

Contents

Preface **Move Over, P&C** **ix**

Chapter 1 **High Tech Doesn't Percolate—It Explodes** **1**

Today, technology is impacting almost every industry. The role of innovation is increasing and product life cycles are shrinking. Massive amounts of information at our connected fingertips, combined with immense time compression, are forcing brand builders to look for new solutions. To thrive in this warp-speed world, companies need to adopt new ways to communicate and collaborate as they make decisions about their brands.

Chapter 2 **Technology Impacts Branding:
The Changing Customer** **21**

Consumers are changing, shaped by social forces and the power of technology. They are more informed, more demanding, and more skeptical. They increasingly hold brand power! We examine lessons learned from the technology world on how to shape a brand in this consumer-centric world, and how the brand can be a powerful anchor in fast-changing environments.

Chapter 3 **The Six Myths of Branding** **45**

Explore the six myths of branding: “A brand is built over a long time,” “Advertising is the major creator of a brand,” “The brand needs a manager,” and more. Then look at the six branding truths of the warp-speed world—new principles that shatter the old myths.

Chapter 4 The Marketing Environment of Technology— New Ways of Working **81**

Are your product life cycles shortening? Are new kinds of alliances forming in your industry? Do your employees have access to the Internet? Then read about impediments to branding that these cause, and how to deal with them; the new skills you'll need in your workforce; and the changes in attitude and processes you'll need to adapt to the warp-speed world.

Chapter 5 Advertising Agencies—Dinosaurs or New Genetic Creatures? **105**

As the world of marketing and branding evolves, ad agencies must rethink many of their own processes and mindsets to be truly valuable to their clients. We'll look at ways to use technology to streamline advertising development and to help clients achieve faster time to market.

Chapter 6 New Tools to Help Warp-Speed Brand Builders **125**

Learn about TeamToolz™, a sophisticated web-centric application designed to help clients manage the workflow of multiple agencies and synchronize their activities to get to market faster.

Chapter 7 The Brand Ecosystem™ **143**

We introduce the concept of the Brand Ecosystem, the increasingly complex set of interrelationships of all the stakeholders and brands involved in pulling together a product or service. These multiple constituencies complicate the brand definition. Find concrete actions to help you be more successful in defining your Brand Ecosystem and managing it for the benefit of your brand.

Chapter 8 Warp-Speed Branding and the Internet: 163
How It Relates to the New Marketing Reality

The Internet is emerging as a vital direct link from producer to consumer, and the rate of Internet adoption by consumers is unprecedented. In the process, the Internet is changing the fundamentals of the brand experience. We examine the facts of brand life on the Internet and suggest some approaches to taking advantage of this powerful new force.

Chapter 9 The Brand Audit as a Tool for a Fast-Moving World 179

Brand audits are nothing new. The world of technology, however, has required us to change our brand assessment approach to take into account the fundamental nature of technology markets and the impact of technology innovations. Learn the lessons from our experience with companies like Tektronix and CyberStar.

Chapter 10 How Ready Are You for Warp-Speed Branding? 201

Is “time to market” a concept that’s known throughout your company? Does marketing have access to customer information? Do your agencies talk to each other regularly? Answer these and 28 other questions to help you determine your readiness for warp-speed branding.

Epilogue 207

Acknowledgments 217

Index 221

About the Author 225