



exesios bdd

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Member

BRAND HISTORY

BRAND HISTORY



BRAND HISTORY

**HISTORICALLY BRANDING IS
LITERALLY THAT...**

**A MARK OF OWNERSHIP
ON ANIMALS**



BRAND HISTORY

IDENTITY

Through the ages there have been various visual **brand** styles of regions/families with **canting arms** and **town emblems**.

Sweden has a rich history of beautiful town or **kings' seals**, visual marks of identity and ownership.



Kalmar c. 1255



Stockholm 1296 (1281)



Lödöse 1411 (1317)



Nyköping 1359 (1348)



Jönköping 1370



Skara 1401 (1313)



Uppsala 1360 (1304)

BRAND HISTORY

REBUS

In the middle ages a device known as a **Rebus** was a series of symbols/graphic elements to spell out a name for people who could not read, but could understand the picture composition.

BRAND HISTORY
REBUS

Not far from where we live, is a place called...



CONGLETON

BRAND HISTORY
REBUS



CONG



LE



TON

BRAND HISTORY

AN ICONIC MODERN EXAMPLE...



BRAND HISTORY



The I Love NY is the most iconic modern day example of a Rebus device

BRAND HISTORY

MID 20TH CENTURY 'BRANDS'

Mid 20th century **Brands** were actually only referred to when talking about products.

Services such as airlines, were referred to as **Companies**.

The 1980s saw a shift towards the modern understanding of the word **brand** and this was **Corporate Identity** now known as a **Brand system**.

BRAND HISTORY

MID 20TH CENTURY 'BRANDS'

So basically...

Branding has recently developed, from Corporate Identity, to Brand Systems, to Brand Communications... many incarnations of the same thing.

BRAND HISTORY

BRANDING TODAY

Today Branding is about communication, not just a logo as people say.



And with that comes the...

BRAND HISTORY

3 C'S OF BRANDING

- Credibility
- Clarity
- Consistency ...the most important of all

BRAND HISTORY

TO SUMMARISE

Around the end of the 20th and the beginning of the 21st century was a huge milestone...



BRAND HISTORY

TO SUMMARISE

The mid-nineties saw the computer revolution turn the whole essence of branding on its head.

Almost religious in their following, as with Apple products.



BRAND HISTORY

TO SUMMARISE

This was the turning point
- when a product brand
became a lifestyle.

It went from IT to YOU
and... the **Global BRAND**

BRAND HISTORY

THE GLOBAL BRAND

The Naked Brand is the current trend towards **honesty, clarity and sustainability**



THE GLOBAL BRAND



BRAND HISTORY

COUNTRIES AS BRANDS

Only last year for the first time... 2015

A country League Table from Interbrand started positioning and quantifying countries as Brands.



Not all countries are country brands

1. Not all countries are country brands

The central hypothesis behind this year's research was that not all countries qualify as 'brands', and the findings are striking. First of all, of the 75 countries included in our survey, only 22 qualify as 'country brands' by our measures.

Japan, Switzerland, Germany, Sweden, Canada, Norway, United States, Australia, Denmark, Austria, New Zealand, United Kingdom, Finland, Singapore, Iceland, Netherlands, France, Italy, United Arab Emirates and South Korea.

By this, we mean that people have stronger than average perceptions of the country across our six dimensions relating to the balance of 'status' and 'experience'. In other words, they perceive it equally strong in aspects relating to Quality Of Life, Value System and Business Potential, as they do for its Culture, History, Tourism and 'Made In' expertise.

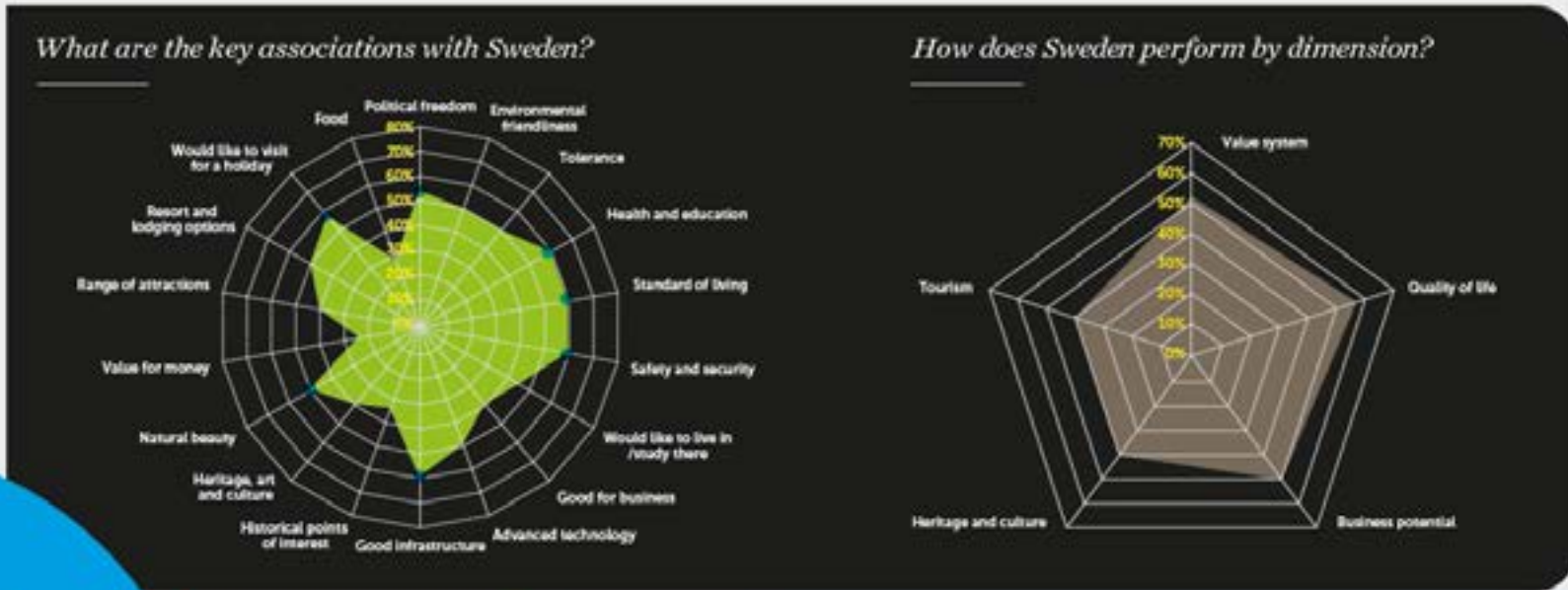
Those countries with a bias in favour of Quality Of Life, Value System and Business Potential are classified as 'status countries', and they include Belgium, Qatar and Bahrain. The brand development opportunity for these countries lies in perceptions of Culture, Tourism and 'Made In'.

Those countries with a bias in favour of Culture, History, Tourism and 'Made In' are classified as 'experience countries' and include places traditionally strongly associated with Tourism. The brand development opportunity for these countries lies in perceptions of Quality Of Life, Value System and being Good for business.

The remaining 'countries' have weaker than average perceptions overall against both status and experience dimensions, although some are stronger than others. For example, Russia and Taiwan sit at the threshold of country brands in terms of perception strength, whereas Nigeria, Ukraine and Bangladesh have the weakest perceptions overall.



Sweden - Summary of perceptions



A country with a high standard of living, a good level of equality among its inhabitants without pockets of poverty and with general well-being. Good industry and good labour and social laws.

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Respondent opinion on Sweden

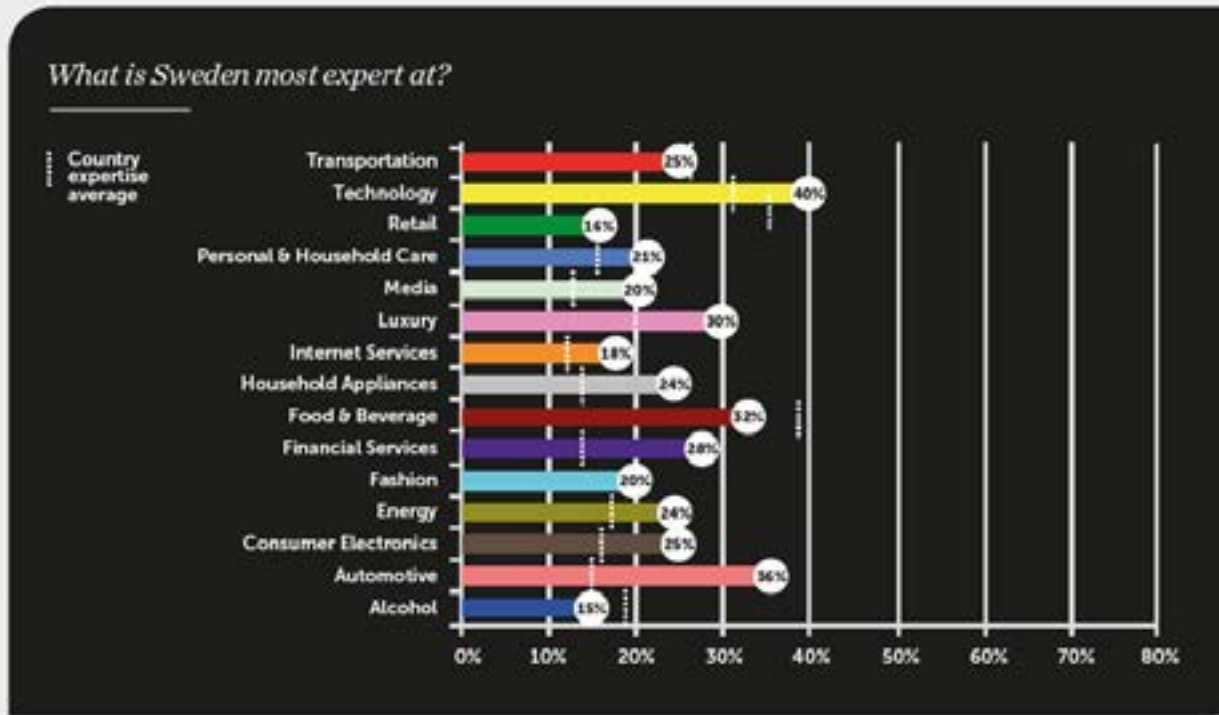
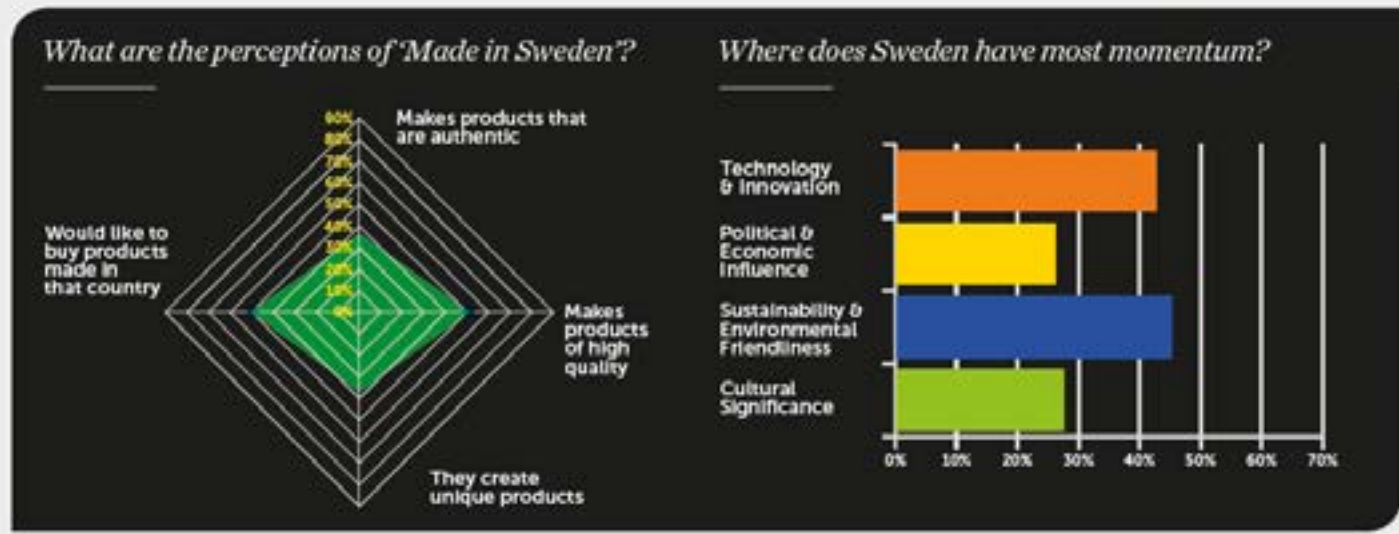
Free society, tolerant and very friendly people, high social standard.

.....
Respondent opinion on Sweden

What words do people use to describe Sweden?



Sweden - Summary of perceptions



BRAND HISTORY

BRAND DEVELOPMENT

So, going from a **mark** to a **product** and finally to the **truth** of an organisation.

Branding has developed and will keep transforming to reflect society's ideas and technological communication platforms...



A twitter bench provides a place for locals to casually chat with each other



A facebook wall has been made into a bulletin board, displaying town updates and news



A whatsapp booth provides a place for residents to make phone calls



A wetransfer-mobile delivers packages and goods around town.



The **gmail** icon indicates the place where residents post their mail



An RSS feed comes in the form of a local newspaper



An **ebay shop** hosts commercial activity for the local community



Residents watch TV and movies in a **youtube** 'theatre' staged at a local bar



An elderly woman is the host of countless knowledge, just like **wikipedia**



Residents meet up and exchange knowledge, information and ideas at a local bar



Antivirus software company **avast** is realised as a pharmacy where locals can treat ailments

BRAND HISTORY

BRANDING

GET IT RIGHT
AND IT DOES
WHAT YOU
WANT...

EMOTION
DESIRE
RELATIONSHIP



BRAND HISTORY

BRANDING

GET IT WRONG AND IT
GOES UP IN SMOKE



BRAND HISTORY

THANK YOU

ANY QUESTIONS?

