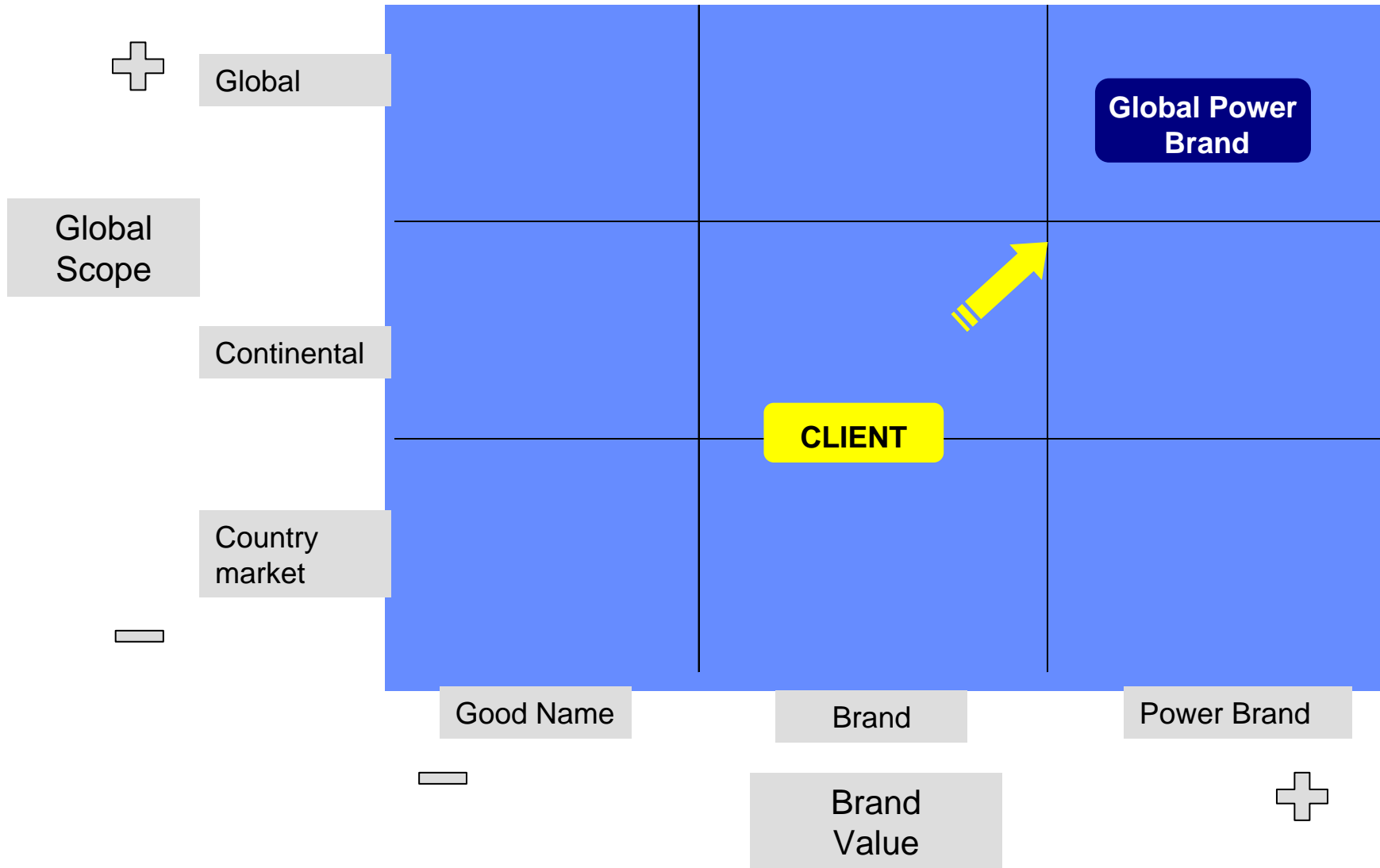

Synopsis: Create A Global Power Brand



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

- Steinway
- Puma
- Hermes
- ...
- Harley Davidson
- Apple
- Starbucks
- Amazon.com

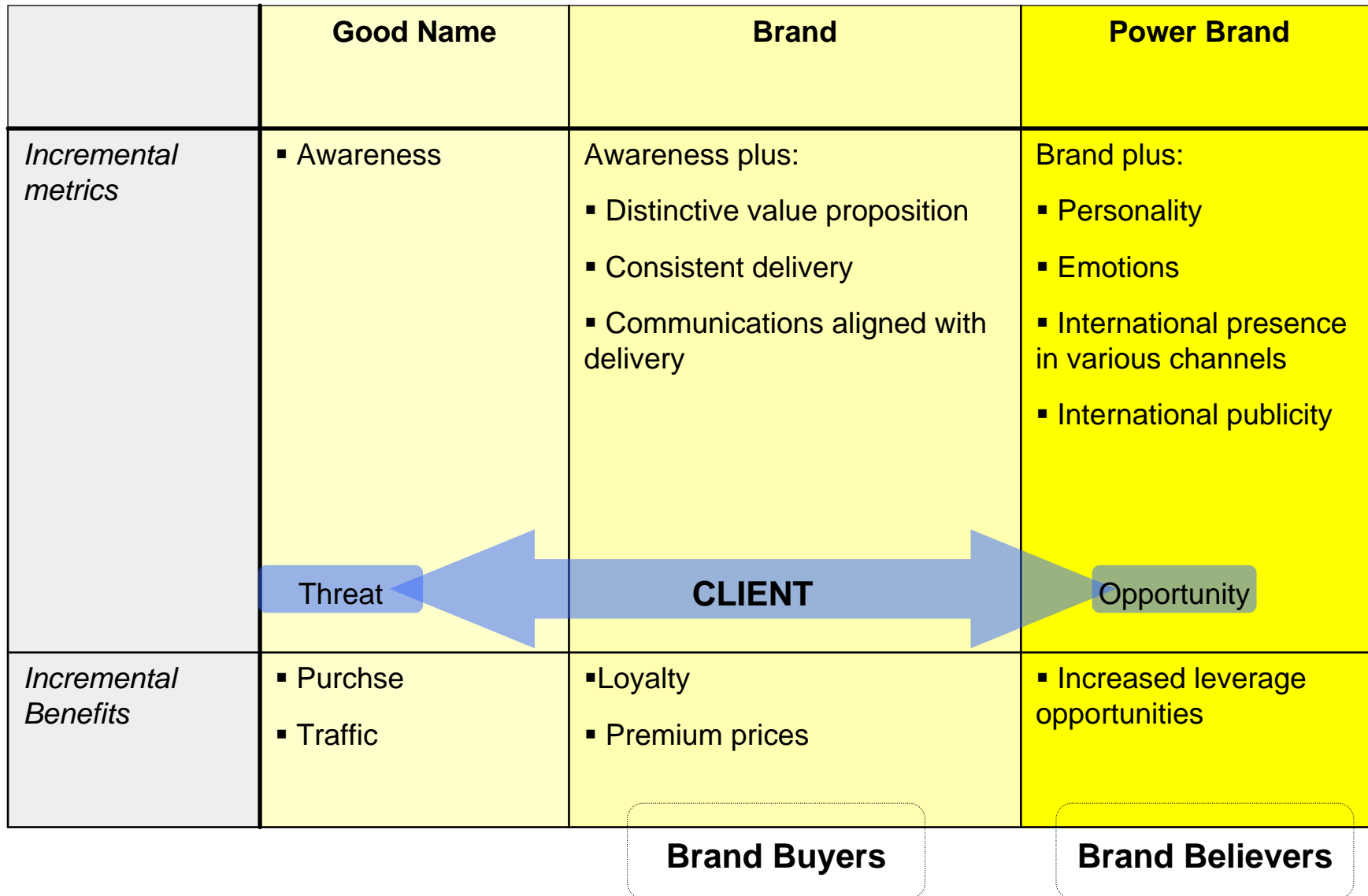
Main benefits of a power brand

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

Issues to emphasize

1. Create more distinctiveness
2. Offer two or three brand triggers – that will be critical to building the foundation for emotional benefits
3. 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'



A global power brand will be created by 4 elements

