



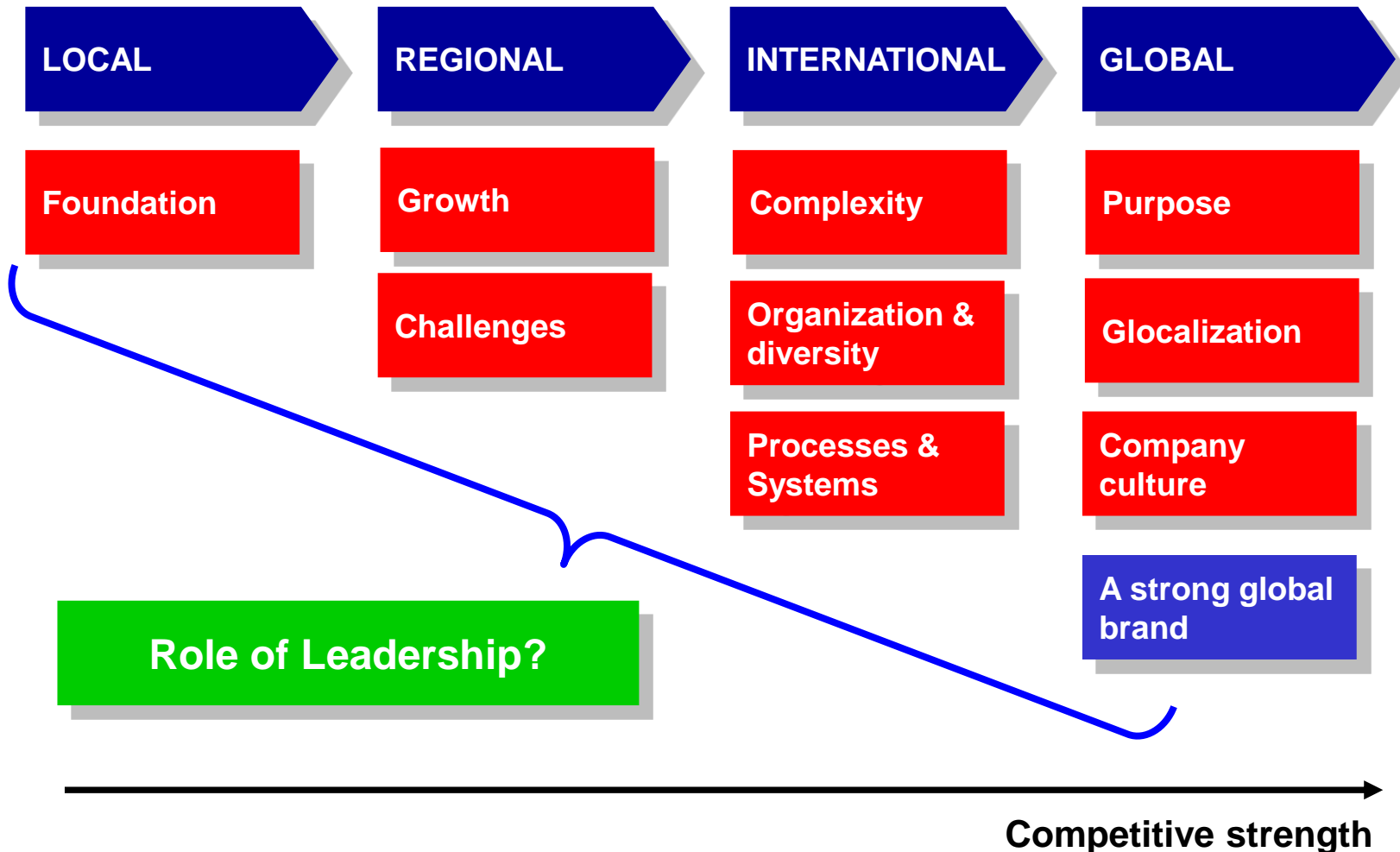
10 Steps To Build A Global Brand

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The global brand-driven company

MartinRoll

The path to a truly global iconic brand



How to build an iconic brand

10 key drivers of excellence provide a global road map

1

Global brands are driven by a strong purpose

- A purpose establish a **clear view of what the brand will bring to the world**, how it **differentiates**, and why it **will matter to the world**
- It provides **clarity at the core** and **defines a shared vision to be executed relentlessly**

2

Global brands provide strong financial results

- Strong brands drive **business impact, the most important strategic asset** and **valued in financial terms**
- Customers are **loyal to the brand**, and willing to **pay a substantial, consistent price premium**

3

CEO leads the brand but everyone remains involved

- Global brands are **led by the CEO and boardroom** and **managed by CMO/ brand marketing organization**
- **Leadership is aligned around the brand**, and are fully integrated part of the entire global organization

4

Strong brands drive constant innovation

- Global brands prioritizes **constant innovation**
- **Innovation** is an integrated part of business strategy, processes & systems, and overall company culture

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5

Global brands are customer centric

- Global brands **balance distinct brand promises with strong brand delivery** with strong SOPs
- Global brands deliver effectively across all touch points along the **Customer Decision Journey** and **Customer Experience Journey**

6

Excellence in insights and intelligence

- Global brands have **excellent intelligence systems and processes** integrated across the organization (Art & Science)
- **Insights are key components in decision making**

7

Technology is a key business enabler

- Global brands make **dedicated, efficient usage of technology** across the entire organization to help align strategy with execution
- Technology is a **key business enabler**, and a competitive driver

8

Business performance and brand equity are measured

- Global brands **measure and benchmark strategic brand performance** (KPIs)
- Integrated **constant feedback loops**, and aligning overall business performance to brand performance

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9

Strong culture brings iconic global brands to life

- Global brands ensure a unique organizational, global culture and make sure **everyone in the organization live the brand**
- Training, workshops and on-going global efforts **to build and sustain a strong culture** around the brand is paramount

10

Global brands drive constant change

- Global brands are never satisfied, and seek to **constantly raise the bar**
- Global brands **avoid arrogance and complacency** and **become their own change agent**

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Business & Brand Strategist

- Martin Roll delivers the combined value of an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses on how to build and manage strong, global brands as well as leadership of high-performing, marketing-oriented businesses
- Martin Roll is very experienced in engaging and advising clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and cultures
- Martin Roll is a Senior Advisor to McKinsey & Company
- Martin Roll is a keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator. He also teaches MBA, EMBA and Executive Education programs at Nanyang Business School (Singapore), and is a frequent guest lecturer at INSEAD and other global business schools

- Martin Roll is the author of global bestseller “Asian Brand Strategy” (Updated edition 2015) and co-author of “The Future of Branding”, a business columnist with INSEAD Knowledge, a prolific management writer, and a regular commentator in global media
- MBA from INSEAD
- **Advisory topics:** Branding, Marketing, Strategy, Leadership, Change & Transformations, Business Family Transition, Business Coaching, Asia & Emerging Markets

Contact details

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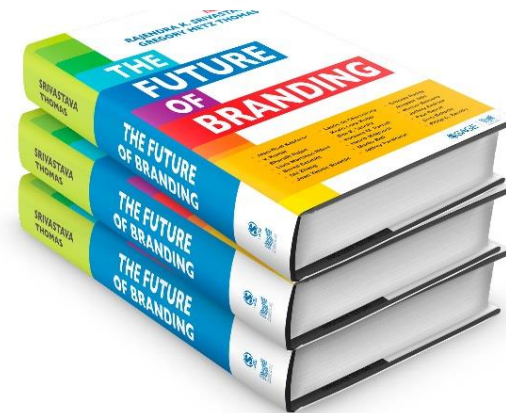
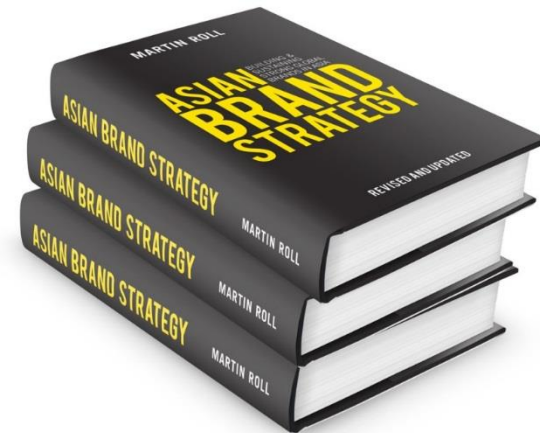
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