

Framework,Analyses
and Findings

CORPORATE BRANDING

CONTENT



Corporate Branding
Framework 3



Corporate Branding
General Analyses 4-
14



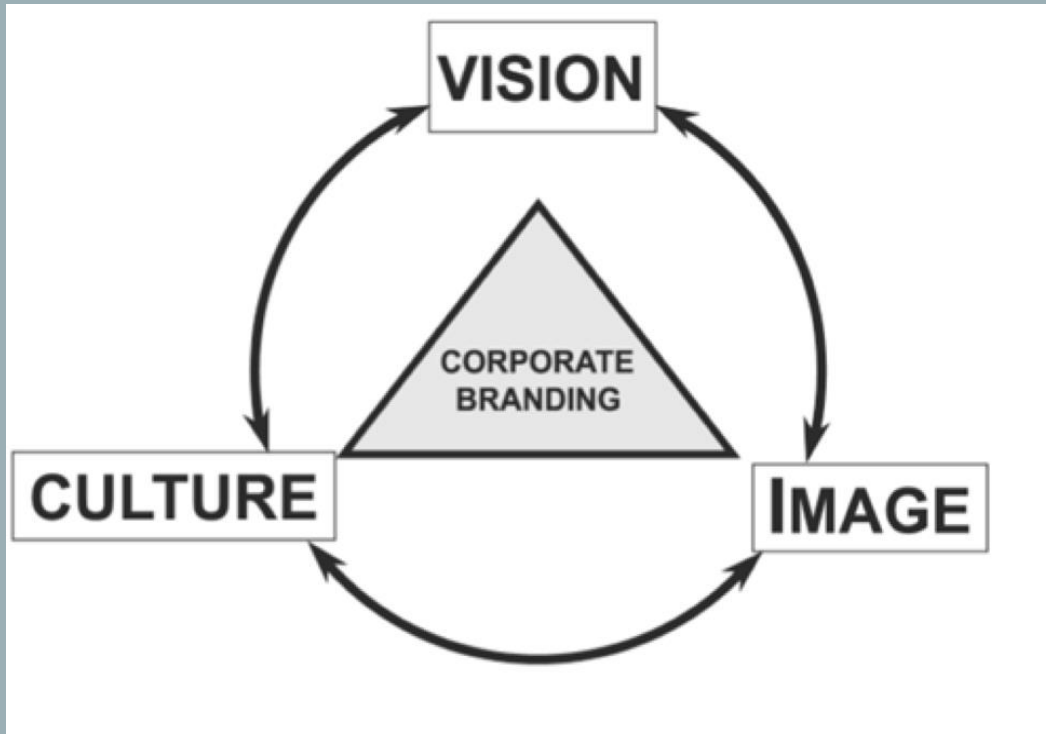
Molson Coors
Corporate Branding
Analyses 15



Learning Points &
Recommendations
16-17



Questions and
Feedback 18



STRATEGIC VISION,
ORGANIZATIONAL CULTURE,
AND CORPORATE IMAGE

- **Corporate brand** – “intends to identify, *differentiate* and position the organization based on a single and unified message, the entire product offering in the minds of *all* in the organization”
- **Touchpoints:** logo, customer services, treatment and training of employees, packaging, advertising, stationary, quality of products and services

Xbox Super Game Sale

Save up to 50% on Xbox and PC Games

[SHOP XBOX GAMES >](#)

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MICROSOFT

- **Touch point:** Product
- **Mission:** “Our mission is to empower every person and every organization on the planet to achieve more.”
- **Values:** Innovation, Corporate Social Responsibility, Diversity and Inclusion, AI, Philanthropies, Trustworthy Computing

CULTURE AND CSR

- **Employees:**
 - Belief that everyone can grow and develop, potential is nurtured not predetermined
 - Meet the learning needs of our employees around the world
 - dynamic, sustainable, and strategic programs that generate trust in our employees and enable them to do their best work
 - Programs reinforce our culture and values
 - Wellness and safety

Strengthening communities

Advancing social and economic opportunity everywhere



\$1.4 billion in software and services was donated to NGOs who are addressing important societal issues around the world.

\$158 million was donated by our employees (including Microsoft company match) to NGOs who serve the communities where our employees, customers, and their families live and work.

Microsoft Philanthropies supported more than **96,000** NGOs globally, putting us on pace to exceed our goal of empowering 300,000 NGOs by the end of 2020.

\$30 million in technology and cash donations was provided to emergency response organizations and to humanitarian organizations serving refugees.

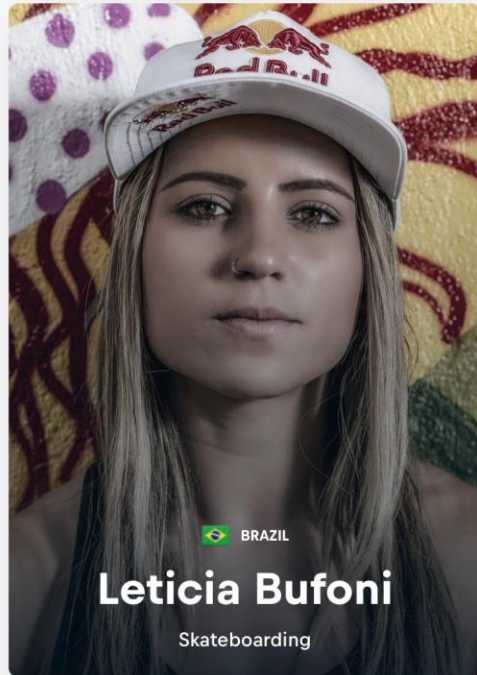
**RED BULL**

DRIFTING

See 'Mad' Mike and Eduard Nikolaev tear up Goodwood

[Watch Video](#)

- **Touchpoint:** imagery, action photos that immerse you in the experience and moment, story telling
- **Mission:** Giving Wings to People and Ideas “Giving Wings”



July 27, 2019

 Denver, CO, United States Philadelphia, PA, United States

Meet Dora, the B-Girl who's rocked jams around the world for over 20 years

Hungarian B-Girl Dora breaks down two formidable decades on the scene and how she's inspiring the ...

DANCE



Leadership: We are globally more than 11 500 individuals who have been granted an opportunity and who want to produce the best work we can. In all our roles we look at what we produce and ask...“How can we do it better ?” Profit is not our drive, it's chasing our potential. It's giving wings to people and ideas. Thank you for taking the time to look inside the World of Red Bull.



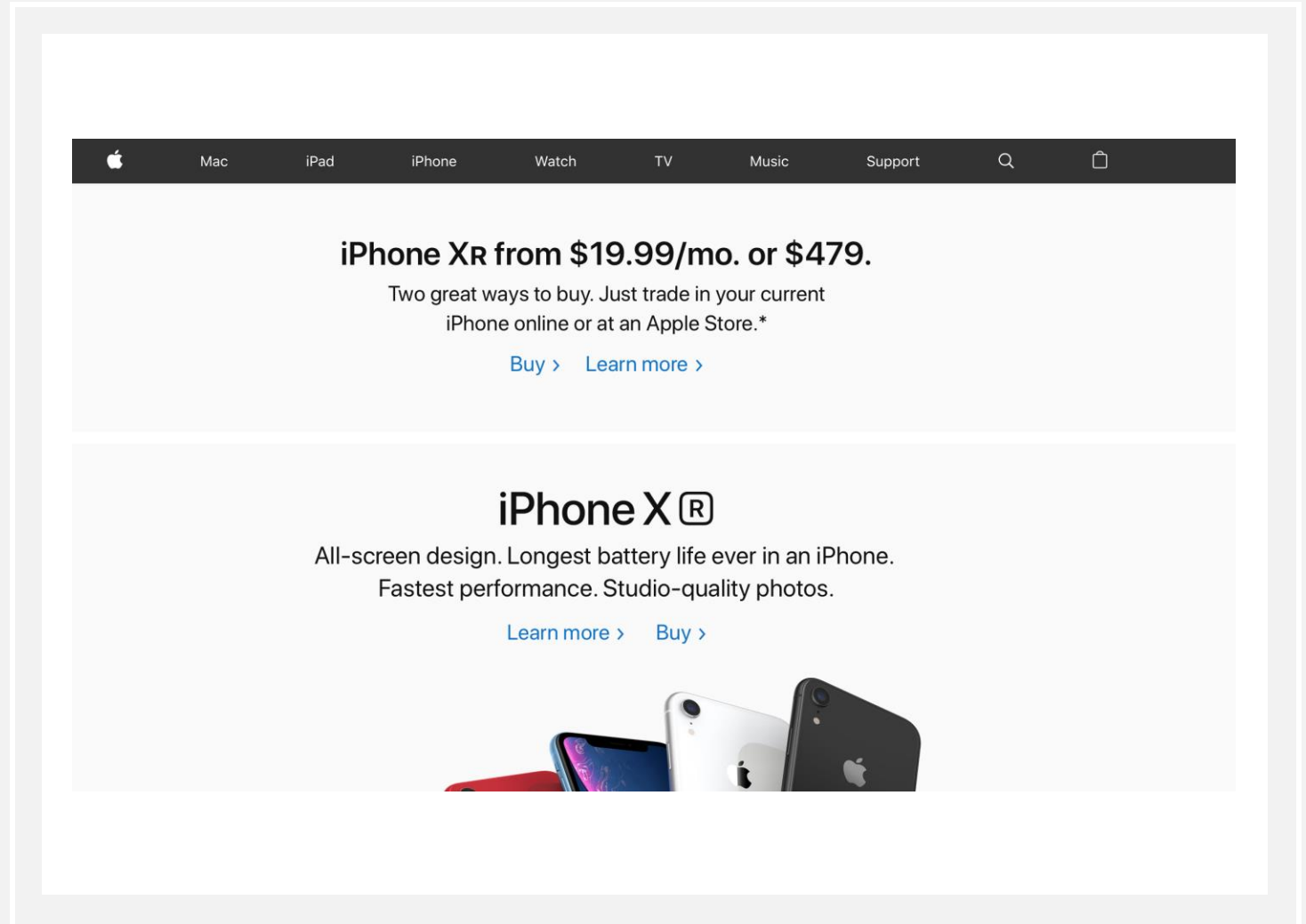
Execution: the main page shares stories of individuals, teams striving to reach their full potential



Employees: We don't have videos of smiling employees enjoying free lunches and bean bags in colorfully painted offices. Instead, please judge us by the quality and professionalism of what we produce across our many products and projects.

APPLE

- **Mission:** logo speaks as a mission statement making it its greatest **touch point**
- **Values:** Accessibility (vision , hearing, mobility, learning), Education, Environment, Inclusion and Diversity, Privacy, Supplier Responsibility





Apple and ConnectED

Giving products, support, and opportunities to schools that need them most.

Apple has been part of the ConnectED initiative since 2014, pledging \$100 million of teaching and learning solutions to 114 underserved schools across the country. We've donated an iPad to every student, a Mac and iPad to every teacher, and an Apple TV to every classroom. And we've implemented a process that provides planning, professional learning, and ongoing guidance so every school can experience the transformational power of technology.

- **Employees:** Because to create products that serve everyone, we believe in including everyone
- Amazing people together to make amazing things happen
 - Come work where sentences start with “What if”
- Share an idea and watch it grow
 - Innovative business practice to make innovative as the products

NEIGHBORHOOD

In addition to supporting our coffee-producing communities, we seek to support, nurture, and enhance the local neighborhoods that are home to our cafes. From providing free coffee to a nearby homeless shelter to helping with the community garden across the street, we work hard to engage with our environment and create meaningful connections with our neighbors.



LA COLOMBE

- **Values: Fairness** (all trading partners are to be treated fairly), **Longevity** (commitment with all coffee sources to provide a more certain future for trading partners), **Opportunity** (purchases made where there can be a greater impact), **Water** (access to clean water), **Strictly Earth Conscious** (in order to ensure future children can enjoy the same resources)
 - **Positioning** - America Deserves Better Coffee

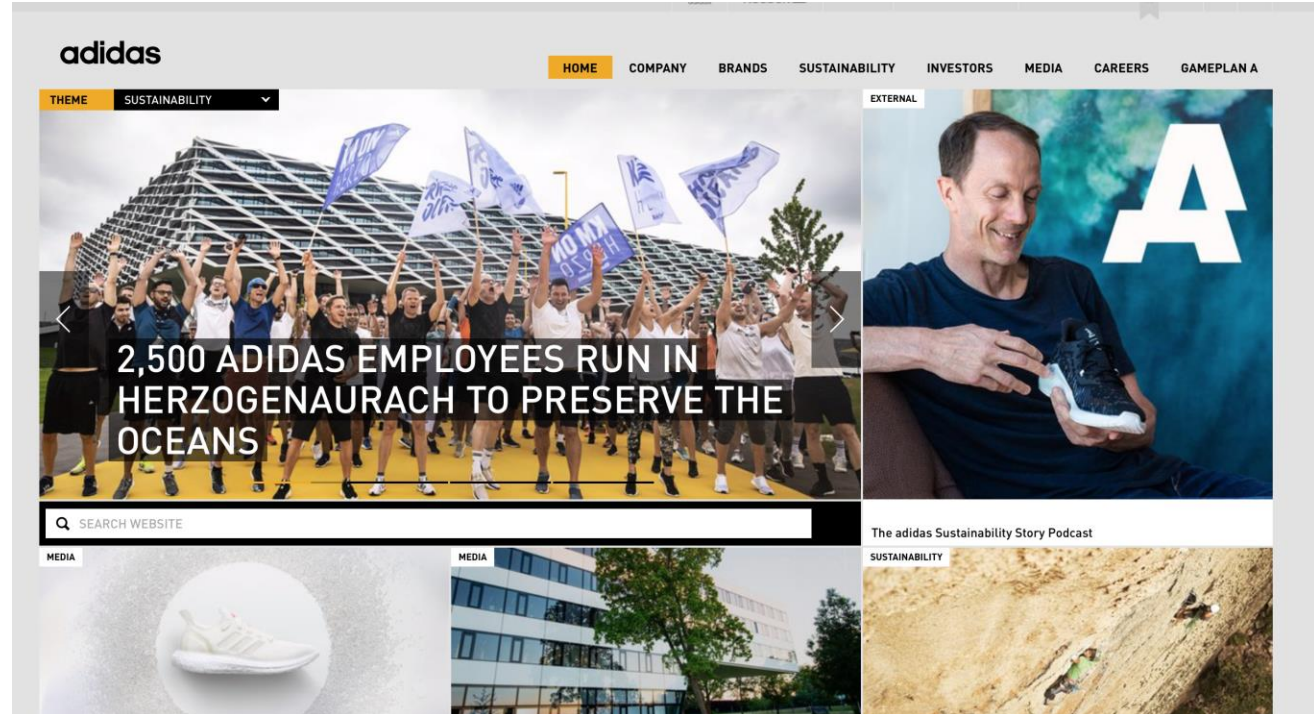
THOUGHTFUL OF PEOPLE

As one of the early pioneers of direct trade, we pride ourselves on proactive, long-term relationships with small-holder farms and socially responsible coffee-growing associations. For us, the quality of our coffee starts with the quality of these relationships. By working directly with farmers to create mutually beneficial partnerships, we can increase transparency in the supply chain, guide farming practices to yield better and better beans, and support the livelihoods of coffee-producing communities.

- **Leadership:** By sourcing and roasting with care, and borrowing on ancient and modern coffee traditions from around the world, the two have built a successful company and an elevated coffee experience for Americans. Through 20 years of hard work and innovation, the two have made sure that experience is shared in cafes and homes across the country.

ADIDAS

- **Touchpoints – Story Telling News**
- **Mission** – To be the best sports company in the world
- **Values** – Through sport, we have the power to change lives (belief)
- **Employees:** Confidence, Collaboration, Creativity
- It is our people that bring our strategy to life and make the difference in achieving our long-term goals

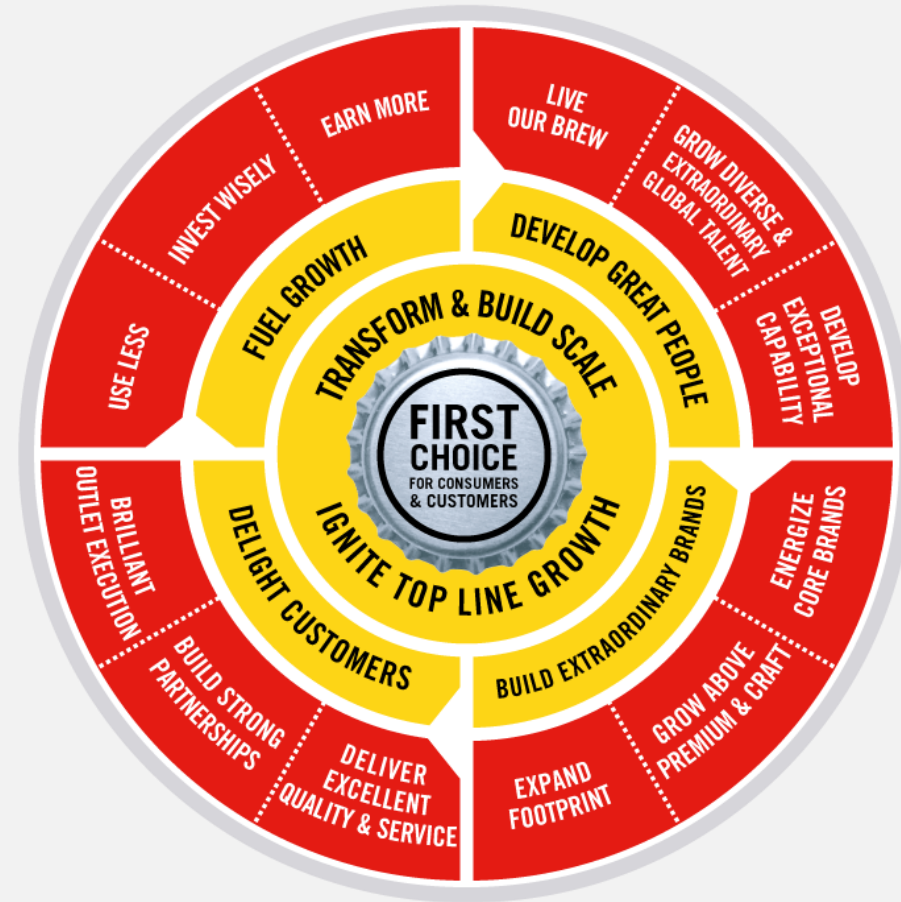




CSR

- Selected to join The Dow Jones Sustainability Indices for the 19th year in a row, 100% of the cotton were sourced globally with sustainable cotton, phased out single-use plastics in facilities, more than 99% of products are PFC free, pairs of shoes containing parley ocean plastic

MOLSON COORS

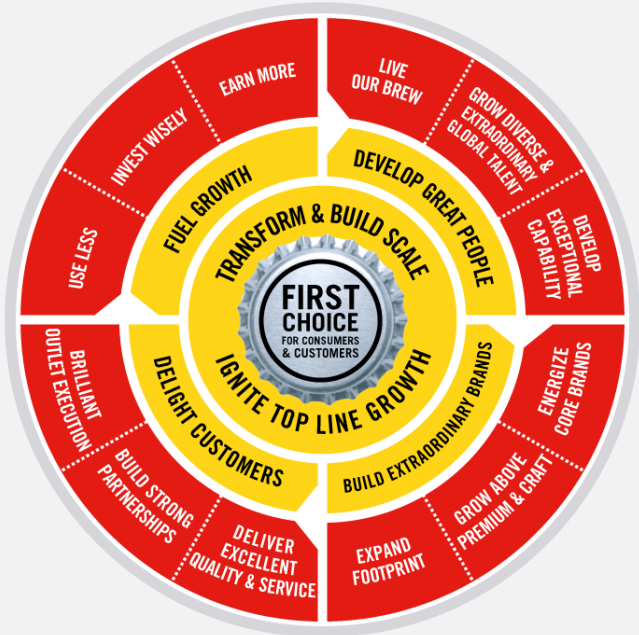


❑ “Lived” values guarantee the authentic brand behavior

- ❑ Synergy of all corporate functions to perform the translation correctly
- ❑ Offer and deliver compelling value propositions in a coordinated and mutually reinforcing way



External brand (customers)	Corporate brand	
	Benefits	Internal brand (employees)
High quality goods and services	Functional	Challenging, stimulating and fulfilling work environment
Excellent value for money	Economic	Competitive compensation and benefits
Premium products, preferred supplier	Psychological	Employer of choice, engagement with the organisation
Affinity with organisation values and belief in its societal contribution	Ethical	Affinity with organisation values from perceived congruence of its ethical dealings with employees, customers and wider society
A compelling product value proposition to current and prospective customers	Cumulative	A compelling employment value proposition to current and prospective employees



- Use mission and positioning to differentiate yourself in the market
 - Emphasize on corporate loyalty and image in an increasingly competitive market
 - Build vision from redefinitions and reinventions of core values rather than revolutionary shifts
 - connect authentically with the heritage of the company
 - Consider brand-associated stimuli
 - Mission statements should be decidedly persuasive
- ☐ Be cognizant of how various dimensions of corporate brand are delivered throughout the world



QUESTIONS AND FEEDBACK

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