



# Leaders as Communicators Selling Your Brand

Session 3 – Part 2



SYRACUSE UNIVERSITY

School of  
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# Leader as Chief Salesperson Creating a Brand!



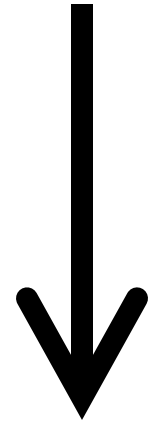
# Branding is Not Simply About Awareness It's more complicated!

“Branding is the most misunderstood concept in all of marketing, even among so-called professionals. For example, people think successful branding is about awareness. It isn't. After all, everyone knows about cancer, but how many people actually want it?”

Bob Frankel

# Evolution of Marketing

- Features—what it has
- Benefits—what it does
- Experience—what you'll feel
- Identification—who you are
- A Connection!



# **The Battle of Perceptions**

## **Does the best product always win?**

# Good Brands (Bob Frankel)

- Delivers the message clearly
- Communicates quickly
- Projects credibility
- Strikes an emotional chord
- Motivates the respondent
- Creates a strong user loyalty

**Advertising grabs their minds.  
Branding gets their hearts**

But more than a name...

# The Kodak Camera



*“You press the button,  
we do the rest.”*

OR YOU CAN DO IT YOURSELF.

The only camera that anybody  
can use without instructions. As  
convenient to carry as an ordinary  
field glass. World-wide success.

*The Kodak is for sale by all Photo stock dealers.*

*Send for the Primer, free.*

**The Eastman Dry Plate & Film Co.**

Price, \$25.00 — Loaded for 100 Pictures.

Re-loading, \$2.00.

ROCHESTER, N. Y.



# Who would have thought!

## VW advertisers showed how to sell the unsellable

By John L. Gann Jr.

Bankrupt Detroit is what it is today simply because it didn't sell. Not to the carmakers who built elsewhere. Not to other industry. And not to families who fled the city for the suburbs.

Other old industrial cities in Upstate New York share Detroit's difficulties if not yet its financial fate. So do downtowns and other older business areas. Their only long-term hope for growth in sales, jobs, population and tax revenues is to start selling again.

So cities like Detroit and other out-of-favor places or products of any kind need marketing.

But in a competitive marketplace, how can you sell the seemingly unsellable?

In the business world it's been done. There are great lessons from the experience of the ugly duckling of the Motor City's greatest industry. That was the original Volkswagen Beetle.

Ugly duckling is an understatement. The car the New York Times called the "little Hitler" was conceived and sponsored by the Führer himself. It was antiquated, underpowered, homely, tiny, austere, little known, and burdened by a kiss-of-death Nazi association — everything its postwar U.S. competitors were not.

In 1948 Ford Motors was offered the car and its plant free. The company turned it down as "not worth a damn." U.S. dealers and distributors considered the Beetle unsellable.

VW needed marketing. It got it, but in a way that chose to break a few rules.

The rule-breaking worked. By 1972 the Beetle had out-sold every other car that had ever been put on the mar-



They said it couldn't be done.  
It couldn't.

We tried. Lord knows we tried. But no amount of pivoting or faking could squeeze the Philadelphia 76ers' Wilt Chamberlain into the front seat of a Volkswagen.

So if you're 7'1" tall like Wilt, our car is not for you.

But maybe you're a mere 6'7". In that case, you'd be small enough to appreciate what a big thing we've made

of the Volkswagen.

There's more headroom than you'd expect. (Over 37½" from seat to roof.)

And there's more legroom in front than you'd get in a limousine. Because the engine's tucked over the rear wheels where it's out of the way and where it can give the most traction.

You can put 2 medium-sized suitcases up

front (where the engine isn't!), and 3 fair-sized kids in the back seat. And you can sleep an enormous infant in back of the back seat.

Actually, there's only one part of a VW that you can't put much into

The gas tank. But you can get about 25 miles per gallon out of it.



Wilt Chamberlain in a VW advertisement.

thing like VW's unorthodox

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# Branding Can't Be Left up to the "Communications Group"

- Branding is so fundamental to a company's or organization's worth that it can't be left up to the "marketing group."
- Brand Stuart – Key role for leadership
- Even though the CIO is the guardian of the brand, it is the collective power of the individuals in the organization that provides and sustains the competitive advantage and value of the brand

# More Examples...