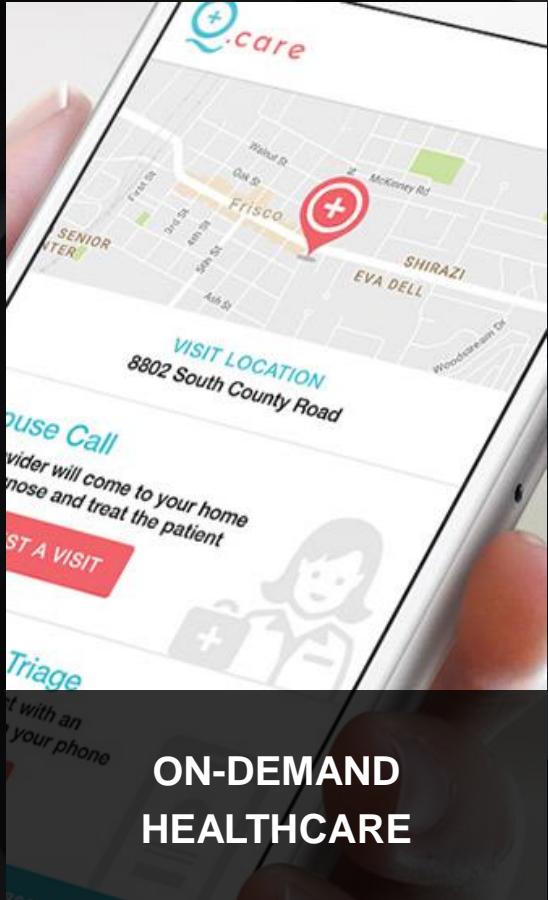
# **WORSE NEWS?**

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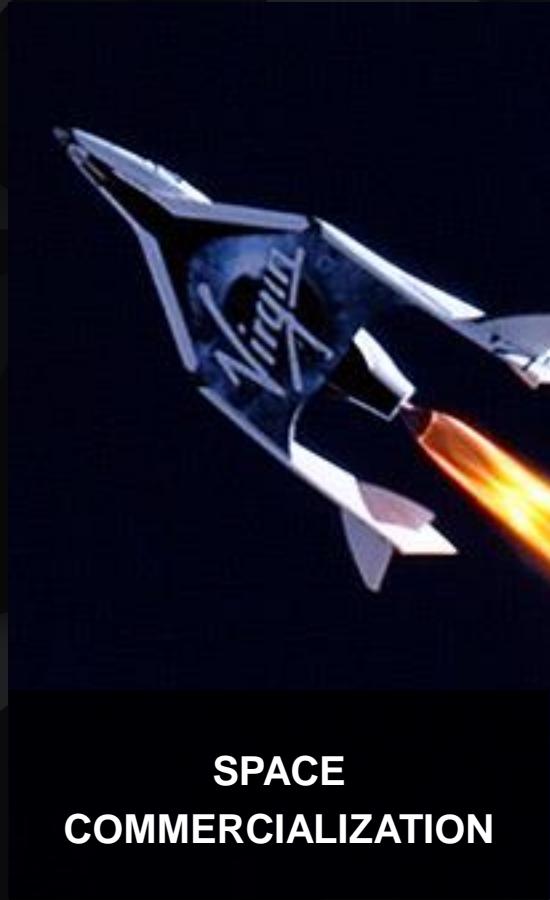
NOW YOU  
HAVE EVEN  
LESS

**LESS CONTROL...  
... MORE OPPORTUNITY**

# THE EVIDENCE



ON-DEMAND  
HEALTHCARE



SPACE  
COMMERCIALIZATION



AUTONOMOUS  
DRIVING



CASHLESS  
SOCIETY

# THE TECH-ENABLED PENDULUM

Disruption

YOU AND YOUR  
STAKEHOLDERS

Dislocation

# ... HAS UNLEASHED A MONSTER



BE ANYWHERE

MOBILE WEB



ACCESS  
ANYTHING

CLOUD

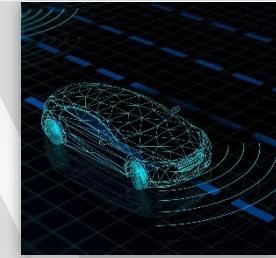
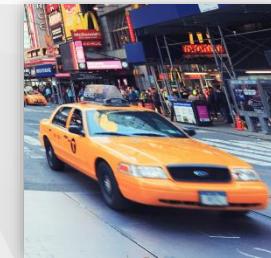


DO ANYTHING

AI

# EXPONENTIAL EXPECTATIONS

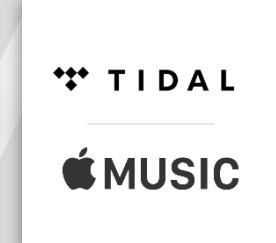
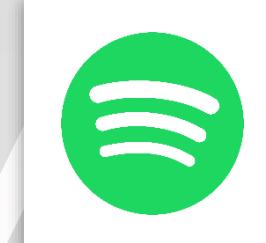
## TRANSPORTATION



## COMMUNICATIONS



## ENTERTAINMENT



# QUESTIONS

WITHOUT ANSWERS?

Are you propelling your brand?

Is something, someone else?

Or is it both?



# THE DANGER OF POSITION

# MOTION

IS THE RELATIONSHIP  
BETWEEN FORCES YOUR  
BRAND EXERTS VS.  
FORCES  
THAT ARE BEING EXERTED  
UPON YOUR BRAND

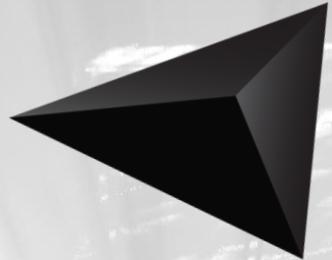
7 EXISTING  
FACTORS

WHAT  
YOU'RE  
DOING

DISRUPTION &  
DISLOCATION

EXPONENTIAL  
EXPECTATIONS

CONSUMER  
VIEW



# BRAND POSITION ASSUMES YOUR BRAND IS MOVING TO A FIXED DESTINATION

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BRAND MOTION REFLECTS THE REALITIES OF

ACCELERATION

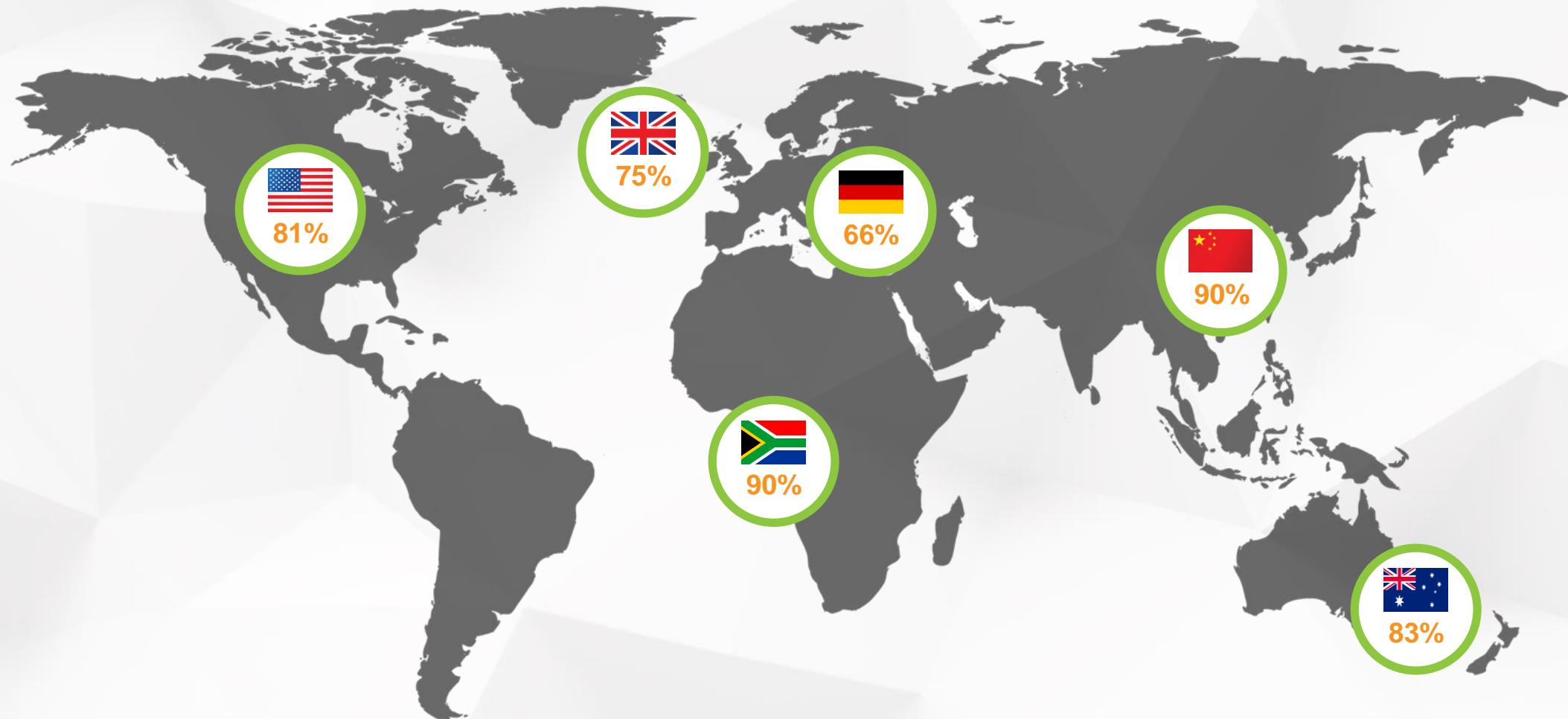
DISRUPTION

DISLOCATION

EXPONENTIAL  
EXPECTATIONS

REALITY #1

# Stability is an element of motion



REALITY #2

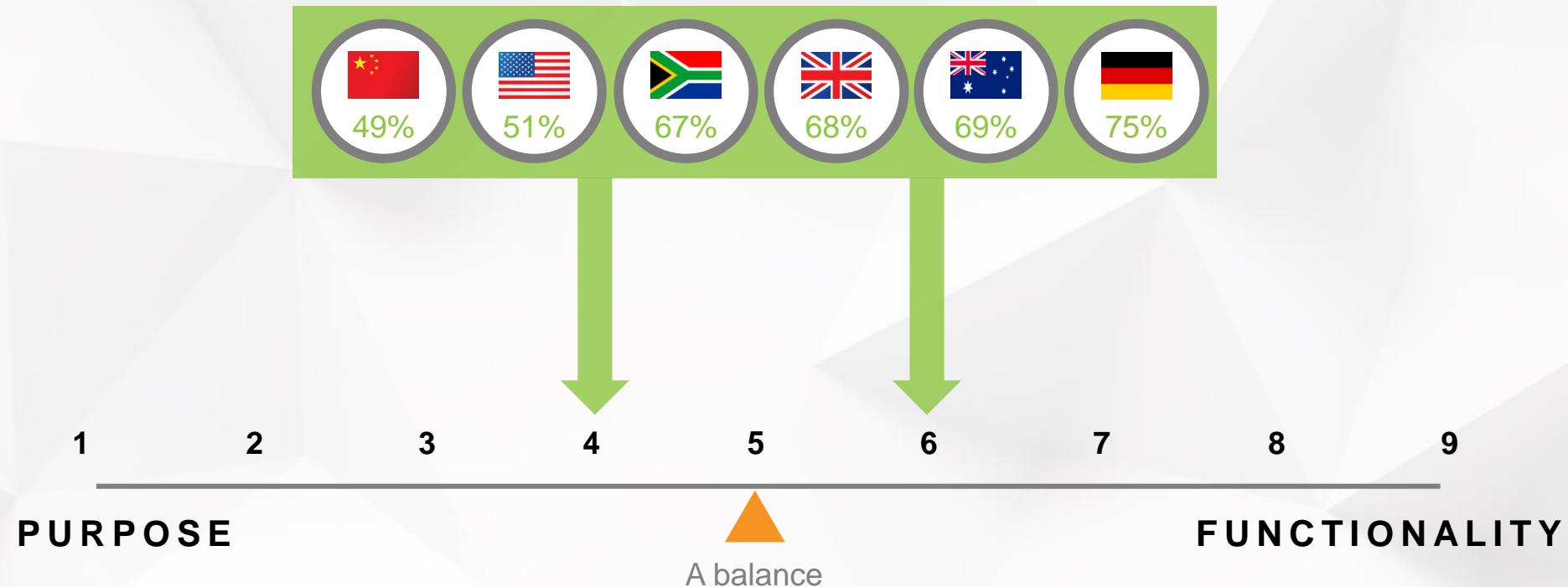
# Cutting-edge is transcendent



Survey question: How innovative are [category] companies? Stuck in the stone age or cutting-edge?

REALITY #3

# The Unilever effect



Survey question: Are you more likely to support a brand that has a: High level of purpose / participates in activism or high level of functionality / provides personal effectiveness?

**REALITY #4**

# Love you today, shame you tomorrow

**LOVE VS. HATE**



**HOWEVER**

**DEFEND VS. SHAME**



Survey question: When thinking about [category] companies do you generally: Hate them or love them?

Survey question: Suppose [category] company was publically under attack for a product or service issue. Would you: Join in on the public shaming or defend it to the bitter end?

*REALITIES* **BITE?**



**GETTING  
IN GEAR**

# WHAT YOU NEED TO KNOW

7 EXISTING  
FACTORS

CONSUMER  
VIEW

WHAT  
YOU'RE  
DOING

EXPOENTIAL  
EXPECTATIONS

DISRUPTION &  
DISLOCATION

# BRANDS IN *MOTION*

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## THE STUDY

Note all categories surveyed in all markets

### 6 MARKETS

AUSTRALIA | CHINA | GERMANY | SOUTH AFRICA  
UNITED KINGDOM | UNITED STATES

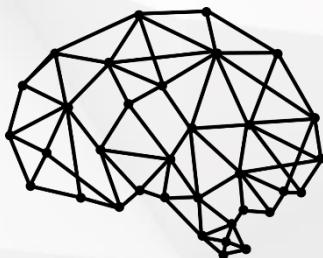
Over 3,000 consumers in each market

1,000 B2B decision makers in each market

### 8 CATEGORIES

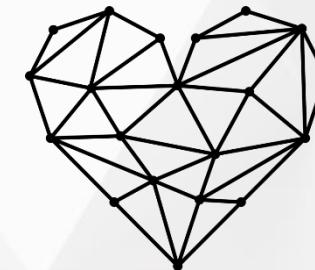
1. Computing devices & related software/hardware
2. Smart home
3. Automotive
4. Finance and/or banking
5. Health and wellness
6. Alcoholic beverages
7. Technology solutions for businesses
8. Healthcare solutions and providers

# DRIVERS



## RATIONAL DRIVERS

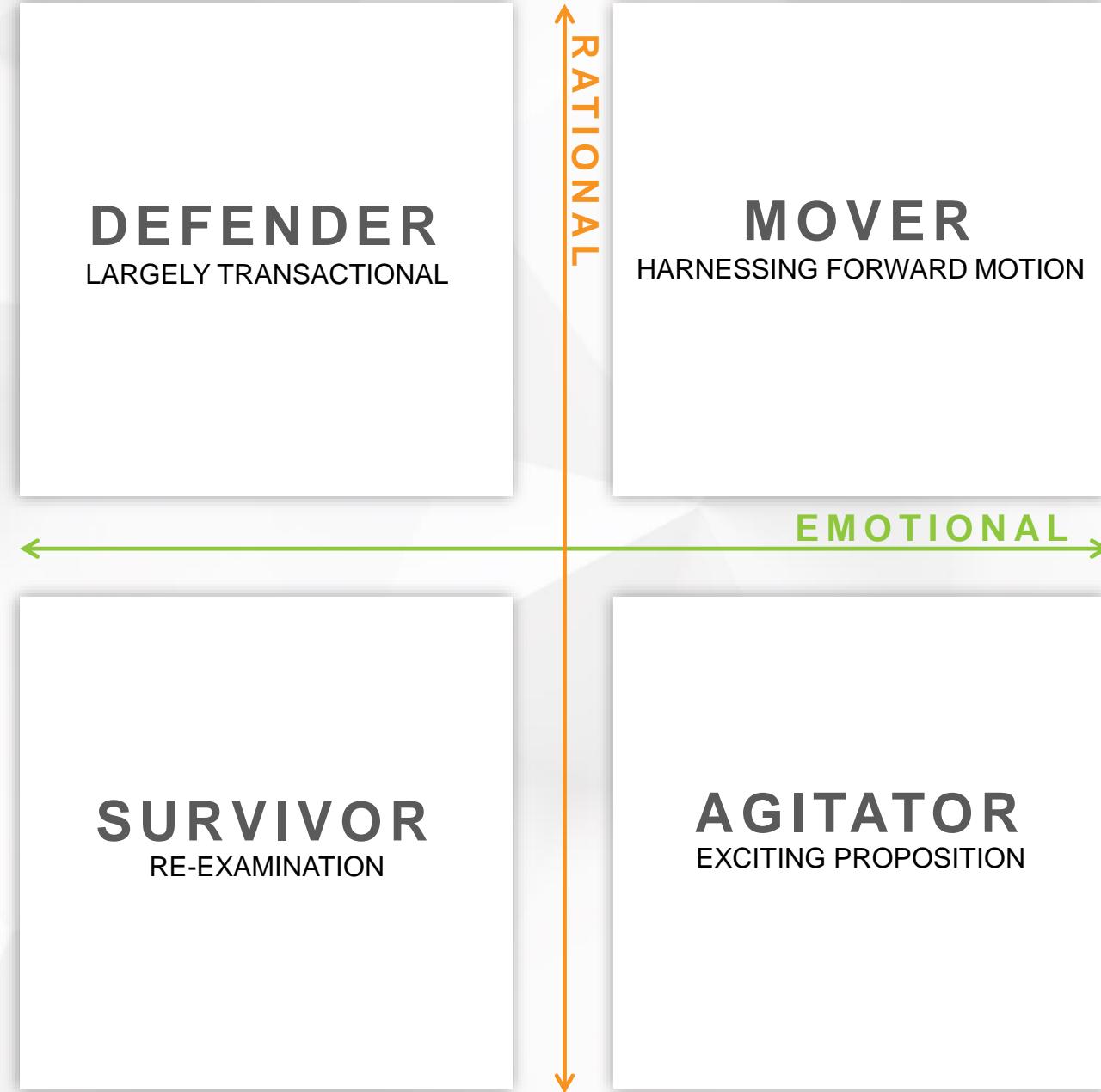
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- 1. Executive Behavior
  - 2. Innovative
  - 3. Intent to Purchase
  - 4. Necessary
  - 5. Financial Performance
  - 6. Industry Leader
  - 7. Quality
  - 8. Responsible
  - 9. Value
  - 10. Easy to Work With



## EMOTIONAL DRIVERS

- 
- 1. Customer Experience
  - 2. Defend or Shame
  - 3. Disappeared
  - 4. Love/Hate
  - 5. Overall Impression
  - 6. Social Impact
  - 7. Buzz
  - 8. Forgive/Not Forget
  - 9. Life Impact
  - 10. Shared Values

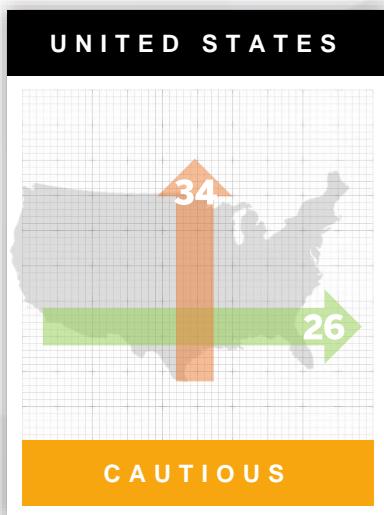
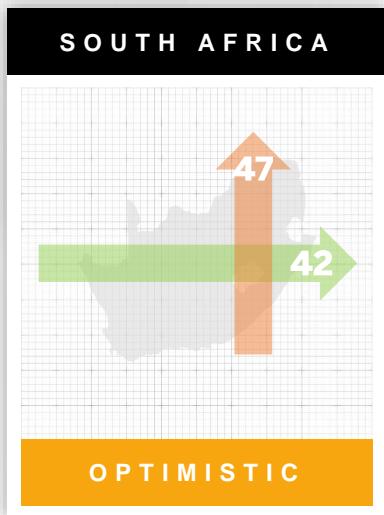
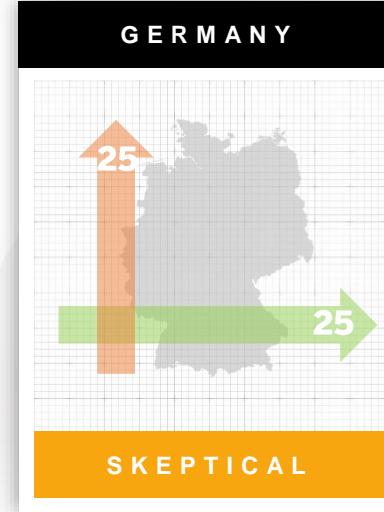
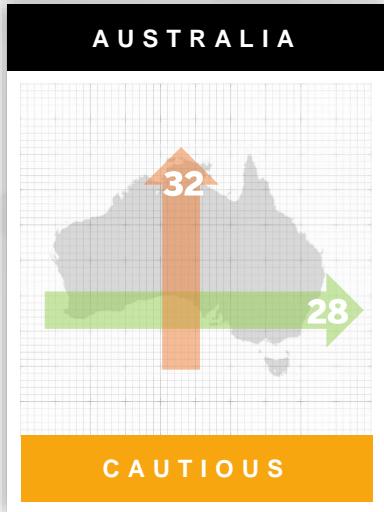
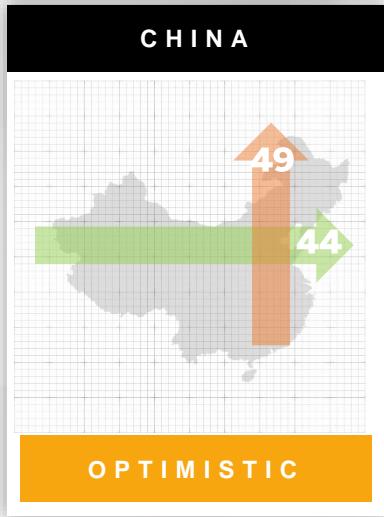
# MOTION MATRIX





WHERE  
*IT'S MOVING*

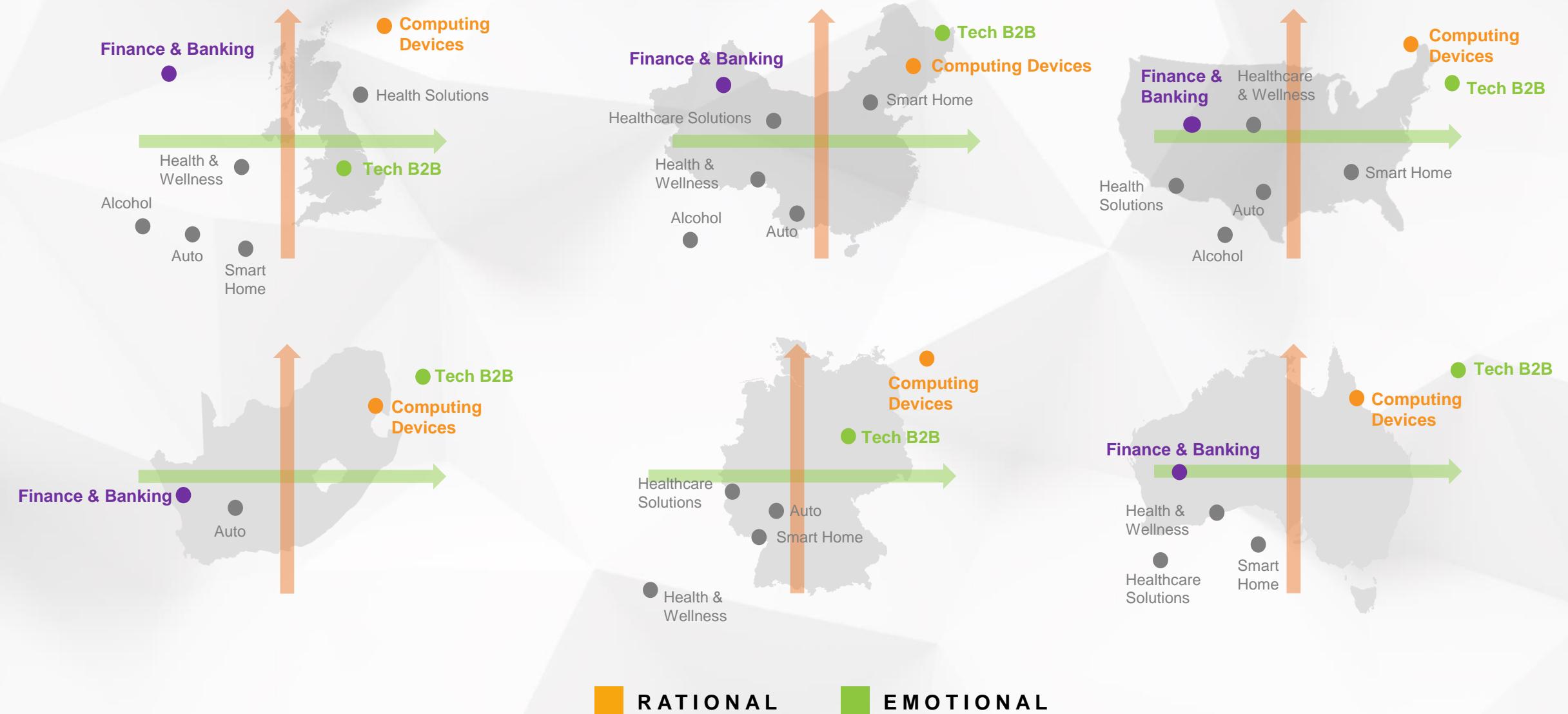
# DIFFERENT STARTING PLACES



RATIONAL

EMOTIONAL

# THE SIMILARITIES & DIFFERENCES



# AUSTRALIA



## DEFENDER

FINANCE & BANKING

## MOVER

COMPUTING DEVICES  
TECH B2B

## SURVIVOR

HEALTH & WELLNESS  
HEALTH SOLUTIONS  
SMART HOME

## AGITATOR

RATIONAL

EMOTIONAL

# CHINA



## DEFENDER

FINANCE & BANKING  
HEALTH SOLUTIONS

## MOVER

COMPUTING DEVICES  
SMART HOME  
TECH B2B

## AGITATOR

## SURVIVOR

ALCOHOLIC BEVERAGES  
HEALTH & WELLNESS  
AUTOMOTIVE

RATIONAL

EMOTIONAL

# GERMANY



DEFENDER

MOVER

COMPUTING DEVICES

TECH B2B

SURVIVOR

SMART HOME

AUTOMOTIVE

HEALTH & WELLNESS

HEALTH SOLUTIONS

AGITATOR

RATIONAL ↑

EMOTIONAL →

↓

# SOUTH AFRICA



DEFENDER

MOVER

COMPUTING DEVICES  
TECH B2B

SURVIVOR

AUTOMOTIVE  
FINANCE & BANKING

AGITATOR

RATIONAL

EMOTIONAL

# UNITED KINGDOM



## DEFENDER

FINANCE & BANKING

## MOVER

COMPUTING DEVICES  
HEALTH SOLUTIONS

## AGITATOR

TECH B2B

## SURVIVOR

ALCOHOLIC BEVERAGES  
HEALTH & WELLNESS  
AUTOMOTIVE  
SMART HOME

RATIONAL

EMOTIONAL

# UNITED STATES



## DEFENDER

FINANCE & BANKING  
HEALTH & WELLNESS

## MOVER

COMPUTING DEVICES  
TECH B2B

EMOTIONAL →

## SURVIVOR

ALCOHOLIC BEVERAGES  
AUTOMOTIVE  
HEALTH SOLUTIONS

## AGITATOR

SMART HOME

↑ RATIONAL





WHY THIS  
MATTERS

# WHY THIS MATTERS

## THE PENDULUM...

... is not slowing down.

## POSITION...

... has given way to motion.

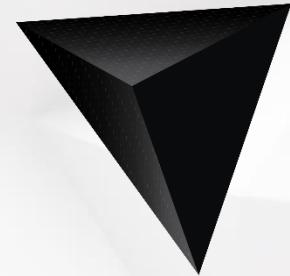
## MOTION AND THE NEW REALITIES

Shape marketing and communications:

1. STABILITY OF MOTION
2. CUTTING-EDGE IS TRANSCENDENT
3. THE UNILEVER EFFECT
4. LOVE/SHAME

## MOVER, DEFENDER, AGITATOR, SURVIVOR...

... are relative signposts.



# BRANDS IN MOTION

PLACE  
PHOTO HERE

NAME GOES HERE  
JOB TITLE

WE-WORLDWIDE.COM

