

# Philip Kotler - Creating a Strong Brand

0:02

then the question is what makes a strong

0:03

brand

0:05

well here's one way to look at it

0:11

this formula of three elements

0:14

was created by the late peter doyle one

0:17

of your very best young marketers uh he

0:20

uh in his book 1997

0:23

he said that look make sure your product

0:26

benefits are

0:27

clear and compelling

0:31

but maybe the competitor has clear and

0:33

compelling

0:34

benefits as well but then add a distinct

0:37

identity

0:38

you're just different you have a

0:40

different history a different

0:42

way of doing business maybe a different  
0:44  
set of activities and then  
0:46  
make sure you've built in an emotional  
0:48  
connection with your customers  
0:51  
now you might say hey i'm strong on  
0:54  
one i'm i haven't really  
0:58  
developed a distinct identity on two and  
1:01  
there's no emotional  
1:03  
uh in the session this morning there's a  
1:05  
woman who said she's  
1:06  
her job is to brand the london  
1:10  
subway system which you never think of  
1:13  
you just take it you know  
1:15  
uh she has a feeling that the emotional  
1:18  
side  
1:19  
has needs some work um and  
1:22  
how do you really make people proud and  
1:25  
happy and going  
1:26  
on down the tube and using it  
1:30  
okay now another formulation that is  
1:33  
overlaps with that one  
1:34  
was developed by doug hall uh  
1:38

he he's a consultant for png and  
1:40  
actually does training courses in  
1:42  
marketing physics he calls it  
1:44  
not a bad idea marketing physics sounds  
1:47  
scientific  
1:48  
anyways uh when he advises p g says  
1:51  
there's got to be an over  
1:52  
benefit uh of course a set of benefits  
1:55  
but something  
1:56  
stands out about the benefit but it has  
1:59  
to be believable  
2:01  
i mean you can claim a benefit that  
2:03  
people could sort of say well that's  
2:05  
just  
2:06  
exaggeration and then it has to make a  
2:09  
dramatic difference in our life  
2:11  
uh or in in in the way we  
2:15  
operate without if we didn't have it it  
2:17  
creates a dramatic difference  
2:19  
so there are different formulations and  
2:21  
you could take any of your products and  
2:23  
see how  
2:24

these two encoding approaches work  
2:27  
okay there's a process but  
2:31  
one of the insights is branding belongs  
2:34  
not to the marketing department  
2:37  
it may generate from the marketing  
2:39  
department but it is  
2:40  
an organizing principle for the whole  
2:42  
offering  
2:44  
it is a management tool the brand is  
2:48  
used throughout the organization and you  
2:51  
even have to  
2:53  
sell your retailers and your your  
2:55  
wholesalers  
2:56  
to live the brand if they carry your  
2:59  
product  
3:00  
i mean don't just get your own sales  
3:03  
force to  
3:04  
live the brand you've got to get  
3:05  
everyone in your network  
3:08  
to invest in the brand  
3:11  
and not spoil it you know any  
3:14  
retailer can spoil your brand by saying  
3:16

well if you want a better tv

3:18

set why don't you buy the samsung

3:21

instead of the xyz

3:23

so if your if your retailers are not

3:26

haven't bought into the

3:28

value proposition by the way there are

3:31

one of the biggest problems is your

3:33

sales force hasn't stuck to the value

3:36

proposition

3:38

a sales person might do anything to get

3:40

the sale

3:41

say anything things that shouldn't be

3:44

said

3:45

as a reason to buy your product and one

3:48

of the headaches of marketers is

3:49

god the salesman they don't stick to the

3:52

value proposition

3:53

they'll cut the price instead of selling

3:56

the price

3:56

they sell through the price by cutting

3:58

the price and getting the sale