Branding Intangible Goods
Agenda

1. What is Brand and Why Does it Matter
2. Branding Intangible Assets
What is Brand and Why Does it Matter?
What is a brand?

A Brand is:

• A living business asset, designed to enhance the connection between a business and customer or consumer.

• The way in which people understand, navigate and talk about a company’s business strategy.

• A relationship builder that secures and creates future earnings by driving demand, commanding a premium and engendering loyalty.
Strong brands outperform their competitors

Source: Interbrand analysis with data sourced from Thomson Reuters and Best Global Brands
Branding Intangible Assets
Intangible products need to clearly signal value and create a compelling customer experience.
In order to do so, the experience has to be elevated beyond the functional – and complexity contained to the products – Explain to people what you believe in!

Sells networking hardware, telecommunications equipment and other high-technology services and products
Customers said...

US 84%
BRA 78%
FRA 73%
GBR 77%
DEU 82%

"Technology is the Single Most Important Driver of Change in the World."
Global digitization is disruption the way the world conceives business models, products and services. Cisco Systems believes that although technology can be a driver of disruption, it also holds key solutions – In their own words: “By connecting everything, we can make anything possible”
Position Cisco as the Networking Leader and Technology Visionary
THERE'S NEVER BEEN A BETTER TIME
to bring the world together
THERE'S NEVER BEEN A BETTER TIME

to make cities smarter

THERE'S NEVER BEEN A BETTER TIME

to save the rhinos
Key Takeaways

1. Intangible and commoditized products must create a brand to drive preference and build trust
2. Your consumers must share your values – embed it in your brand
3. Great brands demonstrate their role and purpose in the world
4. Consumers are not buying what you have to sell, they are buying ways to demonstrate their own belief system
5. Think of ways to make the world better – In doing so, people will commit to you