Branding ‘Mantras’ for Emerging Markets

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Mantra - *māntra*: Origin from Sanskrit, a mystical formula for meditation, also associated with positive thinking. In business, a mantra usually represents a company's or individual's philosophy or belief.
Emerging Markets & Branding

Emerging Markets

Building Brands

Getting richer faster
GDP, % change on previous year

Shifting values
100 most valuable brands, by country of origin

Source: IMF

Source: Millward Brown Optimor
Emerging Markets & Branding

Emerging Markets

Building Brands

Emerging Markets will dominate future consumption

Source: Credit Suisse, The Economist, April 2010, Economics department research.
At the heart of it all: Consumers!

Growth & Competitiveness

Emerging Markets

Consumers

Building Brands

Market Share & Profitability
Decoding the ‘emerging’ consumers

- How are they **Segmented**?
- Where & How do they **buy**?
- What do they **need/want**?
- How to **reach** them?
- What & How to **communicate**?
Decoding the ‘emerging’ consumers

Segmented by:
- Demographic
- Geographic
- Psychographic
- Technographic

How are they segmented?

What do they need/want?
Where & How do they buy?
How to reach them?
What & How to communicate?
Decoding the ‘emerging’ consumers

How are they Segmented?
What do they need/want?
Where & How do they buy?
How to reach them?
What & How to communicate?

Needs & Wants:
- Current Ownership
- Consumption pattern
- Shifting Tastes
- Aspirations
Decoding the ‘emerging’ consumers

Buying Behavior:
- Purchase Decision
- Influencers
- Attitudes
- Retail environment

How are they Segmented?
What do they need/want?
Where & How do they buy?
How to reach them?
What & How to communicate?
Decoding the ‘emerging’ consumers

Accessibility:
- Markets Spread
- Logistics Infrastructure
- Distribution Network
- Local Channels
Decoding the ‘emerging’ consumers

Communications:
• Local Culture
• Language & symbols
• Packaging
• Media channels & habits
Markets, Consumers & Branding
What Key Attributes make Strong Brands?

Brand Attributes

- Great History; Been around for long
  - Very Important: 23%
  - Important: 18%
  - Somewhat Imp: 25%
  - Less Important: 35%

- Simple; Has clarity
  - Very Important: 38%
  - Important: 28%
  - Somewhat Imp: 20%
  - Less Important: 15%

- Market Leader; High market share
  - Very Important: 30%
  - Important: 20%
  - Somewhat Imp: 28%
  - Less Important: 23%

- Credible; Trustworthy
  - Very Important: 45%
  - Important: 25%
  - Somewhat Imp: 18%
  - Less Important: 13%

- Global; International appeal
  - Very Important: 28%
  - Important: 25%
  - Somewhat Imp: 23%
  - Less Important: 25%

- Premium; High Quality
  - Very Important: 25%
  - Important: 20%
  - Somewhat Imp: 25%
  - Less Important: 30%

- Memorable Advertising
  - Very Important: 33%
  - Important: 25%
  - Somewhat Imp: 23%
  - Less Important: 20%

- High Media Visibility
  - Very Important: 23%
  - Important: 18%
  - Somewhat Imp: 33%
  - Less Important: 28%

- Reliable & Consistent experience
  - Very Important: 43%
  - Important: 25%
  - Somewhat Imp: 20%
  - Less Important: 13%

- Accessible; Well distributed
  - Very Important: 28%
  - Important: 23%
  - Somewhat Imp: 28%
  - Less Important: 23%

- Mass appeal; across demographics
  - Very Important: 20%
  - Important: 25%
  - Somewhat Imp: 30%
  - Less Important: 25%

- Innovative; stays relevant
  - Very Important: 35%
  - Important: 25%
  - Somewhat Imp: 23%
  - Less Important: 18%

- Unique; Has strong IP
  - Very Important: 25%
  - Important: 25%
  - Somewhat Imp: 30%
  - Less Important: 20%

- Flexible; Adaptable to extensions
  - Very Important: 30%
  - Important: 25%
  - Somewhat Imp: 25%
  - Less Important: 20%

- Interactive; Involves audience
  - Very Important: 35%
  - Important: 28%
  - Somewhat Imp: 23%
  - Less Important: 15%

Source: Brand Attributes Survey, 30 senior executives; Marketing & International Business
The Top Five Attributes

Branding ‘Mantras’!

- Credible; Trustworthy
- Simple; Has Clarity
- Reliable; Consistent experience
- Innovative; stays relevant
- Interactive; Involves audience
Branding ‘Mantras’ for Emerging Markets

How are they Segmented?
What do they need/want?
Where & How do they buy?
How to reach them?
What & How to communicate?

Simple
Clarity & Brevity

Credible
Trust & Leadership

Relevant
Coherent & Constancy

Meaningful & Reinventing

Engaging
Interactive & Involved

Consistent

Clarity & Brevity
Trust & Leadership
Universal tenets of Branding applies across all markets incl. Emerging Markets

Decoding ‘emerging consumers’ across multiple dimensions is critical for an up-to-date and holistic understanding & its integration into branding model

Adopt a ‘GLOCAL’ approach; Cannot assume positive results from transplanting successful ‘GLOBAL’ branding model

Next Steps:
Application of our ‘5 on 5 Branding-Market’ framework across categories – Consumer Goods, Durables, Luxury Goods, Heavy Equipment, Financial and other Services
Q & A

Thank You

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