



BRANDING FROM THE INSIDE OUT - RENOWNED GERMAN CONSUMER ELECTRONICS BRAND

Context

Our client is a Germany-based global market leader in consumer electronics. In a major initiative to reinvent and reposition the brand to better connect with target consumers, our client wanted to achieve the following main objectives:

- Re-establish the brand promise and brand values in a way that better resonates with consumers, and in full alignment with the company's worldwide ethical and business conduct
- Communicate and launch this in a way that makes all 700 staff embrace and actually act upon these
- Re-engineer existing brand positioning, and implement the new brand promise and brand values in a way that external customers recognize and positively respond to changes.

Our Approach

- Brand DNA workshops with the full management, including the company president and all functional area managers
- Brand promise and brand values checked for perception and resonance across the organization, including a brand perception survey comparing perceived reality to aspirational brand value statements
- Establishing specific action plans, and nominating 20 internal Brand Champions to lead implementation internally
- Training Brand Champions to facilitate brand meetings to communicate brand values, their implications and lead the implementation internally
- Facilitating frequent review meetings with the management steering group to keep track of progress and amend the process, as necessary
- Establishing new and innovative communications practices, including weekly branding blogs written by management

Outcomes

- Activated new communication channels to improve internal communication clarity and speed by over 30%
- Introduced a new 'field force' approach to connect with customers effectively in a brand-related way
- Created a new and innovative working environment in company headquarters supporting core brand messages
- As a result staff started talking and acting in terms of relevant brand terminologies, signifying a major shift in mindsets and behaviours