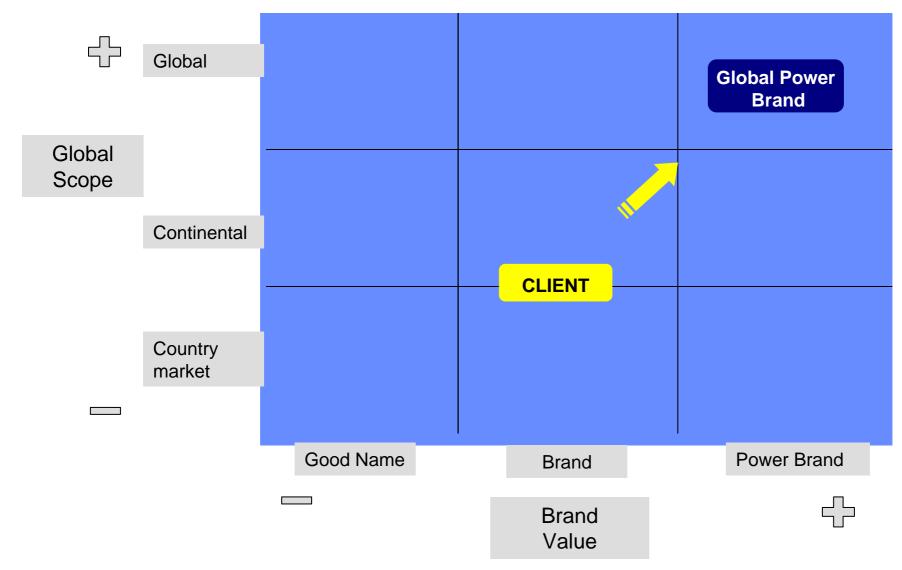
Synopsis: Create A Global Power Brand



Siegle, Hu & Partners International Hamburg Office, May 2005

To utilize opportunities and avoid threats CLIENT should create a Global Power Brand



Examples global power brands created by (previous) mid-cap players

SteinwayHarley Davidson

PumaApple

HermesStarbucks

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Main benefits of a power brand

- Substantial, often dominant, and sustained market share
- 2. Premium prices
- Extension of the brand to
 - new products
 - new markets
 - new geographic areas

Issues to emphasize

- Create more distinctiveness
- Offer two or three brand triggers that will be critical to building the foundation for emotional benefits
- Inject personality and emotions into the brand
- 4. Build market presence
 - in major international urban areas
 - in 'premium' distribution channels

To utilize market opportunities CLIENT should become an international 'Outstanding Brand'

	Good Name	Brand	Power Brand
Incremental metrics	■ Awareness	Awareness plus: Distinctive value proposition Consistent delivery Communications aligned with delivery	Brand plus: Personality Emotions International presence in various channels International publicity
	Threat	CLIENT	Opportunity
Incremental Benefits	PurchseTraffic	LoyaltyPremium prices	Increased leverage opportunities
		Brand Buyers	Brand Believers

A global power brand will be created by 4 elements

