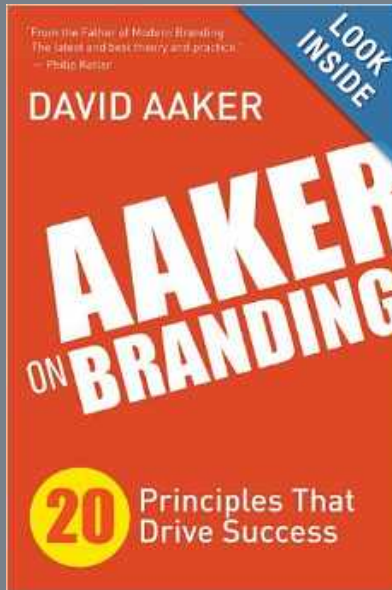


Prophet

Aaker on Branding Four Big Ideas



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World Marketing Summit, Tokyo
September, 2014

Aaker on Branding-Four Big Ideas

- **Subcategory Competition**

Aaker on Branding-Four Big Ideas

- Subcategory Competition
- **Brand as Asset**

Who Does Marketing



Seat at Executive Table

What Marketing Does

Strategy

- Customer Insights
- Segmentation
- Value Proposition



imagination at work

Imagination
Breakthroughs

How Marketing is Measured

Short-term
Sales



Brand Equity

- Perceptions
- Visibility/Credibility
 - Loyalty

Transformational Marketing Ideas

Mass Marketing
Marketing Concept
Market Segmentation

Transformational Marketing Ideas

Mass Marketing
Marketing Concept
Market Segmentation

And

Brands Are Assets

Aaker on Branding-Four Big Ideas

- Subcategory Competition
- Brand as Asset
- Customer Sweet Spots

Brand Goals



Visibility



Energy



Relationship
Beyond
Transactions

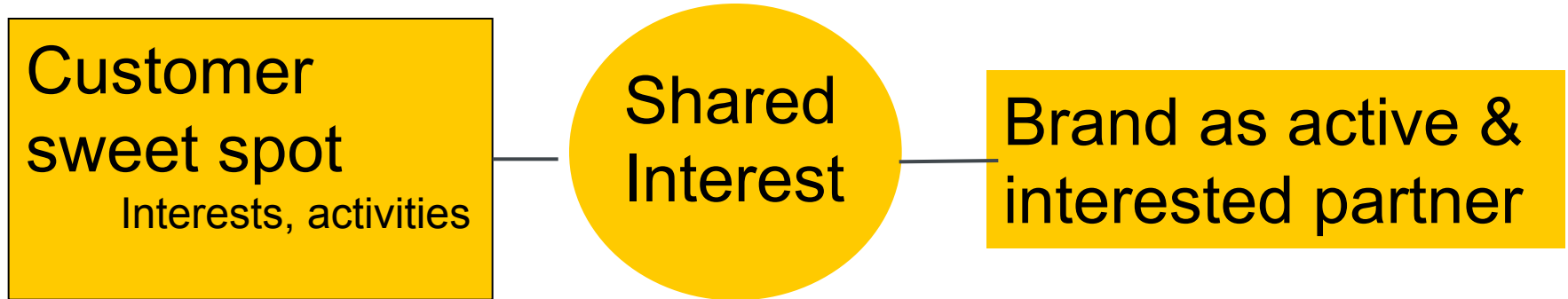


Be Social Media Player



Be Liked

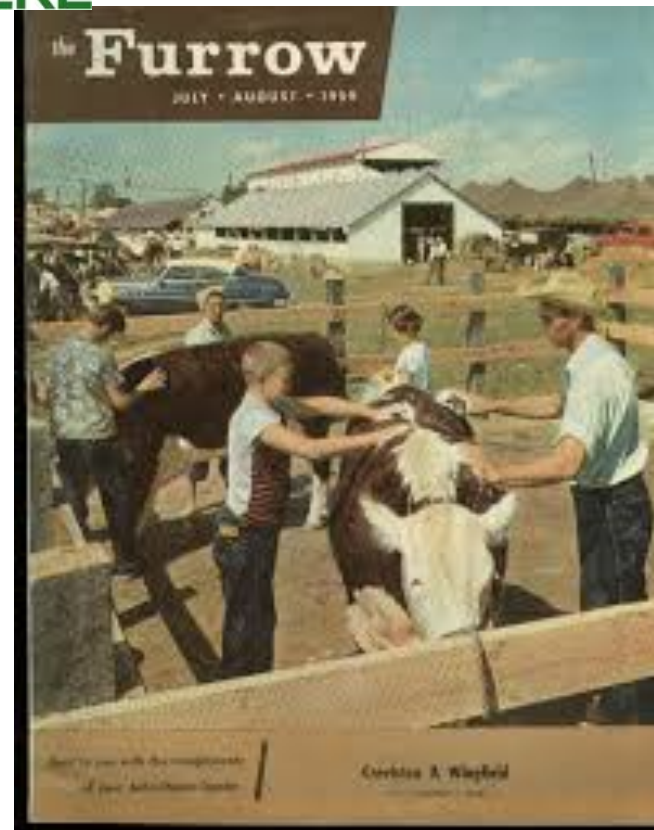
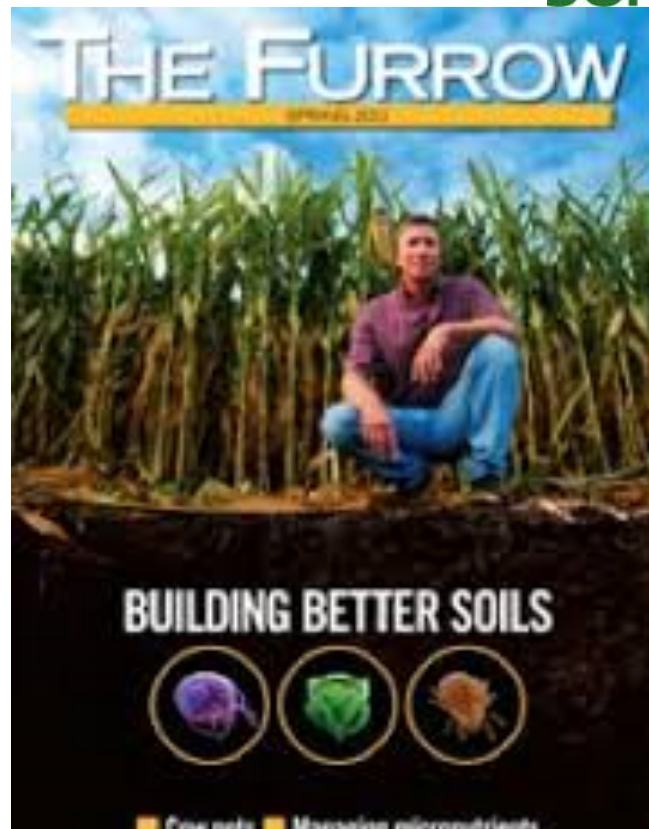
Finding a Shared Interest with Sweet Spot



John Deere—Improving Farming



JOHN DEERE



Pampers—Baby Care

The screenshot shows the Pampers Village website homepage. At the top left is the Pampers Village logo with the tagline "where we grow together™". To the right of the logo are links for "Sign In" and "Forgot Password?". Below these is a "Join Now!" button with the text "Get Great Offers & Discover the Community". In the top right corner, there is a language selector for "English | Español" and a "Gifts to Grow" banner that says "Earn GREAT Rewards with Gifts to Grow!". Below the banner is a search bar labeled "Search Pampers" with a "Go" button. A navigation menu contains buttons for "Pregnancy", "New Baby", "Baby", "Toddler", "Preschooler", "Me", "My Family & World", and "Shop". The main content area features a large teal banner with the text "Together we could help millions" and a sub-headline "When we get enough commitments to a Little Miracle Mission, Pampers will help many more." Below this is a "Facebook I WANT TO HELP" button and a row of five small images. Below the banner are three columns: "Helpful Tips & Tools" with a "Let's grow together." section, "Gifts to Grow" with a "Find out more" button, and "Our Products" with a "Product Information" button. At the bottom, there are partial sections for "Coupons & Special Offers" and "Real Pampers Stories".

Pampers Village
where we grow together™

Choose a language: English | Español

Sign In
Forgot Password?

Join Now! Get Great Offers & Discover the Community

Earn GREAT Rewards with Gifts to Grow!

Search Pampers Go

Pregnancy New Baby Baby Toddler Preschooler Me My Family & World Shop

Together we could help millions

When we get enough commitments to a Little Miracle Mission, Pampers will help many more.

[Facebook I WANT TO HELP](#)

Together we could help millions.

Helpful Tips & Tools

Let's grow together.

Get info and resources for every stage of your baby's development.

Pregnancy New Baby Baby

[Read More](#)

Gifts to Grow

With Gifts to Grow, the Pampers you buy become rewards for you & your family.

[Find out more](#)

Already a member? Log in!

[Read More](#)

Our Products

Find the right products for your baby.

[Product Information](#)

[Read More](#)

Coupons & Special Offers

Real Pampers Stories

Avon—Women's Involvement in Breast Cancer



Raised \$640 million since 1992

Educated 100 million women

Red Bull—Edgy, Extreme, Energy



Brand Goals



Visibility



Energy



Relationship
Beyond
Transactions



Be Social Media Player



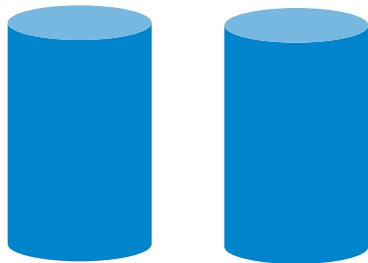
Be Liked

Aaker on Branding-Four Big Ideas

- Subcategory Competition
- Brand as Asset
- Customer Sweet Spots
- **Silo Coordination**

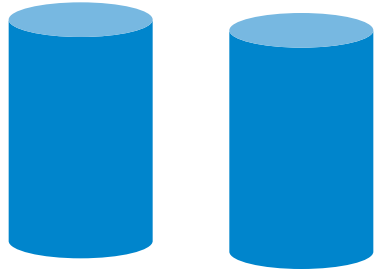
The Silo World

Product Silos



HDTV

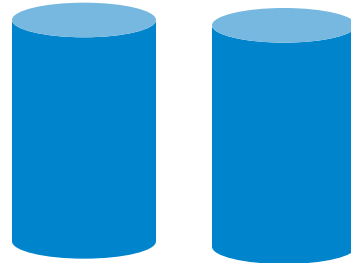
Copiers



Projectors

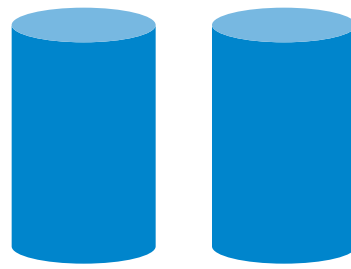
Medical

Country Silos



US

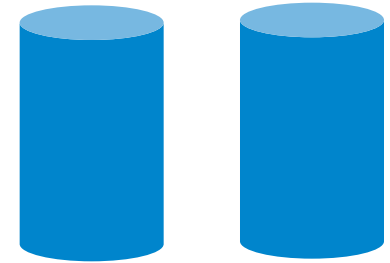
France



Far East

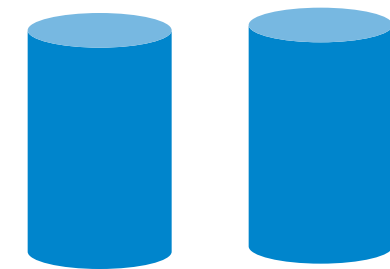
Africa

Functional Silos



Sales

Advertising



Sponsorship

Digital

Silo-Driven Problems

- Silo-spanning offerings & programs inhibited
- Brands Confused
- Good Ideas Not Leveraged
- Resources Misallocated



Foster Cooperation and Communication

Isolation and
Competition



Cooperation and
Communication

Chevron/Texaco
Global Brand Council

MasterCard
World Cup
Task Force

Reward
Collaboration

Cross-Silo
Events

Non-Threatening CMO Roles

Facilitator



Hispanic
Mom & Kids
Walmart

Service Supplier



Segmentation

Strategic Partner
Consultant



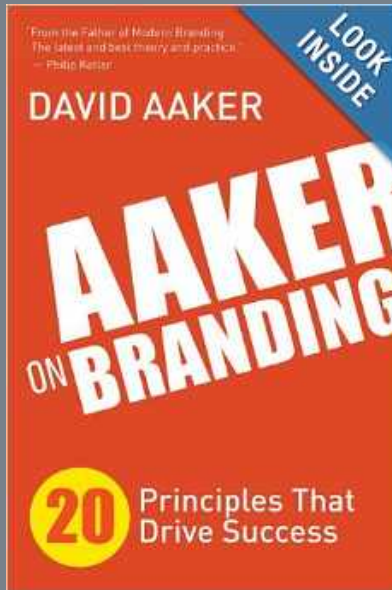
Develop
Brand Strategy

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