

DRIVING BRAND TRANSFORMATION

ADVERTISING FEDERATION OF CEDAR RAPIDS
MAY 20TH 2004

agiloy

WHAT IS BRAND TRANSFORMATION?

WHAT HAVE WE LEARNT?

BRAND TRANSFORMATION IS DRIVEN BY BIG
TRANSFORMATIONAL BRAND IDEAS

TO GET TO BIG TRANSFORMATIONAL IDEAS
YOU NEED BIG TRANSFORMATIONAL
INSIGHTS

NOT ENOUGH TO TRANSFORM ADVERTISING,
HAVE TO TRANSFORM BRAND EXPERIENCE

KEY LEARNING 1:

BRAND TRANSFORMATION IS DRIVEN BY
BIG TRANSFORMATIONAL BRAND IDEAS

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E-BUSINESS



OPEN



MLIFE



RADICAL OPENNESS



BEAUTY WITHOUT ARTIFICE



MEMBERSHIP



THE MIRACLES OF SCIENCE

ONDCP

WHAT'S YOUR ANTI-DRUG?

WHY ARE BIG BRAND IDEAS SO
CRITICAL?



LOYALTY IS DRIVEN BY BRAND EXPERIENCE

BRAND EXPERIENCE IS DRIVEN BY BRAND IDEAS