

BRAND MANAGEMENT



LEVERAGING THE POWER OF INTEGRATED MARKETING

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WHY MARKETING TO TODAY'S CONSUMERS MEANS GETTING YOUR ACT TOGETHER.

The evolution of consumer marketing is causing everyone to think in new ways. Today's consumers may not be reached effectively via TV, radio, or print media — but they may be open to Internet advertising, product placement advertising, loyalty offers, word of mouth, or point of sale. On the customer side, trade promotions and other efforts need to be coordinated and targeted to drive incremental volume and profits.

The key to managing this new complexity is to integrate brand management activities across your organization.

■ IF I ASKED YOU TO THINK OF SEVERAL CONSUMER GOODS COMPANIES THAT YOU ADMIRE AND RESPECTED, WHO WOULD YOU LIST? Would your list include blue-chip companies like Coca-Cola, Pepsi, Colgate-Palmolive, Kimberly-Clark, Unilever, P&G, or Starbucks?

What criteria did you use to make your choices? What do those particular companies do better than other companies that offer similar products or services?

BRAND EQUITY AND BRAND VALUE ARE THE ESSENCE OF EVERYTHING YOUR COMPANY REPRESENTS TO CONSUMERS. I'm sure that brand equity and brand value played a large role in helping you determine which companies to list as worthy of your admiration and respect. I would speculate that you had a positive experience the last time you used their products or services, making the benefits of the product reach beyond its functional purpose to your emotional feeling toward the companies. Emotional marketing can be the most powerful method for creating loyalty to one brand instead of another.

CEOs have long realized that the real strength

of a company can be traced to the value of its brands. Brand marketing managers seek to create and develop brand value by converting consumer insights into consumer loyalty. These companies are challenged to develop effective marketing campaigns that convert consumer information into revenue and profit. For those companies that embrace this reality and understand how to leverage their brand value, this becomes a very effective and sustainable business model.

MARKETING TO TODAY'S CONSUMERS HAS PROVEN TO BE MORE DIFFICULT THAN IN PRIOR YEARS and now requires an integrated approach to brand management.

This trend requires an integrated enterprise approach in the way you strategize, plan, budget, create, collaborate, communicate, execute, settle, and evaluate your brands. This includes identification of the right consumer promotions, such as coupons, contests, product demonstrations, trial sizes, special offers, or bonus packs.

Today's consumers may no longer be reliably or

THE BENEFITS OF INTEGRATED BRAND MANAGEMENT SPEAK FOR THEMSELVES.



effectively reached via TV, radio, or print media, but they may be open to Internet advertising, product placement advertising, loyalty offers, word of mouth, or point of sale. On the customer side, trade promotions should be integrated with these efforts and targeted to maximize incremental volume.

In short, today's marketing-mix models must be more efficient since today's complex customer behavior must be understood before it can be influenced across all of the above methods.

THE EVOLUTION OF CONSUMER MARKETING IS CAUSING EVERYONE TO THINK IN NEW WAYS. Marketers have numerous new tools available

to help identify a consumer that has become harder and harder to find and reach.

When creating a competitive advantage in the marketplace, it is critical to use marketing data and technology in new innovative ways.

THE KEY IS TO INTEGRATE BRAND MANAGEMENT ACTIVITIES ACROSS YOUR ORGANIZATION so your marketers can be creators — not administrators.

SAP offers solutions that address these issues and more. Contact us for insights into how this can be accomplished, empowering you to maximize your organization's potential.

You'll find the results quite rewarding! ■

BENEFITS OF INTEGRATED BRAND MANAGEMENT

- Enables compliance with industry regulations, thus mitigating business risks
- Improves predictability, particularly with the budget
- Connects brand, sales, finance, operations, and logistics users to marketing process
- Speeds up planning process and time to market
- Improves labor efficiency and helps the sales organization focus on selling and executing
- Provides historical data to help improve the quality of marketing programs
- Evaluates programs and minimize risks
- Enables brand image control through management of digital assets
- Provides the right information available at the right time and at the right place

THE PERSPECTIVE OF A CONSUMER PRODUCTS GOODS COMPANY:

An Experienced SAP User Speaks ...

"Kimberly-Clark spends more than US\$400 million on advertising and consumer promotion. We do a full roster of brand-equity management activities. Formerly, we had no commonality nor best practices in terms of brand building for Kimberly-Clark. We needed an integrated planning approach that would be tied to our financial systems, so that we can plan and track actuals and get the whole effort to come together. SAP understood that and was very willing to work with us to determine the best way to achieve this effort. Today, all of that is automated. We're eliminating the redundancy and the non-value-added time and having our people really focus more on thinking strategically and provide execution excellence to make sure that we are driving our growth. We now have a beginning-to-end system that allows people to be as efficient as they can. The fact that we have the planning system linked with the financial system is not only allowing our people to work faster and smarter, but to do all the financial reporting work quickly and to give us visibility into the results coming in.

That is where the magic starts to come in as we redeploy our resources as quickly as possible to chase incremental activities in the marketplace to drive even more growth."

— Aida Flick, North Atlantic Brand Equity Management Director, Kimberly-Clark

The Components of Integrated Brand Management

Knowledge Management

Centralized repository of corporate knowledge for marketing plans, templates, guidances, and examples

Insight Management

Centralized repository of feedback and ideas on brands and products with links to supporting details and external documents

Marketing Planner

Centralized marketing planner and development tool, coupon development, rules-based workflow and approvals, marketing calendar, marketing budgets, costs, costs, and key performance indicators

Digital Asset Management

Corporate asset management system that enables internal and external collaboration

Marketing Dashboards

Brand scorecards and key performance indicators for individual campaign performance



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