

IX Seminario Internacional de Comunicación
Banco Central de la República Dominicana

Estrategia de marca e identidad corporativa

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¿Qué es una marca?

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Es lo que hace que quieras llevar  en
tus pies, conducir un  y tener siempre
 en tu nevera

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¿Qué es una marca?



La marca es un portafolio de significados.

El conjunto de sensaciones, experiencias y emociones
que se establece entre el consumidor y la empresa

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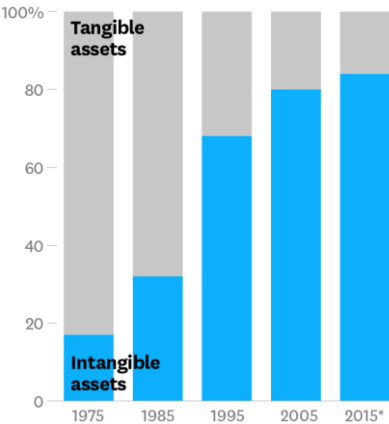
¿Por qué necesitamos marcas fuertes?

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What Drives the Market Value of the S&P 500?

Since 1975, the companies on the S&P 500 have increasingly derived more value from intangible assets—intellectual property, brand awareness, digital platforms, etc.—and less value on traditional physical assets.

PERCENTAGE OF MARKET VALUE



*AS OF JANUARY 1, 2015
SOURCE OCEAN TOMO

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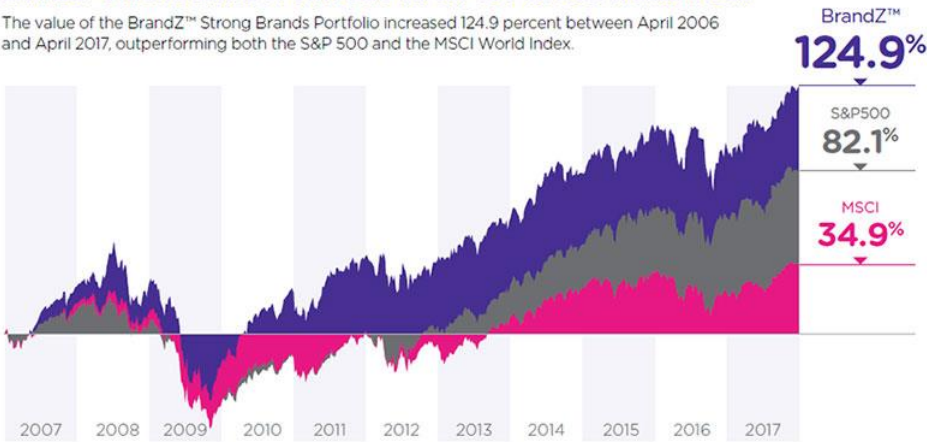
COMPONENTS of S&P 500 MARKET VALUE



SOURCE: OCEAN TOMO, LLC INTANGIBLE ASSET MARKET VALUE STUDY, 2020
*INTERIM STUDY UPDATE AS OF 3/1/2020

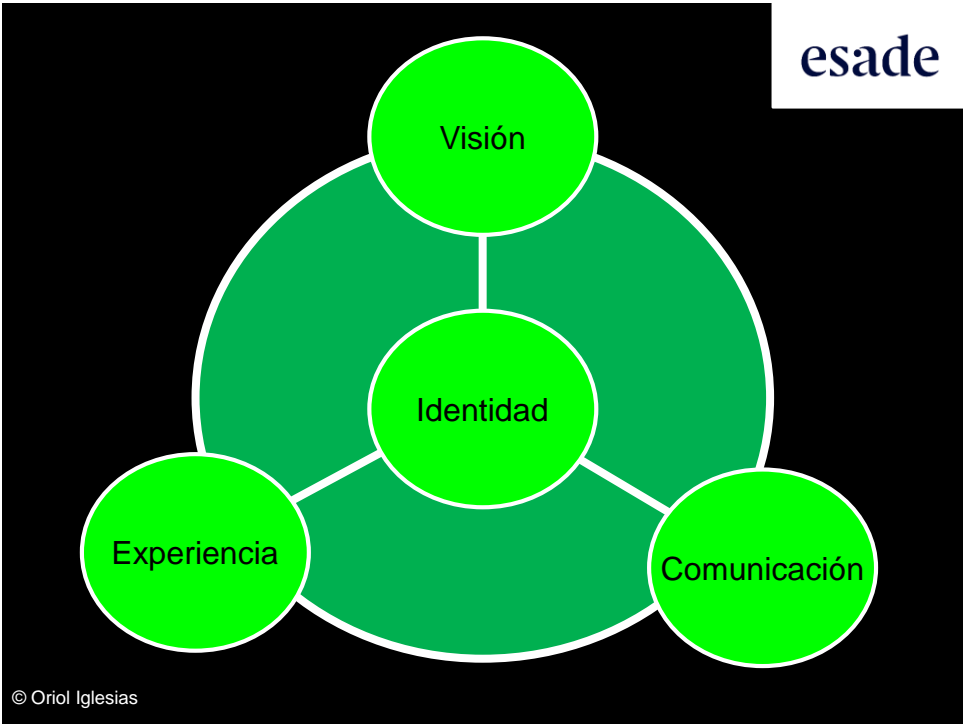
BRANDZ™ STRONG BRANDS PORTFOLIO VS. S&P 500 VS. MSCI WORLD INDEX

The value of the BrandZ™ Strong Brands Portfolio increased 124.9 percent between April 2006 and April 2017, outperforming both the S&P 500 and the MSCI World Index.

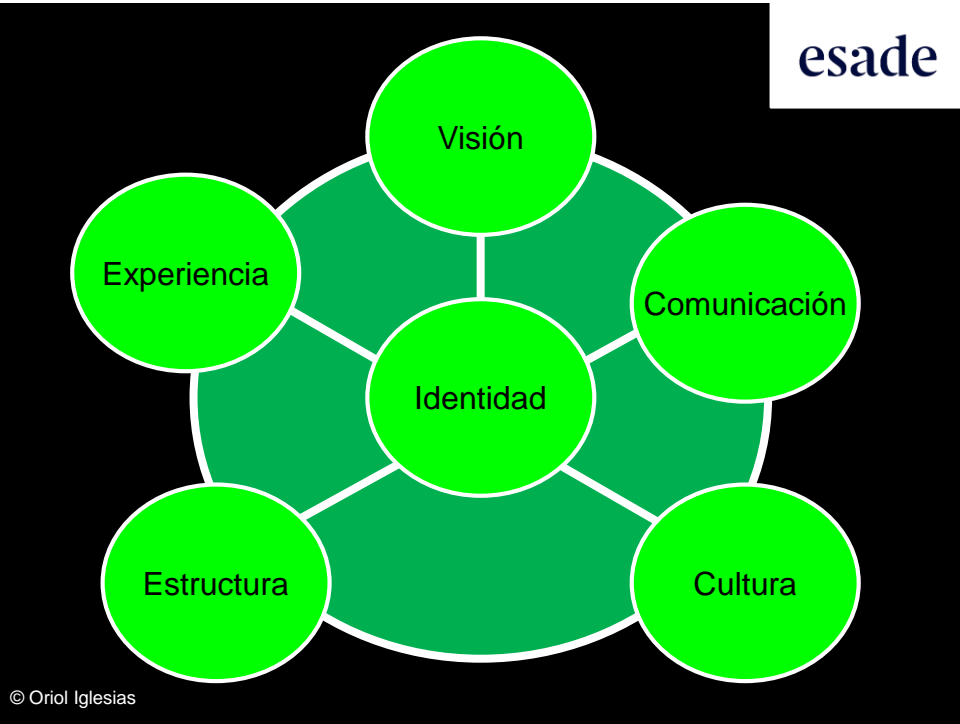
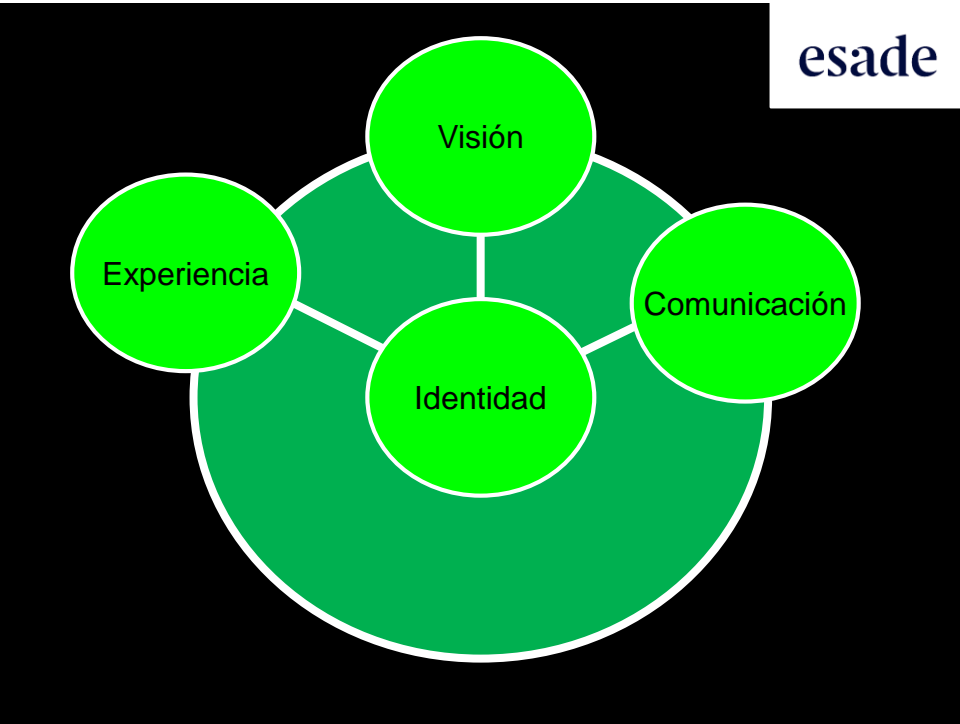


Source: Kantar Millward Brown / BrandZ™
The BrandZ™ Strong Brands Portfolio is a subset of the BrandZ™ Top 100 Most Valuable Global Brands.

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Chief Storyteller

Chief of Corporate Education

Nelson Farris



JUST DO IT.

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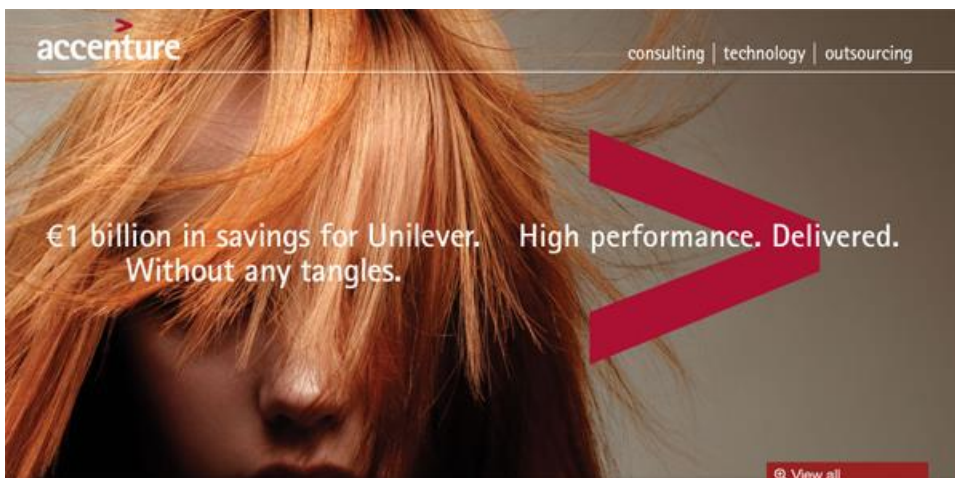
Our approach helps you

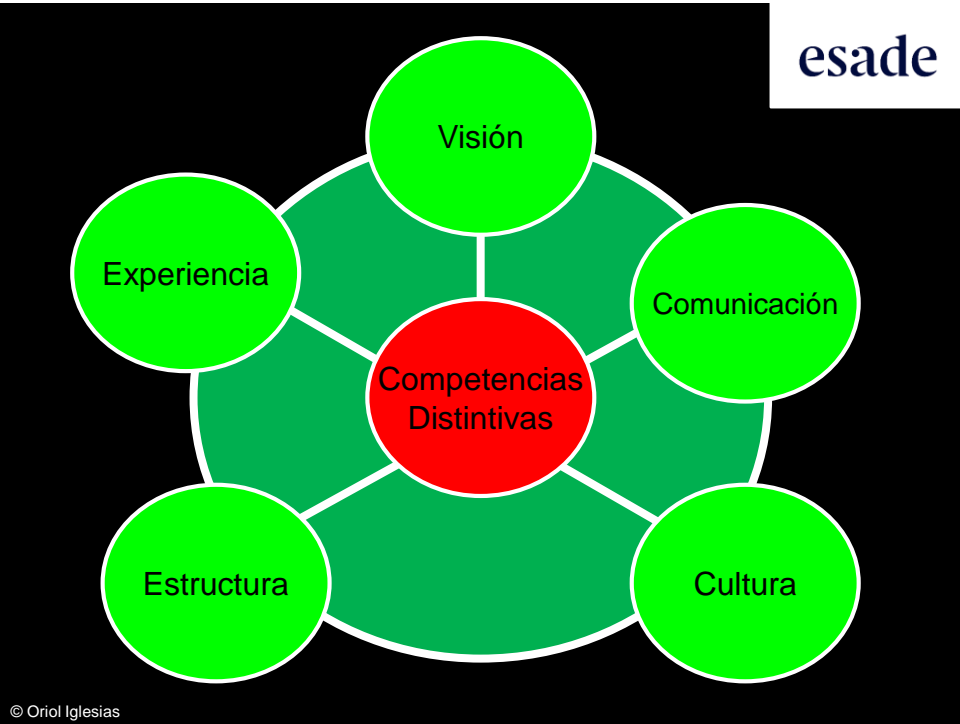
A photograph of a steaming coffee cup with the text "I AM YOUR IDEA. I WON'T STAY HOT FOREVER." on it, sitting on a table next to a blue folder with the Accenture logo and tagline "Innovation delivered." in the background.

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SOLD EXCLUSIVELY
IN PHARMACIES
UNTIL 1960.

salud

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CUELLOS QUE
APETECEN ESTE VERANO

Vendido

NUEVA BOTELLA RETORNABLE
CUELLO ALTO SAN MIGUEL



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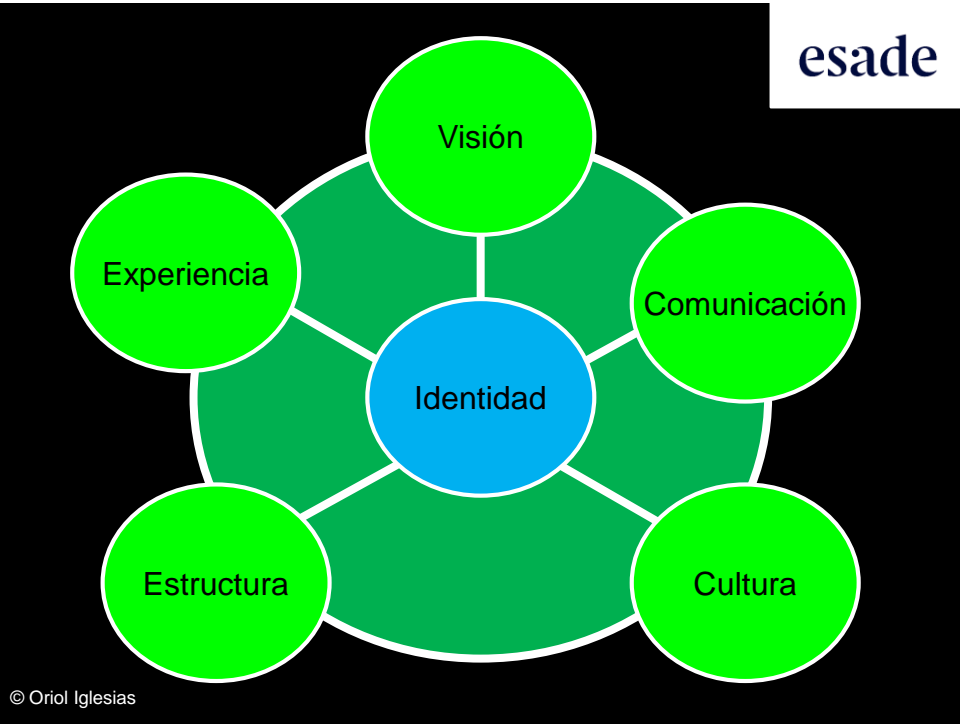


**La regla de oro del
Brand Management**

consistencia



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Identidad de marca

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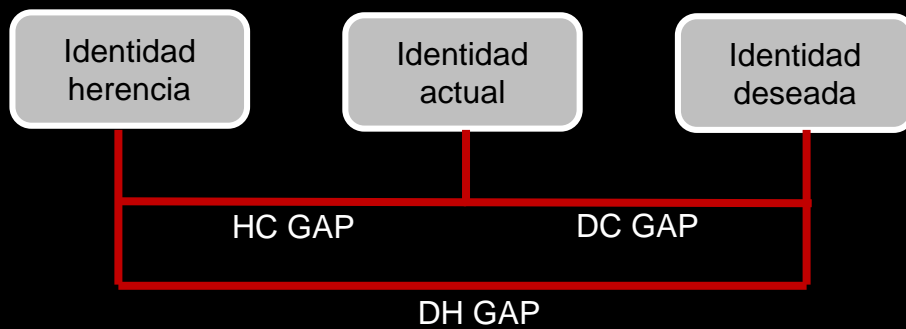
Identidad de marca

Debe ser relevante y atractiva para los consumidores y stakeholders (importancia de la investigación previa).

Debe de ser diferencial respecto de la competencia.

Debe estar basada en la herencia de la organización y en sus competencias distintivas.

Identidad de marca:



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<https://www.youtube.com/watch?v=e4hs0r3yGV8>

© Ind, N; Iglesias, O. and Schultz, M. (2015) Strategy+Business



- *“It only took about 5 minutes in the museum before I realized that these people had nothing but a gold mine in their hands, and they had really not idea what they had” – Rob Strasser.*
- *“The model was to go back to what Dassler tried to do all his life” – Peter Moore.*



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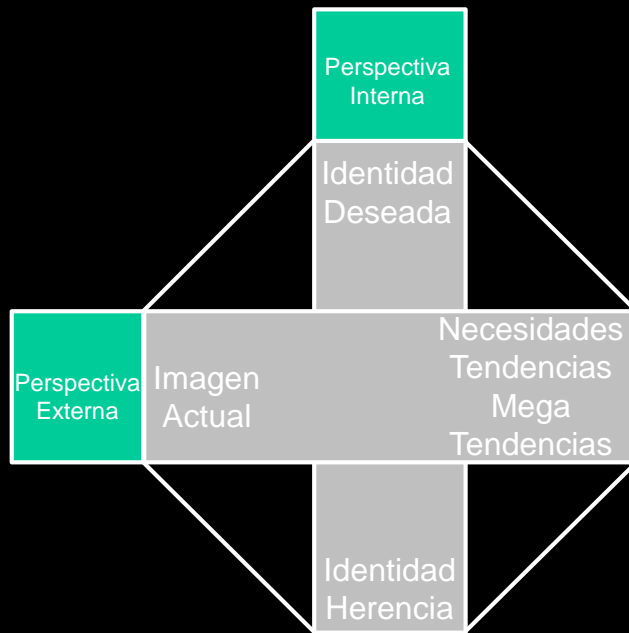
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<https://www.youtube.com/watch?v=PC6SDOMPJXw>

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Identidad de marca

"The great companies [brands] are internally driven, but externally aware"

Jim Collins

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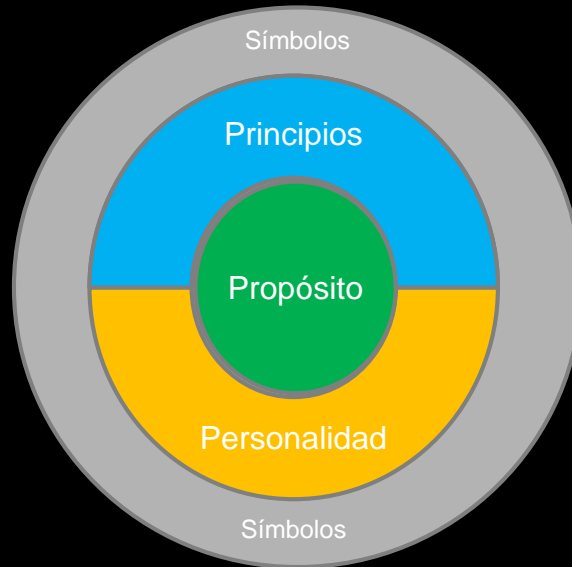


https://www.youtube.com/watch?v=_krQG2Hceov4

https://www.youtube.com/watch?v=_MePzW82AgbQ

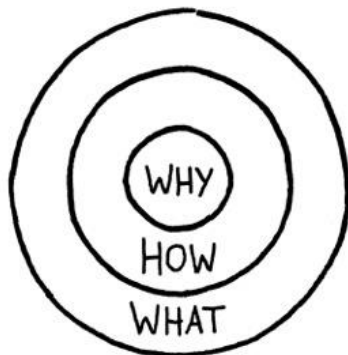
Brand Identity Wheel ESADE

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The Golden Circle



© 2013 Simon Sinek, Inc.

What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.



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“My whole philosophy of Barbie was that through the doll, the little girl could be anything she wanted to be. Barbie always represented the fact that a woman has choices.”



Ruth Handler

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<https://youtu.be/11vnsqbnAkk>

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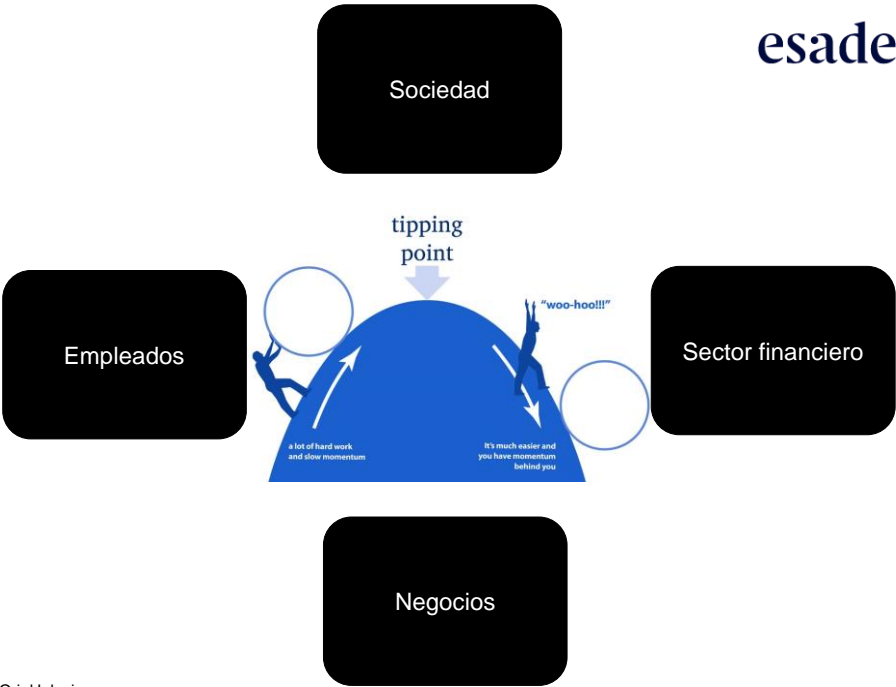
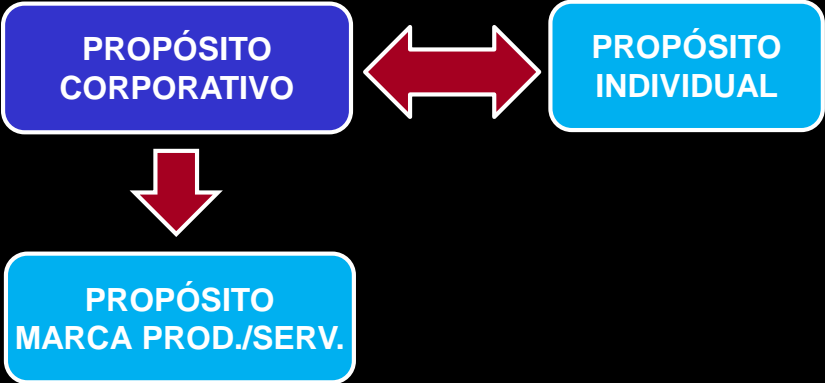


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<https://www.youtube.com/watch?v=g9ahiHpM3yQ>

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Identidad transformadora

Perspectiva balanceada de los stakeholders

BRANDS
WITH A CONSCIENCE



Equilibrio entre corto y largo plazo

Promueven la co-creación

© Oriol Iglesias and Nicholas Ind



Patagonia is in business to
save our home planet



Creo que el modelo aceptado del capitalismo que exige el crecimiento sin fin merece la culpa de la destrucción de la naturaleza, y debe ser desplazado. De no ser así, trato de trabajar con las empresas y ayudarles a cambiar su forma de pensar acerca de nuestros recursos.

—Yvon Chouinard



REDUCE

REPAIR

REUSE

RECYCLE

Get back your Pat



TOGETHER we reimagine a world where we take
only what nature can replace

patagonia®



Style No. 123455

XS S M L XL

Regular fit | Size & Fit Guide

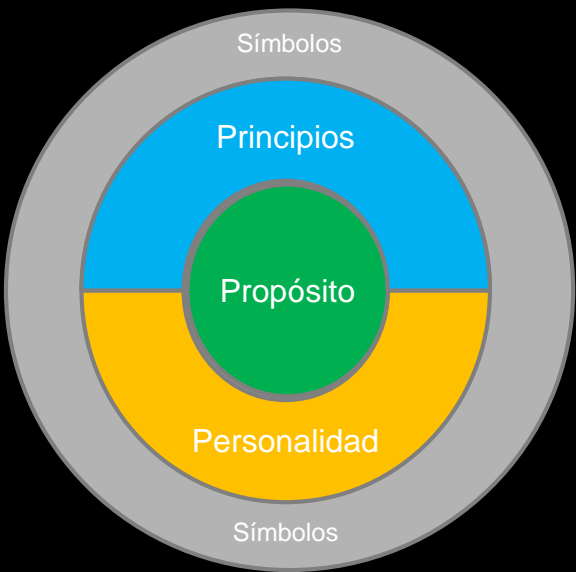
Add to Bag

[Browse Used Jackets & Vests](#) ↗

Shipping & Exchanges
Check All Local Availability

Brand Wheel ESADE

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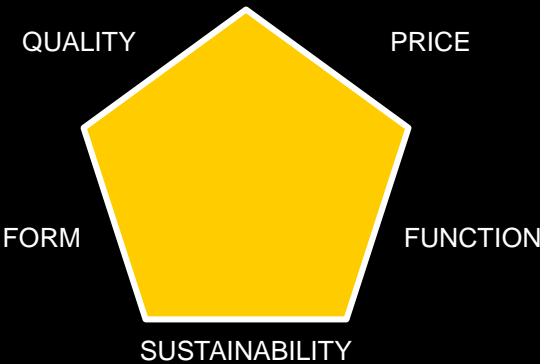


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Principios - valores



To create better everyday lives for the many people

© Oriol Iglesias



Principios vs valores

Los valores son nombres

Honestidad

Los principios son verbos

Siempre contaremos la verdad y seremos transparentes, incluso cuando ello signifique reconocer errores o compartir la no consecución de objetivos estratégicos.



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Build the best product

Our criteria for the best product rests on function, repairability, and, foremost, durability. Among the most direct ways we can limit ecological impacts is with goods that last for generations or can be recycled so the materials in them remain in use. Making the best product matters for saving the planet.

Cause no unnecessary harm

We know that our business activity—from lighting stores to dyeing shirts—is part of the problem. We work steadily to change our business practices and share what we've learned. But we recognize that this is not enough. We seek not only to do less harm, but more good.



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Use business to protect nature

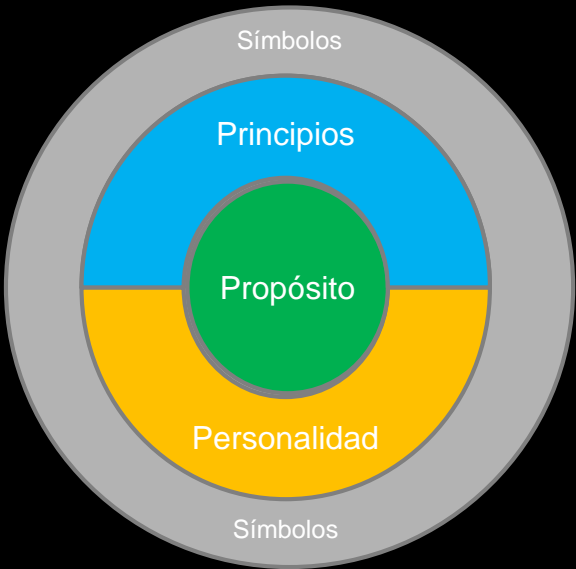
The challenges we face as a society require leadership. Once we identify a problem, we act. We embrace risk and act to protect and restore the stability, integrity and beauty of the web of life.

Not bound by convention

Our success—and much of the fun—lies in developing new ways to do things.

Brand Wheel ESADE

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Personalidad

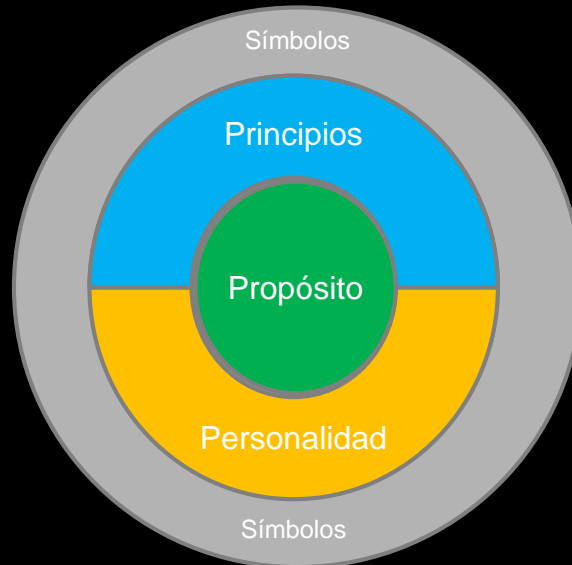
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Brand Wheel ESADE

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Símbolos

Brand Logo

Reasons



- The **arrow** goes from the letter A to the letter Z, showing that Amazon.com offers **anything**, from A to Z.
- The **arrow** also represents the **smile** that customers would experience when shopping on Amazon.com
 - The logo has two parts:
 - 1. Emotional:** smile + "and you're done"
 - 2. Rational:** amazon = largest river + .com: internet business
- It is welcoming and friendly, Fresh and unique.

amazon.com.

- 1) Las grandes marcas se construyen alrededor de una **identidad sólida** en cuyo centro debería encontrarse un **propósito transformador**.
- 2) Las **competencias distintivas** también son parte esencial de la identidad, además de los principios y el propósito.
- 3) La **dilución de la identidad es el principal reto** al que se enfrentan las marcas. Para reconstruirla hay que aplicar una **estrategia 'back to the future'**.
- 4) Hay que trascender la responsabilidad social corporativa para en su lugar construir **marcas con conciencia**.

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