



MartinRoll

10 Steps To Build Iconic Global Brands: The Next Drive For Brand Turkey

Turkish Exporters Assembly Meeting
Istanbul – 26 May 2017

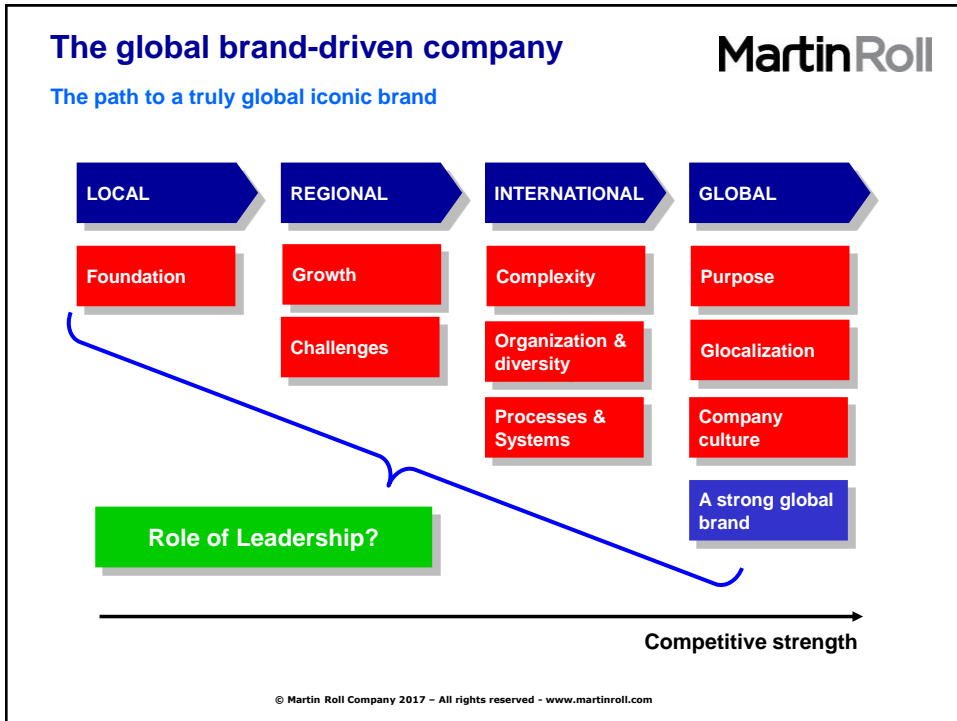
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"To succeed in the global bazaar
requires a global mindset".

*Narayana Murthy
Infosys founder and mentor*

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”Frankly, IKEA is doing more for the image of Sweden than any governmental efforts combined..”.

*Director of the Swedish Institute in
“Public Diplomacy Magazine”*

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How to build iconic global brands

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The next drive for Turkish brands and the Turkey nation brand

**Building and successfully
sustaining strong iconic global
brands is a public-private
partnership**

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The iconic Korean brand

Korean conglomerates led the global rebranding

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HYUNDAI

AMORE PACIFIC
CORPORATION



LG

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The admired Thai destination brand

Bold government decision to build tourism eco-system

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The solid Swiss brand

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Relentless focus on quality and governance enforced by heritage



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Redefining Made-in-China

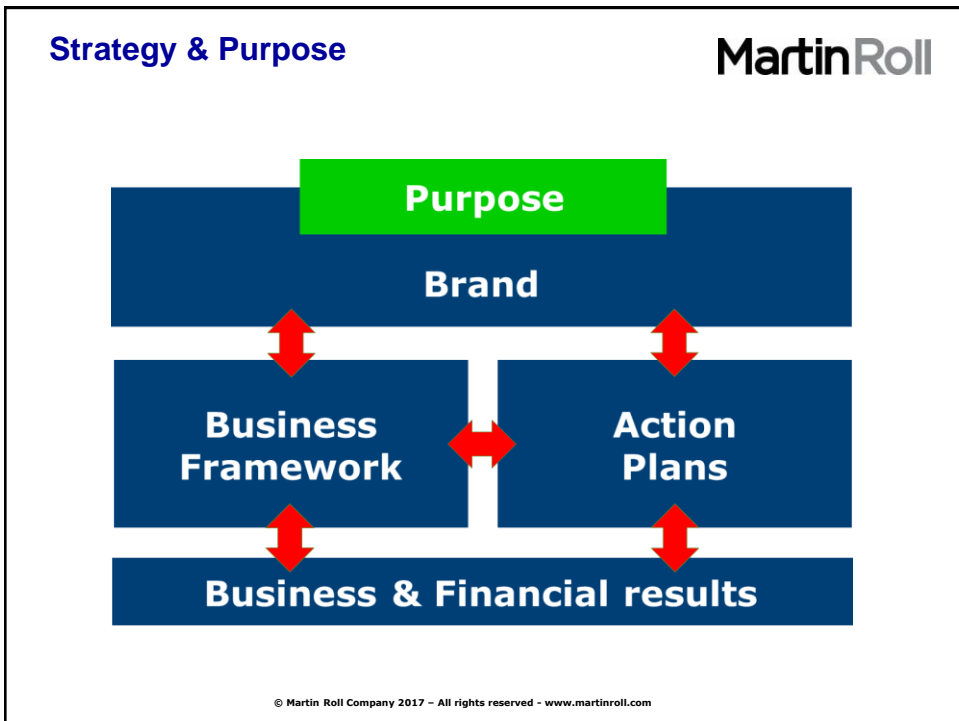
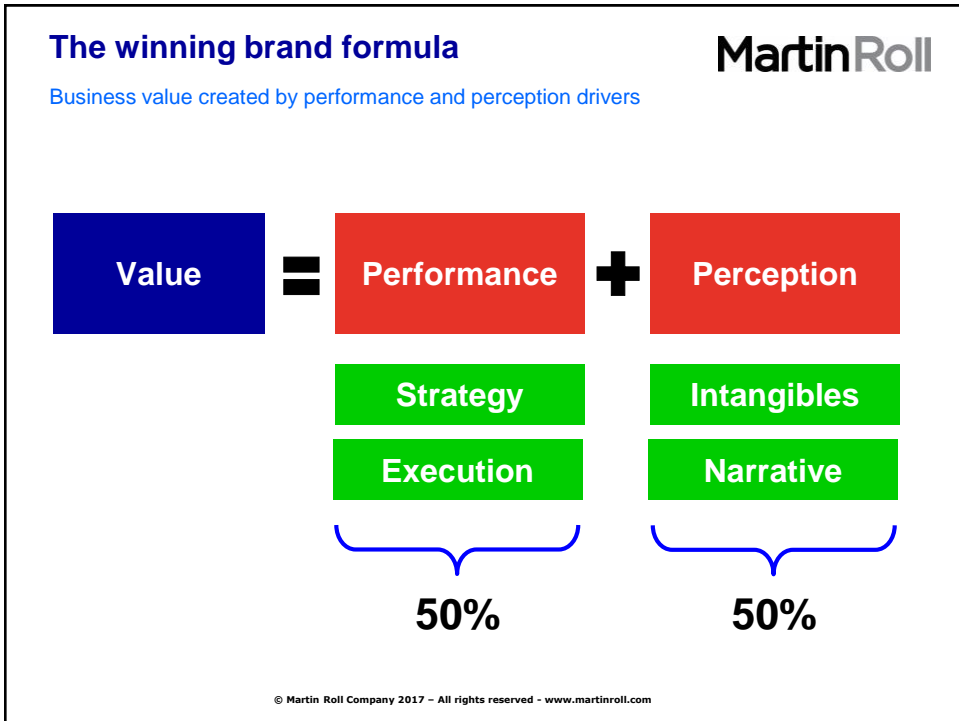
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From local to global reputation building on a strong core



HUAWEI

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Build a unique business model to win

Strong global iconic brands need to balance Art & Science

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Differentiate and dare to be aspirational

From core Korean roots to global consumer appeal

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Don't escape your roots....

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“..Likewise, if L’Oreal is to author a myth about beauty, it must do so from a particular French viewpoint.

Global companies would therefore have to manage their national identities as well as their globalness”.

*How global brands compete
Harvard Business School*

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Turn-around of LEGO

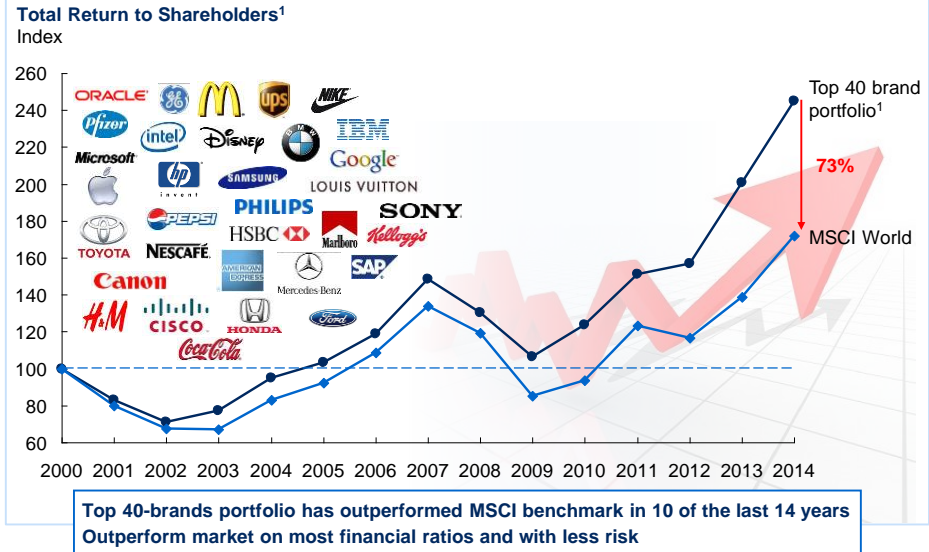
Back to core, deep consumer insights, then innovate

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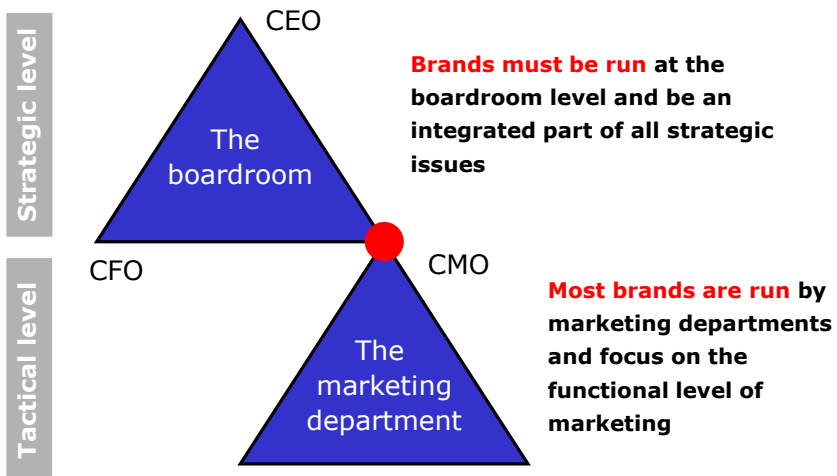
Brands with strong reputation outperform the market



¹ Portfolio consisting of the 40 top-ranked, listed companies, picked from Interbrand's "Best Global Brands" report, published each summer since 2000. Stocks in local currency, equally weighted and adjusted every July 1st

The Chief Marketing Officer

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Leadership is paramount for brands

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”Arrogance and complacency are the most lethal enemies of strong brands....”

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”Have the courage to follow the heart and intuition. They somehow already know what you truly want to become”.

Steve Jobs

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Nespresso

Redefining a category and become market-driving



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NESPRESSO®

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First to Fly
A380
SINGAPORE AIRLINES



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SINGAPORE AIRLINES

Customer journeys MartinRoll

Strong brands drive customers across the decision journey

End-to-end customer decision & experience journey

Conversion point	Familiar with the brand	Consideration	Purchase	Repeat purchase	Commitment
Marketing function	Communicate features	Opens door Brand Promise	Close deal	Drive retention	Build loyalty and emotional bond Brand Delivery

Marketing implications

- Which brand attributes drive conversion along the funnel?
- Which brand perform well at each conversion point?

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Culture is the currency of strong brands MartinRoll

Identifying and nurturing customer centricity

SQ from PEK to SIN

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**Singapore Airlines has contributed
to 20% of the Singapore brand
equity
It is the flying face of a first-class
nation...**

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Insights & Intelligence

Customers can provide great intelligence

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ZARA

HQ responsibilities

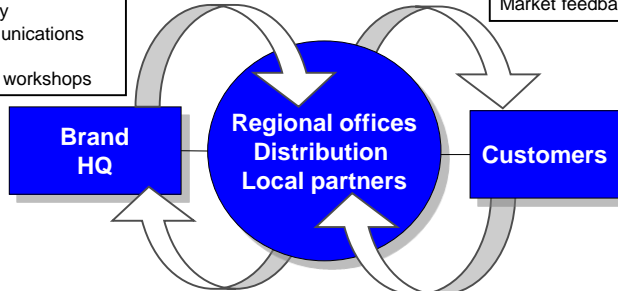
- Overall management
- Business strategy
- Brand strategy
- Brand identity
- Brand communications
- Guidelines
- Training and workshops

Key challenges

- Speed
- Time to market
- Collaboration
- Quality
- Intelligence & insights
- Integrity

Regional & partner responsibilities

- Market management
- Distribution management
- Operational marketing
- Sales
- Competitor surveillance
- Market feedback & evaluation













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Impact on performance

Strong brands provide better KPIs than the average

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 Customer profitability	An increase of 5% in loyal customers can deliver 95% greater profitability in customer lifetime value	
 Price premium	50% of customers would pay 20-25% price premium to a brand they are loyal to before they would switch	
 Acquisition costs	It takes 7-10 times the cost and effort to gain a new customer compared to keeping an existing customer	
 Cross-selling	50% of customers are willing to try new products and services from a preferred brand (credibility and trust)	
 Reduced recruitment costs	A clear brand leads to employee pride, increases retention and help attracting the best candidates	

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”Culture eats strategy for breakfast....”

*Peter Drucker
Management Professor*

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ZARA: Culture of encouragement

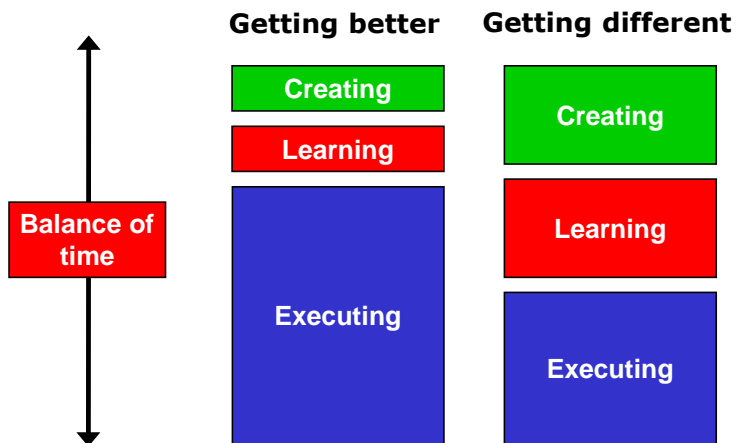
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Turkish brands: Balance priorities

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How to build a global brand

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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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How to build a global brand

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10 key drivers of excellence provide a global road map

- 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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How to build a global brand

10 key drivers of excellence provide a global road map

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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How to build iconic global brands

10 key drivers of excellence provide a global road map

1	Global brands are driven by a strong purpose	1	—————→	10
2	Global brands provide strong financial results	1	—————→	10
3	CEO leads the brand but everyone remains involved	1	—————→	10
4	Strong brands drive constant innovation	1	—————→	10
5	Global brands are customer centric	1	—————→	10
6	Excellence in insights and intelligence	1	—————→	10
7	Technology is a key business enabler	1	—————→	10
8	Business performance and brand equity are measured	1	—————→	10
9	Strong culture brings iconic global brands to life	1	—————→	10
10	Global brands drive constant change	1	—————→	10

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Conclusion: Redefine what is possible

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The key question Turkish business owners and stakeholders must ask

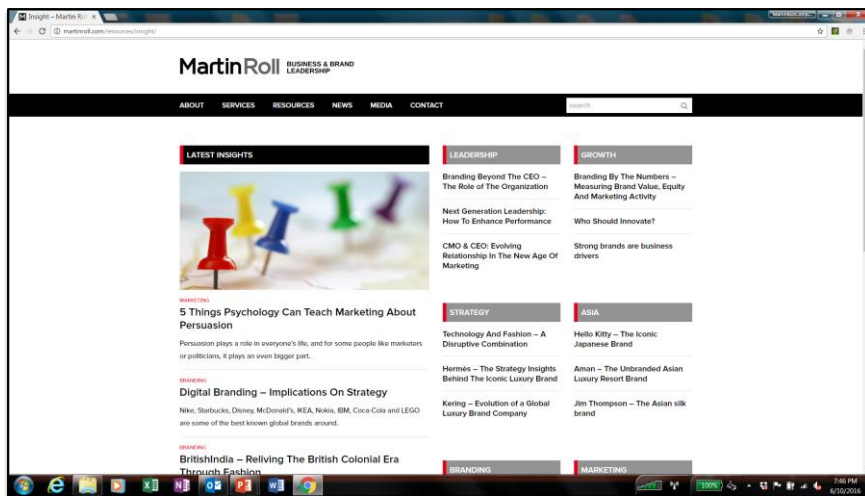


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Insights center

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Martin Roll

Business & Brand Strategist

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- 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 served as 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

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Martin Roll

Business & Brand Strategist

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- 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
- **Specialities:** Branding, Marketing, Strategy, Leadership, Change & Transformations, Business Family Transition, Business Coaching, Asia & Emerging Markets

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Engage Martin Roll to drive impact

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