

What does it take to win?



Winning in Global Marketing



What + How = Global Marketing Effectiveness

Connect: Overly Dependent



Connect: Painfully Independent



Connect: Blissfully Interdependent



Connect: Servant Leadership



How to Connect: Annual *PulseCheck*™

A great opportunity to focus

- The beginnings of a strategy are there – and this is a great leap
- But more can be done to create alignment

Make roles & responsibilities clearer

- Lack of definition leaves people misaligned and disempowered
- Wide belief that global approach within Marketing will reduce duplication

"Roles and responsibilities overlap - between global and regional, between regional and the MU's. Who does what, when? Who's responsible, who leads?"

"Everyone at every stage is wanting to create value, but the combined article can never reflect so many POVs."

There is a real opportunity to re-connect

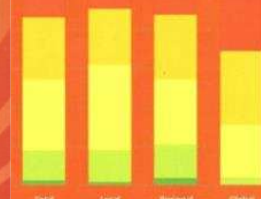
- High calibre people, poorly connected results in a lack of trust

"There's no deliberate obstruction... But organizational misalignment means we don't work effectively..."

"...for some regions, what's global doesn't seem to reflect actual needs... an averaging that everything and nothing."

There is sufficient trust between global, regional and local marketing teams

I have the resources to act and make decisions in order to fulfil my role in the marketing organization



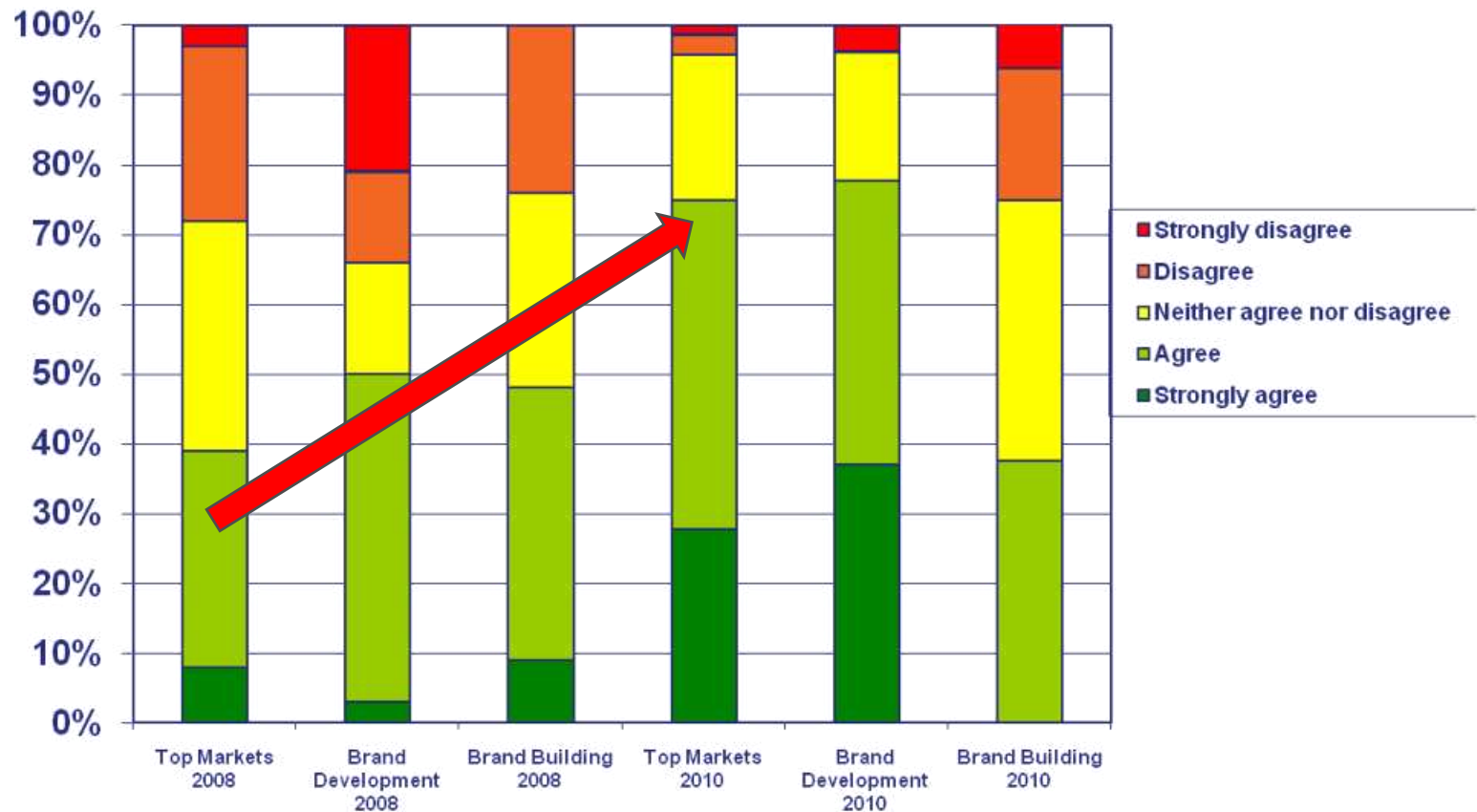
What will it take to win?

PulseCheck™ dashboard measured Sony Ericsson's performance versus benchmarks of EffectiveBrands' Drivers of Global Marketing Effectiveness



How to Measure Connect: *Servant Leadership*

The XXX Global Team understands the market reality and needs of the local team.



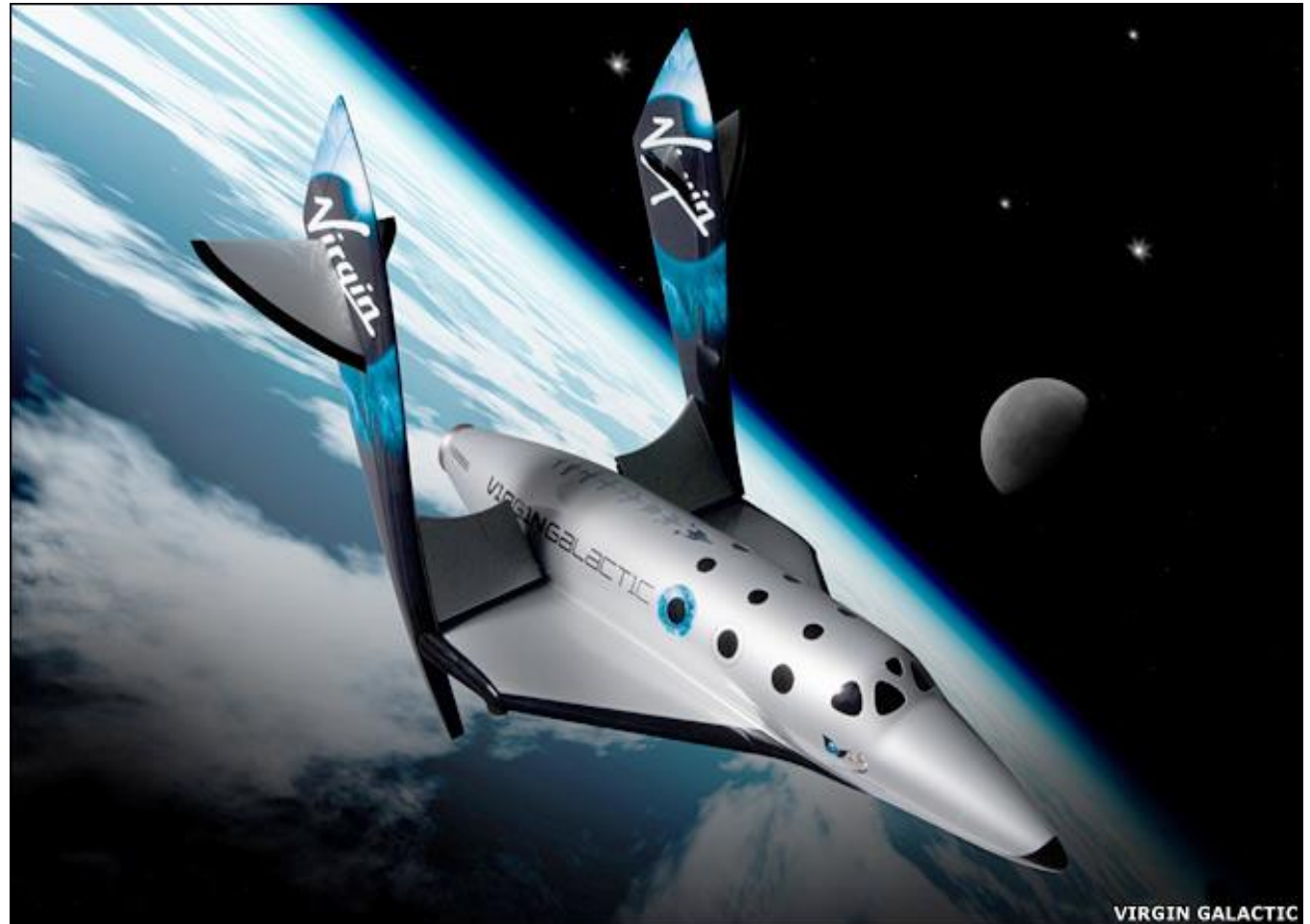
How to Connect: *Top Ten Market Listening Summits*



Connect: Looking for Differences



Connect: Looking for Similarities



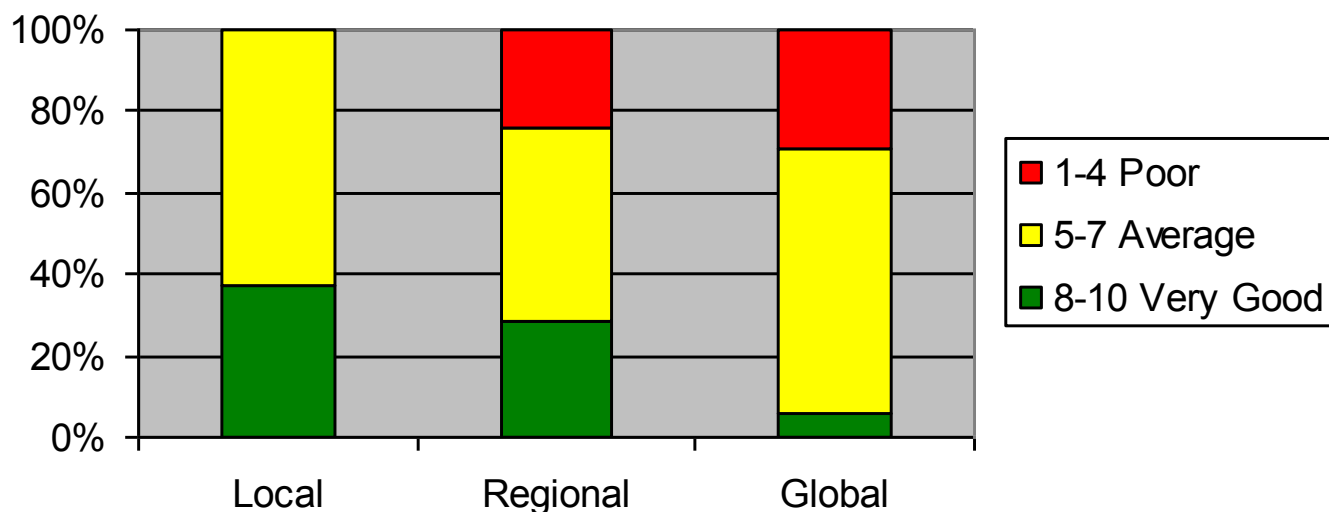
Connect: Looking for Similarities



How to Measure Connect: *Looking for Similarities*



Local looks for similarities vs. reinventing programs



Connect: *Global Mindset Leadership Competency*



Commitment to Global Growth

- Strategic Influencing
- **Global Mindset**
- Team Leadership

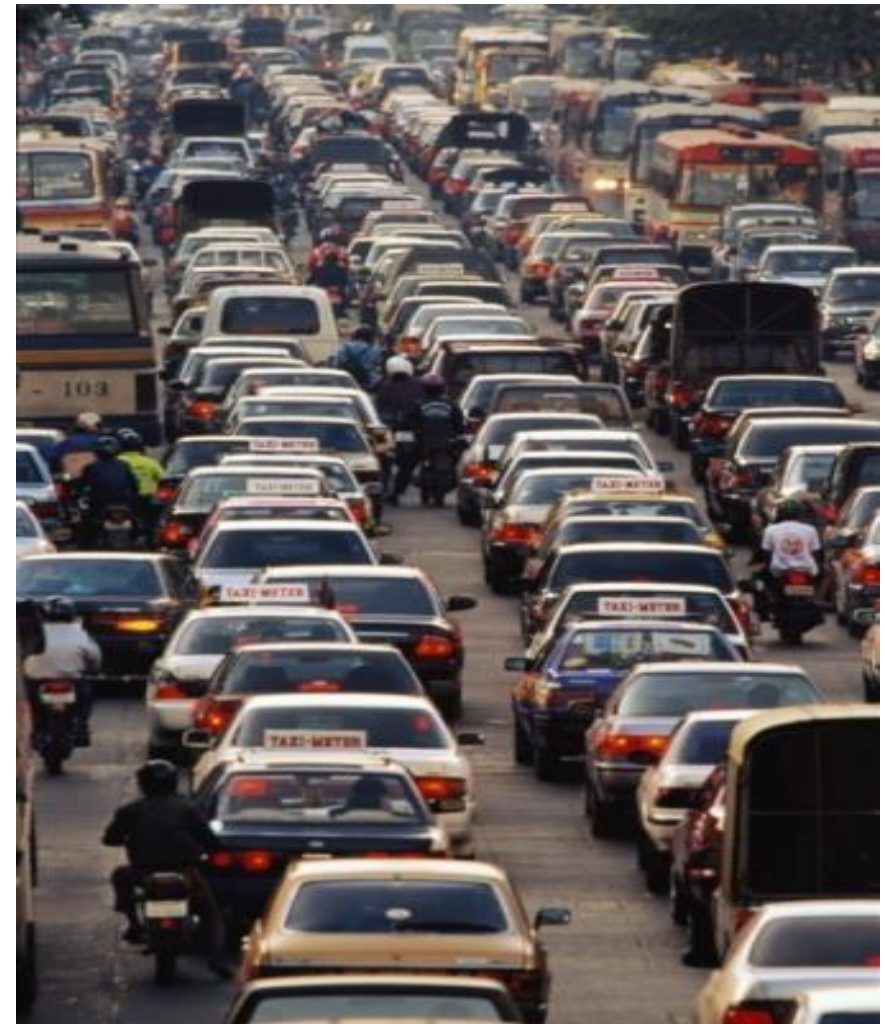
Drives for Growth

- Seizing the Future
- Developing Self & Others
- Empowering Others

Creates a Growth Vision

- Passion for Growth
- Breakthrough Thinking
- Organizational Awareness

Inspire: Tapping into Latent Energy





We think... that big companies are trying to rip us off

We feel... taken advantage of by faceless, soul-less organizations

We behave... independently: we go our own way and break rules

We believe... that the best things in life can be free

We never... take things at face value

We always... challenge the status quo

We love... people that break rules

We hate... being taken advantage off

Global Brand Immersions

D:\Perth\Projects\01_04_10\Philips\ISS_Philips\Philips Courses 2010\Course_Philips_Branding - Microsoft Internet Explorer

Living Our Brand Promise

PHILIPS
sense and simplicity

Click a topic from the list below.

What is a brand?	Unavailable
Brand insight	Unavailable
Brand promise constituents	Resume
Brand promise	Unavailable
Business domain and sectors	Unavailable
Interactive exercise and takeaway	Unavailable
The Promise Prol	Unavailable



Global Brand Newsletters



Global Brand Books



Mission and philosophy

Global Brand Books



Why have a brand book?

- To allow us to speak with one voice. The voice of a leader
- To define what dirt is good is. What it isn't. What we want it to be
- To inspire us to produce work that has edge and relevance – allowing it to leverage functional cleaning credentials and product innovation through the visceral, emotive world of childhood and family
- To guide us as we take dirt is good to the next level and into new markets via the Every Child Has The Right creative framework

dirt is good

Global Brand Purpose Books



Contents

Mission and philosophy 5

The DiG brand key 7

- Root strengths
- Competitive environment
- Target
- Insight
- Benefits
- Values and personality
- Reasons to believe
- Discriminator
- Essence

Communicating the DiG idea 29

The Every Child Has The Right creative framework 34

- Why have a creative framework?
- Guidance for using the ECHTR framework
- Examples of how functionality may be delivered within the ECHTR framework

BrandLive! Team Sessions



Global Brand Stewardships Conferences



Tapping into Latent Energy



Focus: Aligned Key Performance Indicators



Focus: *Strategy One Pager*



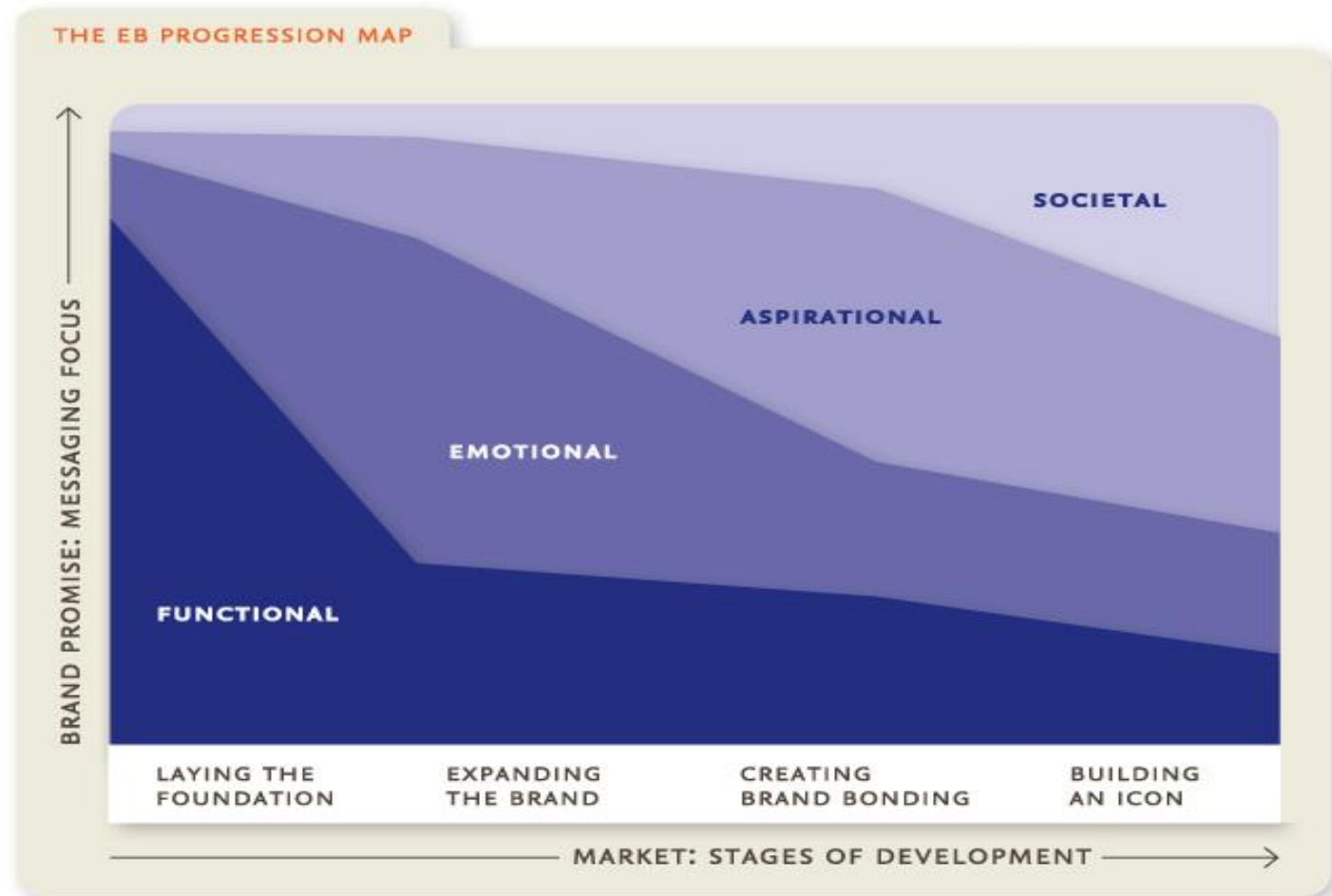
Focus



Focus: Marketing Strategy Cascade



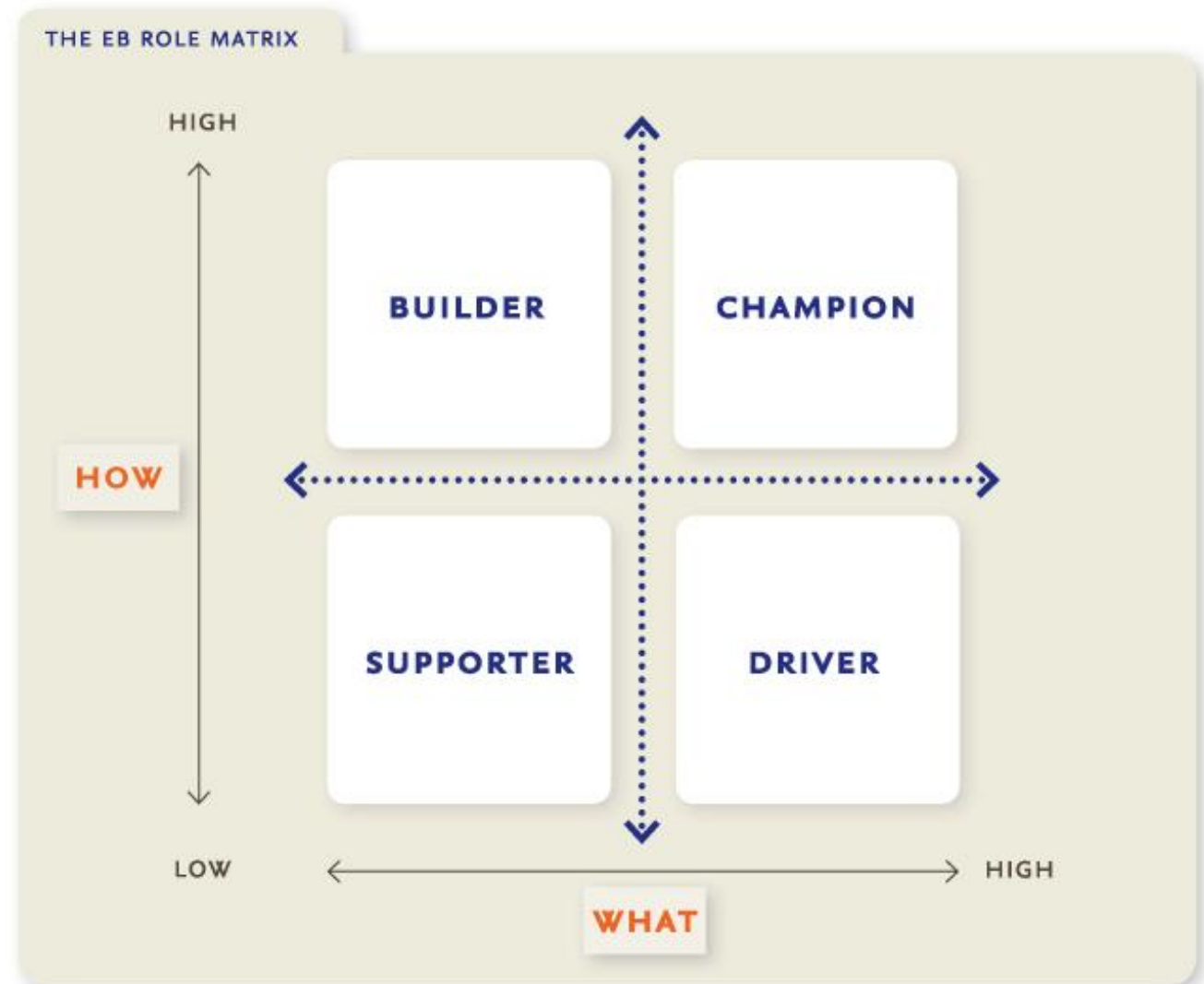
Focus: *Market Segmentation by Development Stage*



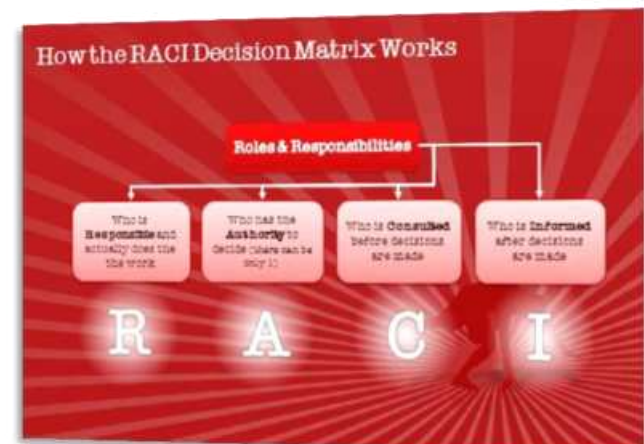
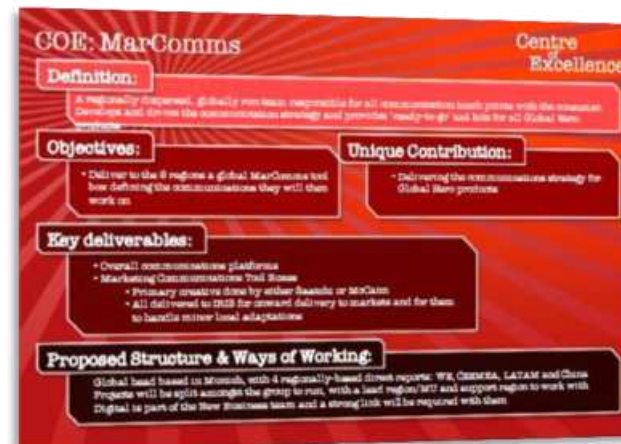
Organize: The Role of Global Marketing



Organize: The Role of Global Marketing



Organize: Marketing Organization Design



Organize: Marketing Operating Model



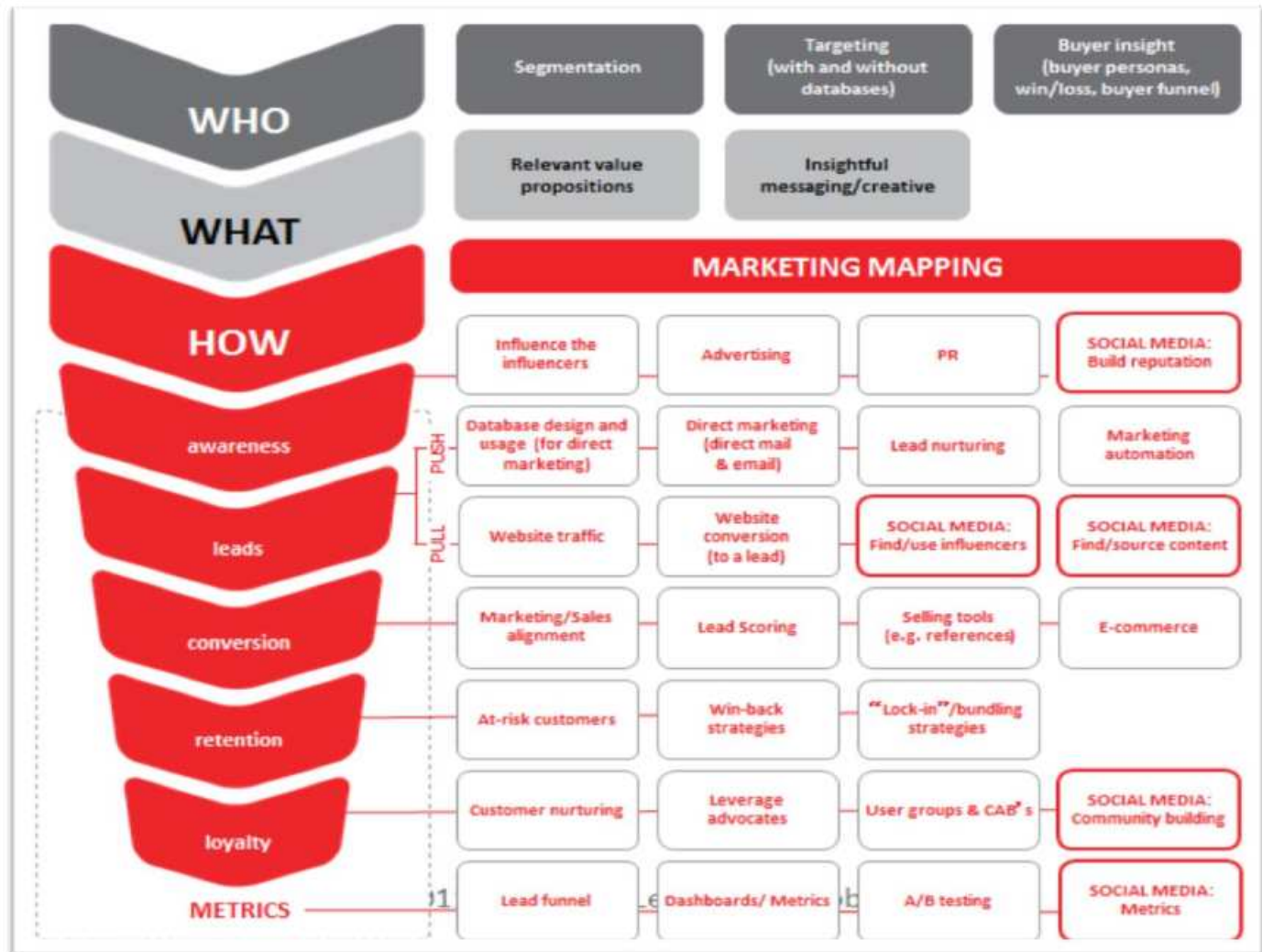
Build: The Art of Letting Go



Building Marketing, Category and Brand Excellence



Marketing frameworks (GME)



Marketing Academies

Contents

- audience**
 - Defining the Category
 - Choosing the Strategic Target
 - Identifying the Price Project
 - Understanding the Price Project
 - Generating Insights
 - Using an Insight
 - Generating Insights
- Brand**
 - Developing Brand Health
 - Brand Architecture
- Strategy**
 - Choosing the Right Audience
 - Choosing the Right Price Project
 - Choosing the Right Strategic Target

Overall Content Overview

Definitions

Definition - Category

Category

- Set of competing products or services that share some similar characteristics and satisfy broadly similar needs, as seen by the consumer or customer
- Not simply how the business defines "category"

Theory Overview

Exercises

Team Exercise #1 - Review What Category Your Brand Competes In?

20 minutes

- Think about the brand you're working on for the next 4 days and define the category your brand competes in today.
- Is there room for optimization versus what you know today?
- Be ready to feedback and write your answers on the flipchart

Building Winning Brands University

The ABC's of Building Winning Brands
WORKBOOK

Name: _____

EffectiveBrands®

Online Marketing Training Modules



My home | **Claire de-Nérée** | My account | Log off
Help Search Person lookup Go Search portal Go

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My communities
Directory
Unilever NL
Dove
Skin

Dove

Brand Latest
Brand Essential Info
All tools & Guidance
Train & Develop
Collaboration Space
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About this page

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Meet the experts

Did you know?

Test your knowledge about...

- Marketing
- Advertising
- Activation

More training & development

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Local courses & training material

Access to local training courses & material

- Course name 1**
Brief description of local course goes here
- Course name 2**
Brief description of local course goes here
- Course name 3**
Brief description of local course goes here

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Online BrandZip tools from the Unilever Marketing Academy

BRANDZIP BRAND MARKETING PLAN

BRANDZIP BRAND VISION PLAN

click here

Marketing Academy programmes

Find an overview and information about marketing academy programmes, a breakdown of modules, joining instructions, & collaboration

- Work Level 1 - Foundation**
Programmes for graduate recruits who are new to the business, providing a basic understanding of Unilever activities
- Work Level 2 - Skill Building**
For brand builders and brand developers to improve their marketing skills
- Work Level 3 - Mastery**
For senior marketing managers/directors to further develop their knowledge, and to be leading edge

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Work Levels 1-3

Specialist ad hoc workshops to help build skills in specific areas of marketing, for all work levels.

Insight Activator

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What's new?

Latest developments in marketing training, learning & development, courses, and Marketing Academy Publications.

Content name goes here
Content description goes here

Content name goes here
Content description goes here

Content name goes here
Content description goes here

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Quick Learn

Unilever marketing glossary

A to Z of marketing terms in Unilever

Click Here

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Online ordering

Order your own Marketing Academy publication(s) or download them now on pdf

Click Here

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Your development

To sites/portals outside of the marketing hub, that will help you with training and development.

- LGP
- DJP
- PeopleLink
- HR Portal

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For support and training material try the Help community

Unilever.com - One environment, empowering people

Portal Information security policy | Unilever Policy Network

Online Marketing Training Modules



Quaker HOW



Purpose



- There is an athlete in every body



- Selling Tins of Optimism



- Joy for the belly and soul

Creative idea



- Just do it



- Let's color



- Ice cream that's as good as it tastes

PURPOSE has the power to inspire **BIG INNOVATION**

**LIFE IS
A SPORT.
MAKE
IT COUNT.**



And propel locally powerful activation

NEW YORK

Living NYC #counts

LONDON

London is your gameboard

TOKYO

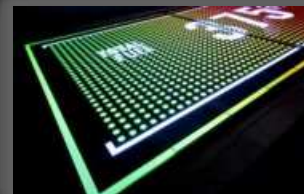
Nike Fuel+ installation

PARIS

Run Paris

CHINA

Make life a sport



It gets people talking about the brand



12,650,874 likes



1,030,812 following



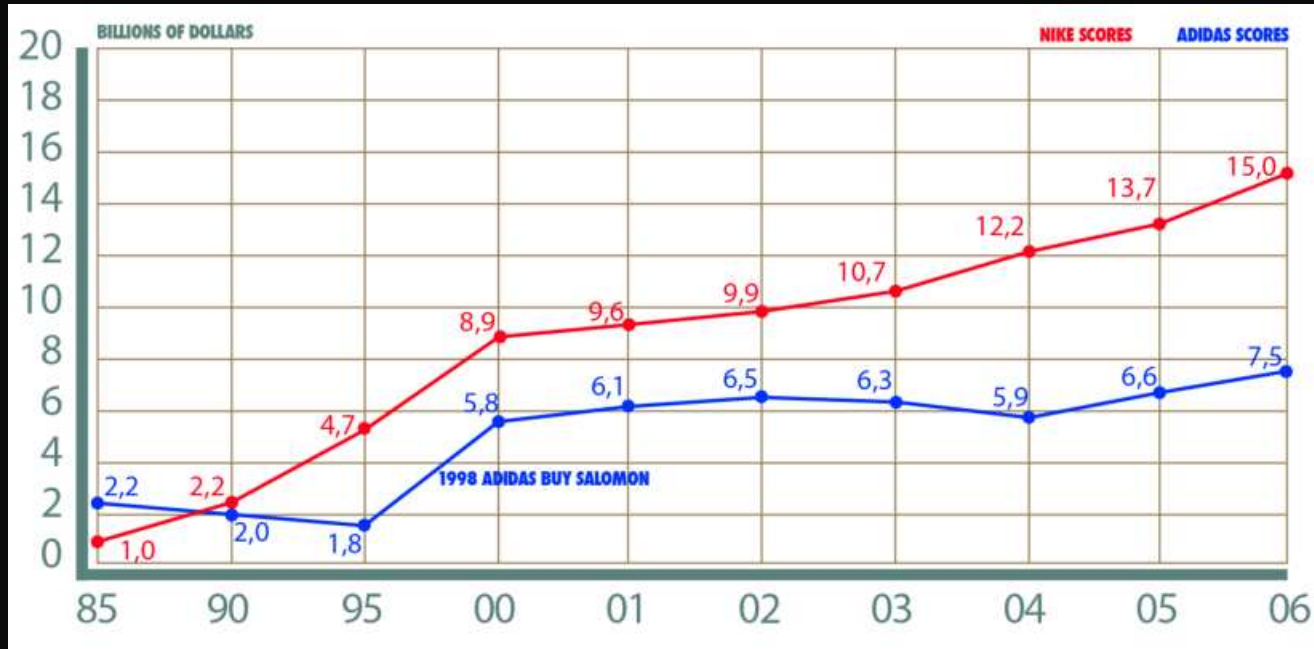
**SOMEHOW WE'VE
COME TO BELIEVE THAT
GREATNESS IS ONLY
FOR THE CHOSEN FEW,
FOR THE SUPERSTARS.
THE TRUTH IS, GREATNESS
IS FOR US ALL. THIS IS
NOT ABOUT LOWERING
EXPECTATIONS; IT'S
ABOUT RAISING THEM
FOR EVERY LAST ONE
OF US. GREATNESS IS
NOT IN ONE SPECIAL
PLACE, AND IT'S NOT
IN ONE SPECIAL
PERSON.
GREATNESS
IS WHEREVER
SOMEBODY IS TRYING
TO FIND IT.**



It fuels innovation and communication



Resulting in measurable business success





This is just the BEGINNING



Quaker Up.