



a brand

"brands are created"

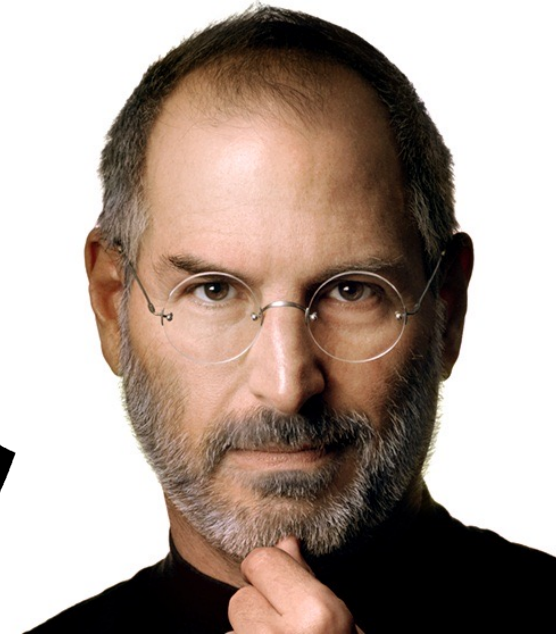
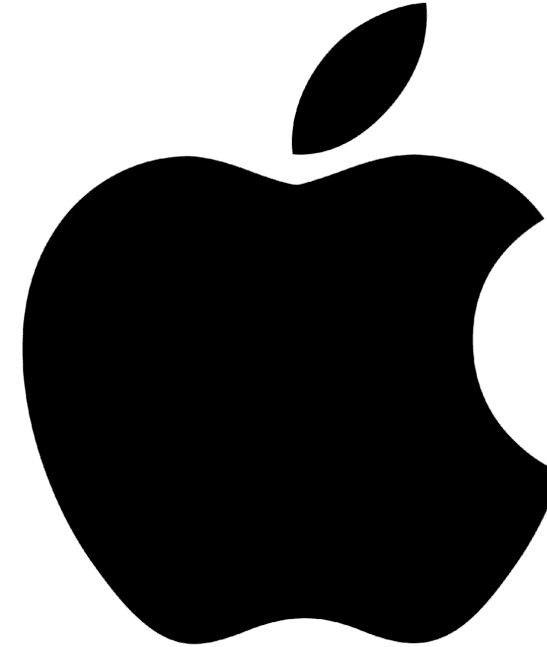
"brand creates value"

"products, services, individuals
create value"

"to create value,
create the brand first"



"value = brand"

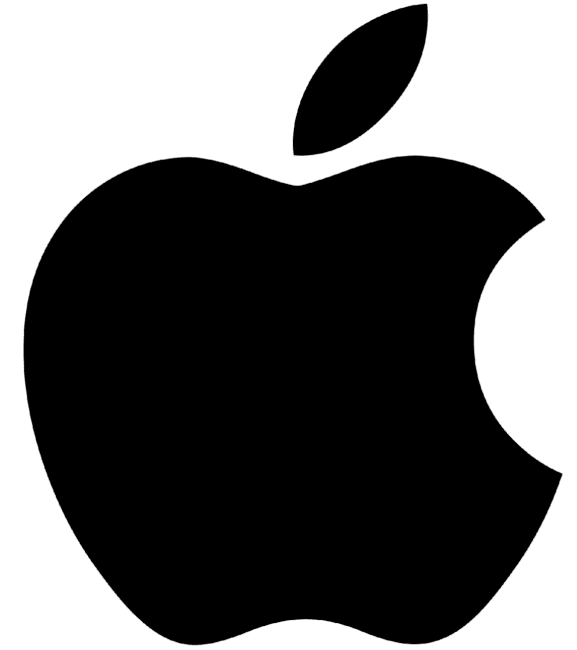
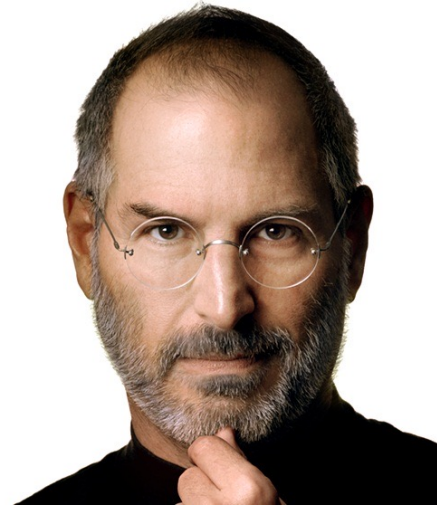


"value = brand"

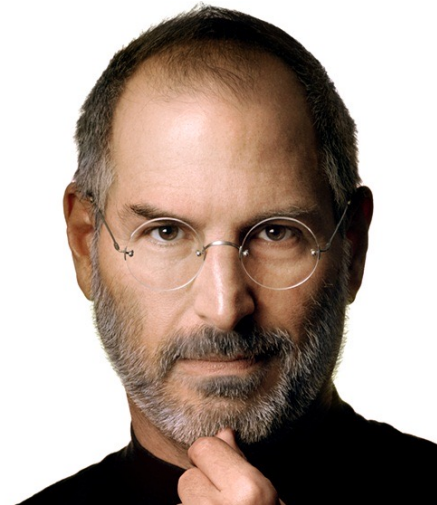


Infosys

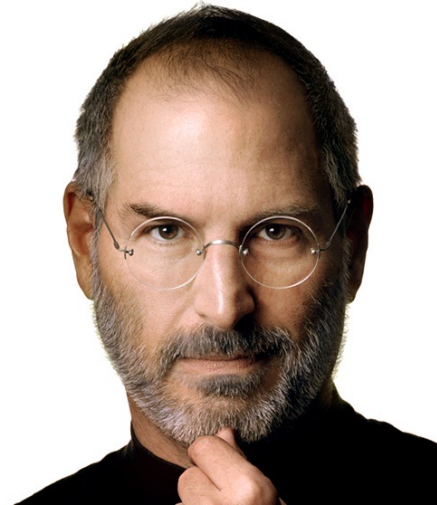
"value = brand"



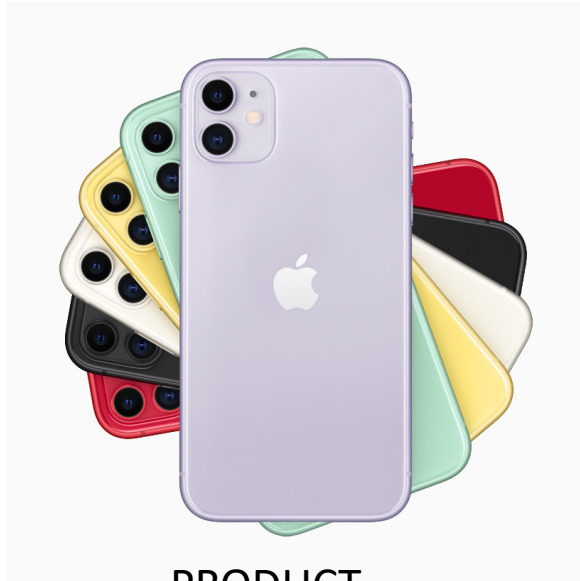
"product + service + personality
= brand = value"



"isolating one from another does
not drive full value for either"



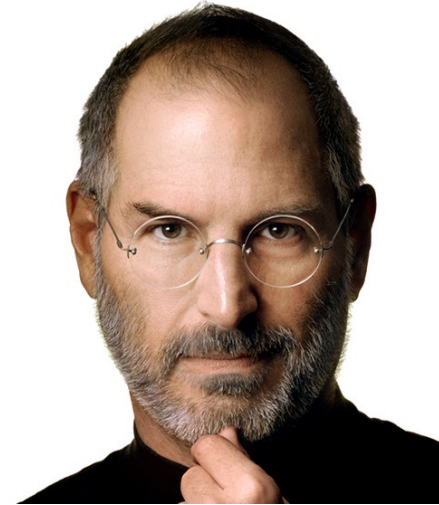
"creating value by leveraging
all components"



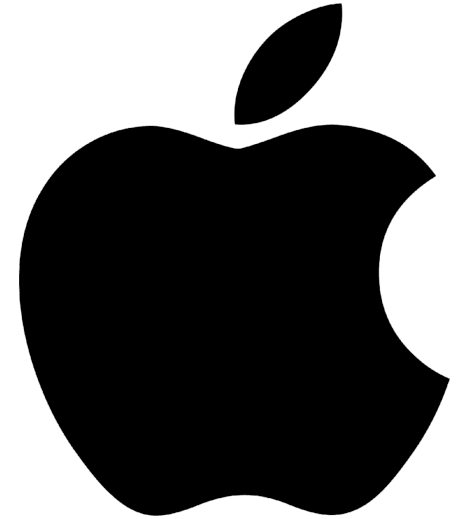
PRODUCT



SERVICES

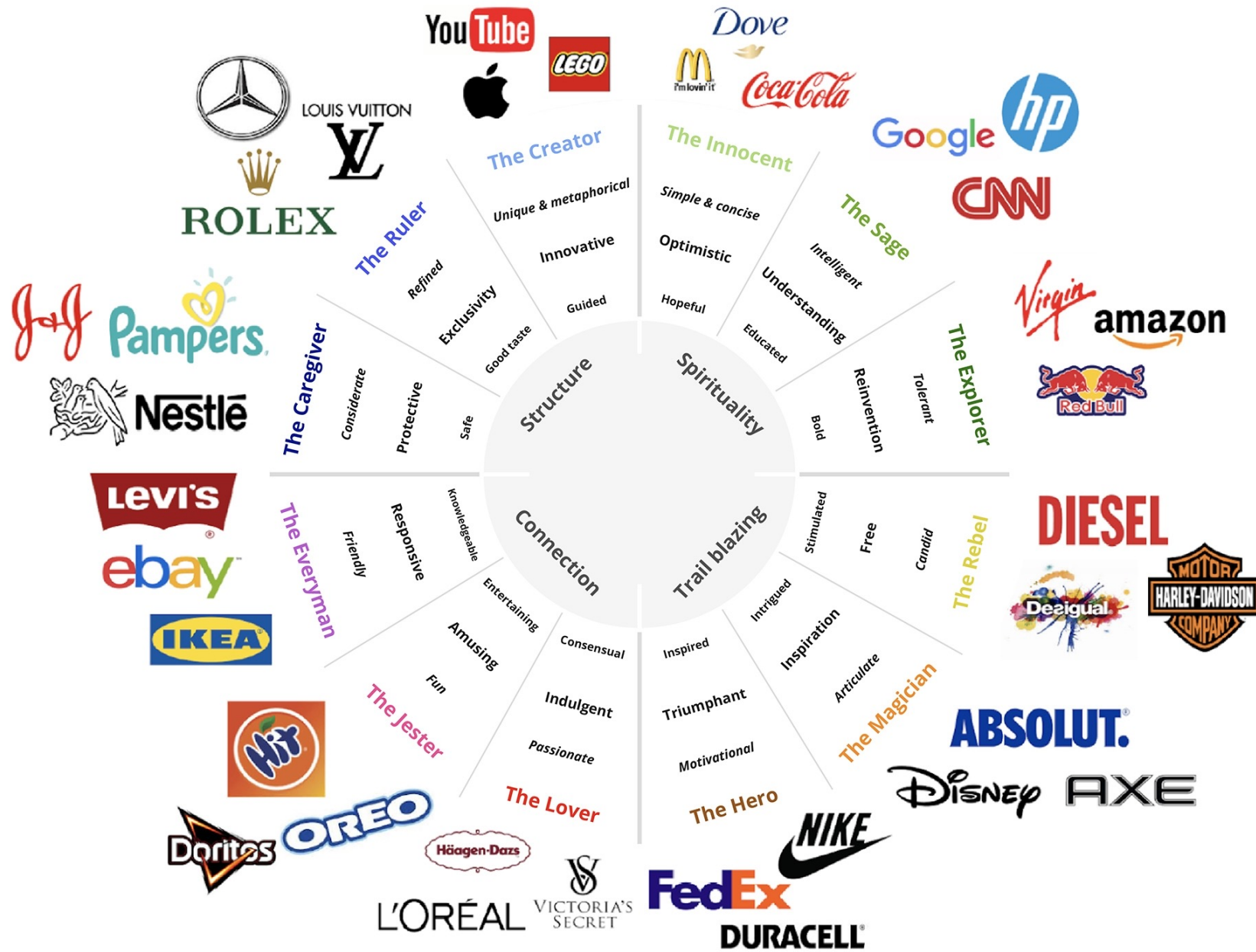


PERSONALITY



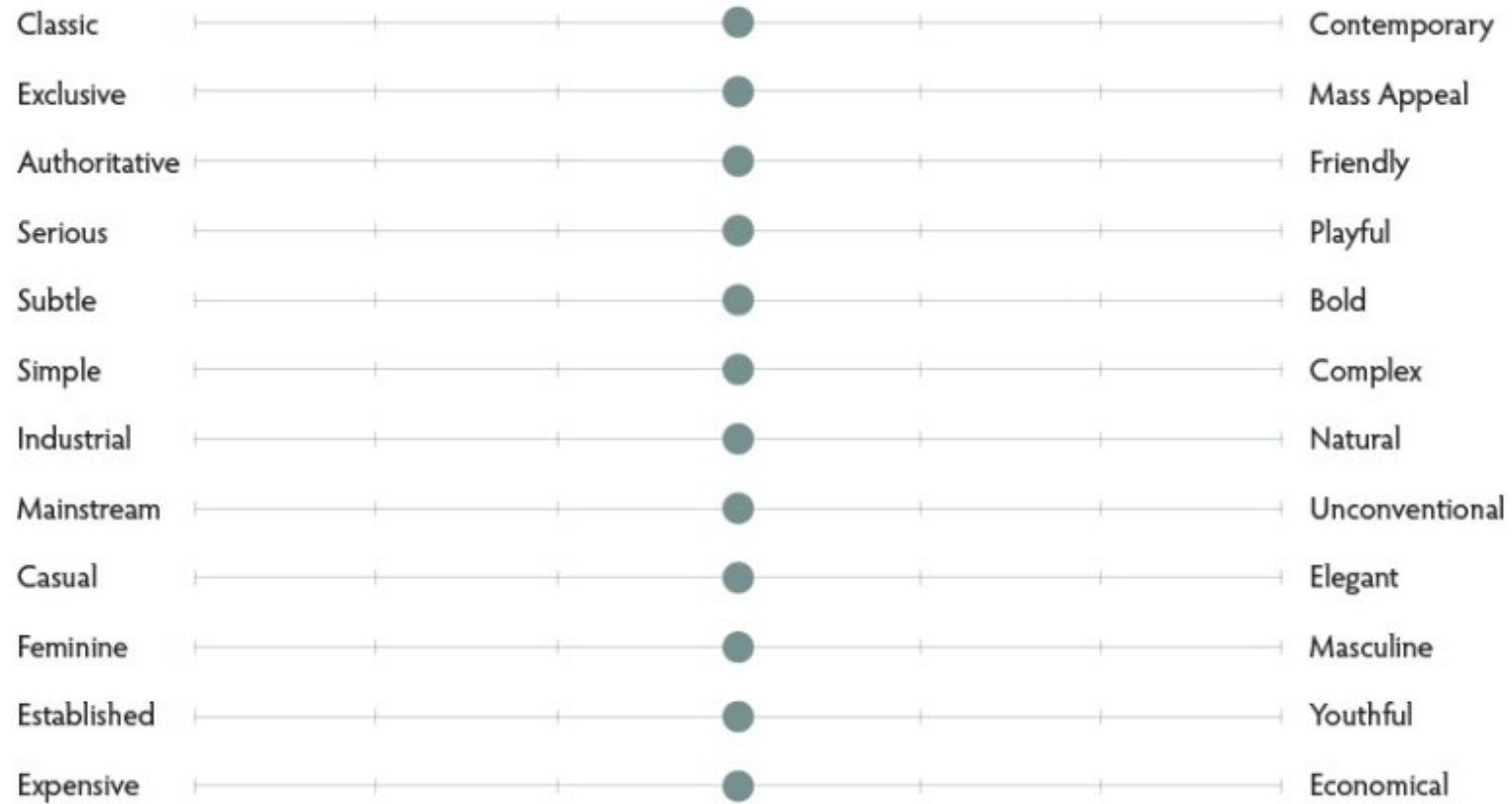
BRAND

BRAND PERSONALITY

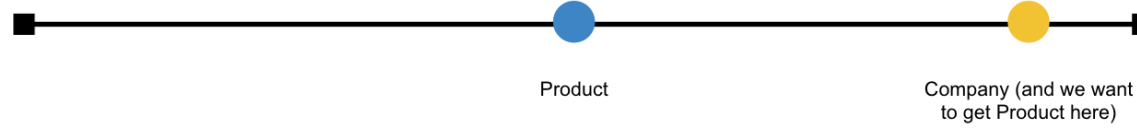


BRAND PERSONALITY

Where do you want your brand to fall on the spectrum?



 Elite
CHANEL



Mass Appeal 

 Serious



Playful 

 Conventional
HONDA



Rebel 
TESLA

 Friend
WALT DISNEY



Authority 

 Mature & Classic
Hilton



Young & Innovative 

"we do not create brands, we create
brand personalities"

"we understand –
your product, service, personality,
market, vision, aspiration –
to create your brand personality"

"your brand personality is the silent
ambassador of your brand"

"your brand personality is the silent
ambassador of your brand"

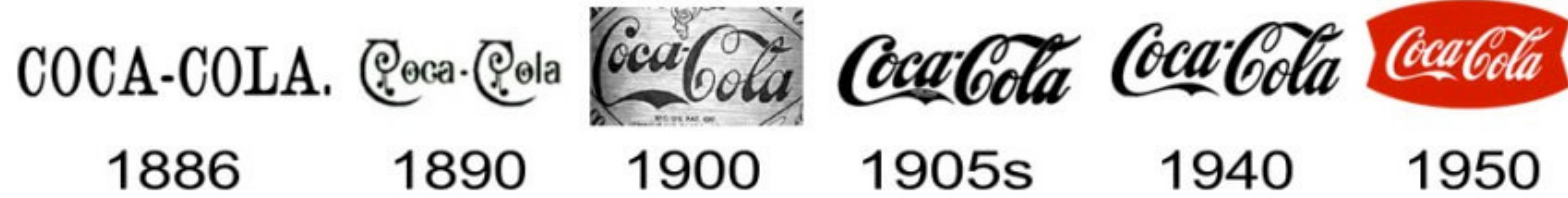
"either you determine your brand personality or the market will"

The Nokia logo consists of the word "NOKIA" in white, bold, sans-serif capital letters, centered within a solid blue square.

NOKIA

The logo for Hunt Watches. It features the word "hunt" in a bold, blue, lowercase sans-serif font. Below it, the word "Watches" is written in a smaller, blue, uppercase sans-serif font, with spaces between the letters.

"being currently relevant keeps
your brand alive"

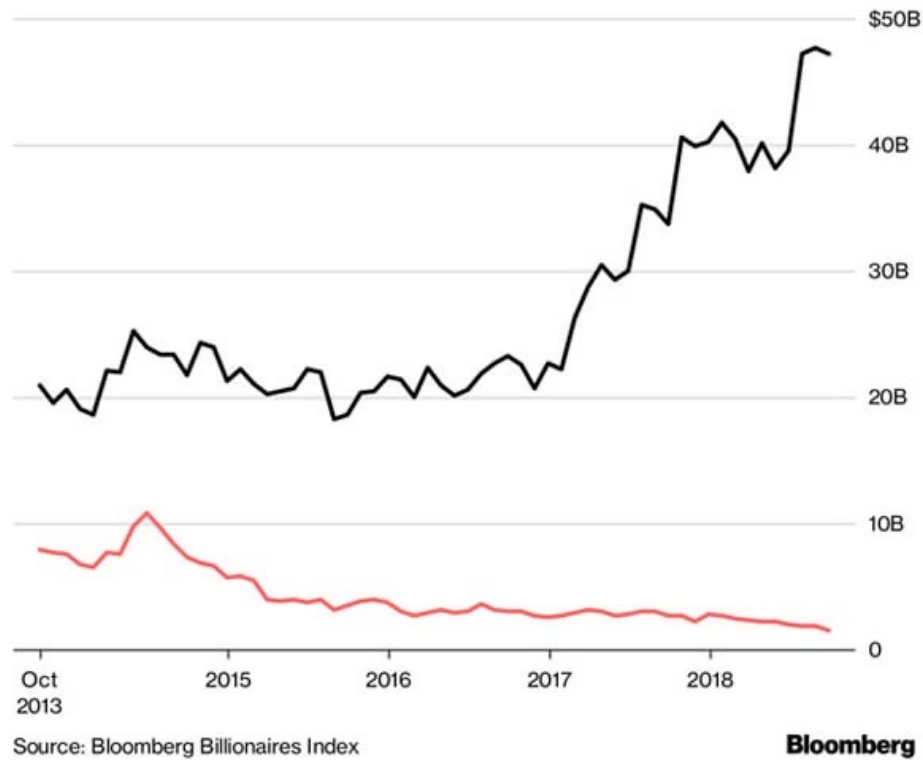


"we hit 'refresh' on brand personalities always"

"the equity your brand personality generates is beyond balance sheets"

"brand equity results in –
loyalty, awareness, image, trust,
dominance, sustainability,
perseverance ..
all adding to the health of the
balance sheet"

A Tale of Two Billionaire Bros



“how does brand personality impact
balance sheets

“we build brand personality that
impact balance sheets positively”

"we do not market, we create
brand personalities"



"advertising does not create
brand personalities"

refresh

survey

awareness

logo

strategy

perfection

Org.culture

personality

services

product

"we create brand personalities that deliver value and remain fresh"

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