

**Interbrand  
Health**

# Branding Intangible Goods

March 26<sup>th</sup>, 2018

## Agenda

- 1 What is Brand and Why Does it Matter**
- 2 Branding Intangible Assets**

1

---

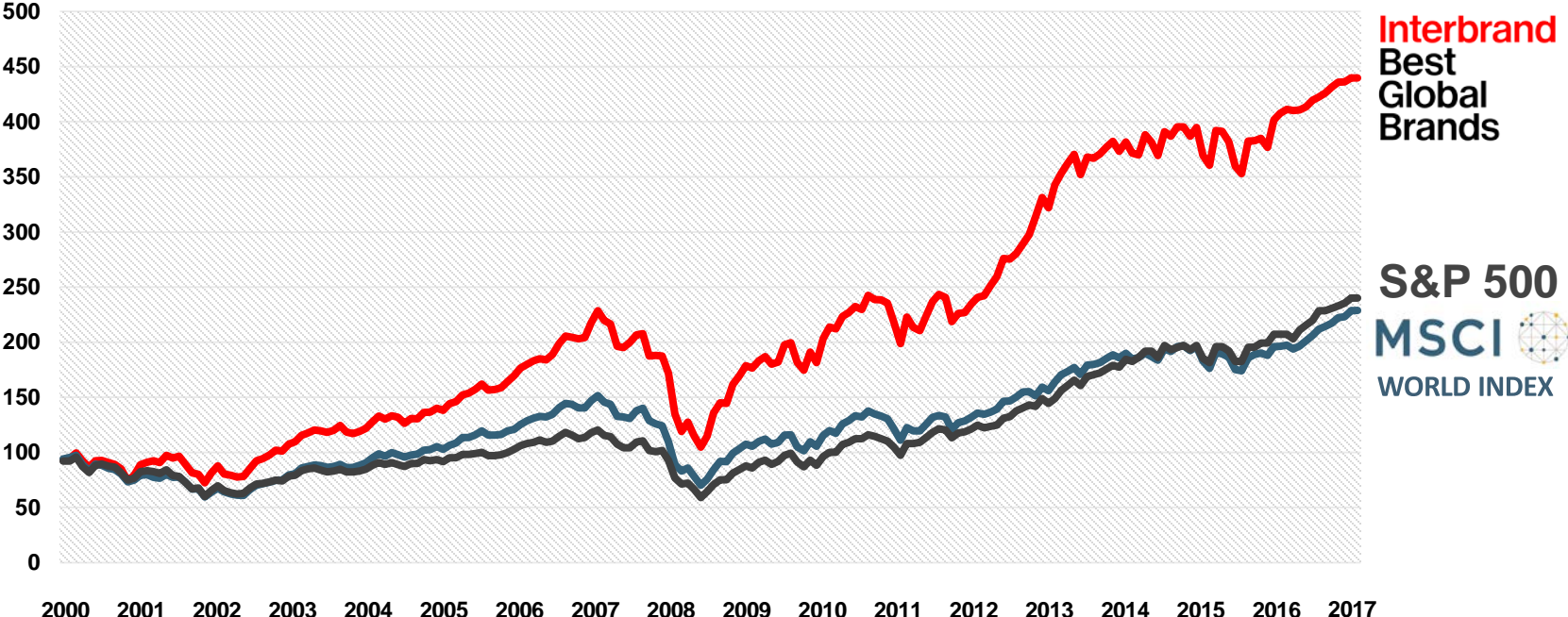
# What is Brand and Why Does it Matter?

**What is a brand?**

## **A Brand is:**

- **A living business asset, designed to enhance the connection between a business and customer or consumer.**
- **The way in which people understand, navigate and talk about a company's business strategy.**
- **A relationship builder that secures and creates future earnings by driving demand, commanding a premium and engendering loyalty.**

# Strong brands outperform their competitors



Source: Interbrand analysis with data sourced from Thomson Reuters and Best Global Brands

2

---

# Branding Intangible Assets

**Intangible products  
need to clearly signal  
value and create a  
compelling customer  
experience**



**In order to do so, the experience has to be elevated beyond the functional – and complexity contained to the products – Explain to people what you believe in!**



**Sells networking hardware, telecommunications equipment and other high-technology services and products**

Customers said...

US

84%



BRA

78%



FRA

73%



GBR

77%



DEU

82%



**“Technology** is the Single Most Important  
**Driver of Change** in the World.”

**Global digitization is disruption the way the world conceives business models, products and services. Cisco Systems believes that although technology can be a driver of disruption, it also holds key solutions – In their own words: “By connecting everything, we can make anything possible”**

Position Cisco as the...

**Networking Leader** and  
**Technology Visionary**

A blurred figure of a person in a dark suit is walking from left to right across the foreground. The background is a large wall covered in a vibrant, abstract geometric pattern of blue and yellow triangles and polygons. In the center of the wall, the text "THERE'S NEVER BEEN A BETTER TIME" is written in large, white, sans-serif capital letters. Below it, the phrase "to bring the world together" is written in a smaller, white, lowercase sans-serif font. In the lower part of the frame, there is a minimalist interior with a white cushioned bench on a metal frame, flanked by two white cylindrical side tables. The floor is a light, neutral color.

THERE'S NEVER BEEN A  
**BETTER TIME**  
to bring the world together

THERE'S  
NEVER BEEN  
A BETTER  
TIME



*to make cities smarter*

  
CISCO

THERE'S  
NEVER BEEN  
A BETTER  
TIME



*to save the rhinos*

  
CISCO

## **Key Takeaways**

- 1. Intangible and commoditized products must create a brand to drive preference and build trust**
- 2. Your consumers must share your values – embed it in your brand**
- 3. Great brands demonstrate their role and purpose in the world**
- 4. Consumers are not buying what you have to sell, they are buying ways to demonstrate their own belief system**
- 5. Think of ways to make the world better – In doing so, people will commit to you**