



INTERNATIONAL
ADVERTISING
ASSOCIATION
YOUNG PROFESSIONALS
SWITZERLAND

> Branding and Internet Marketing

- > William K. Holstein
- > GSBA-Zurich



Thoughts and biased opinions from an observer of the passing scene in advertising

> Branding and Internet Marketing

> William K. Holstein



- > Brands and Branding
- > The difference that e Makes
- > Brand Impact
- > PR and Branding
- > e-Mail
- > Cell Phones
- > Blogs
- > Web Sites
- > Segmentation
- > Segmentation Demo
- > Lessons to be Learned

> William K. Holstein

> Definition of 'Brand'

- > The sum of the **characteristics** of a product or service as **perceived** by the user ...
- > The user **perceives relevant unique added values** which match their needs most closely ...
- > Success results from being able to **sustain** these added values in the face of competition.

> Definition of 'Brand'

A product from a **known source**

Brand value reflects how a product's name, or company name, is perceived by:

- > **The target audience** for a product, or
- > The marketplace in general



> Target Audience

- > Important to understand the **meaning** and the **value** of the brand for **each target audience** in order to develop an effective marketing mix.
- > The value of the brand for a **web-based company may have heightened importance** due to the intangible nature of the web.

amazon.com

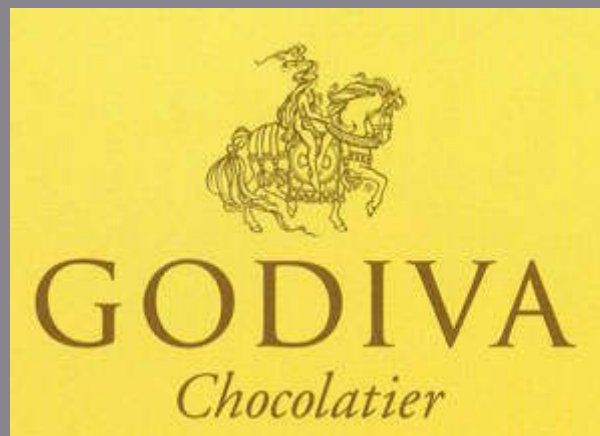
> Known Source

- > You want to become the **default reference** in a consumer's mind.
- > You want to become **synonymous with your niche**.
- > When someone says "chocolate", many Europeans immediately think **Nestlé** because, in a sense, they "own" the brand.



> Known Source

- > But in the U.S., when you say "chocolate," I immediately think **Hershey's**
- > But my wife might think **Godiva**



It's more expensive,
but **it's worth it**



> What is e-Branding™?

“**e-branding**”™ is the creation and development of communications strategies specifically **for brands to have meaning and context on the web.**

Traditional, **terrestrial brand positioning strategy** doesn't always work on the web.



The US shopfront of Apple's iTunes

> Brand Summary

- > Remove the hype, and branding is just **common-sense strategy**, re-branded.
- > To successfully build a brand is to **communicate your key value proposition to the key customer segment**, and do so in an **integrated and consistent way**



> Brand Impact

> One day I realized that every person I bought from on a regular basis... was a **person** to me, not a company

> I don't shop at WAL*MART

> in my mind that's where the **funny lady with the pigtails** works

> I don't buy music

> I get the latest **Beyonce** CD.

> Even with brands like Amazon.com

> I want the next **Toni Morrison novel**, not just some book by anyone.



> Brand Association

You must create an **association** between yourself and the person you want to influence, the results they want to have.

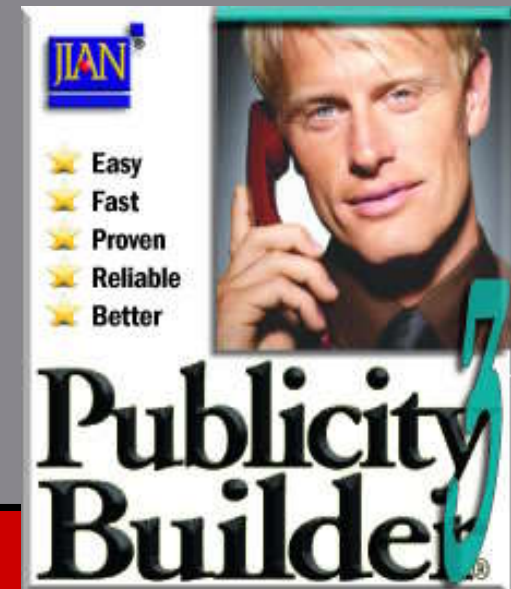
Your brand needs **a face, a representative, a personality.**



> PR and The Art of Branding

Focus on PR, not advertising

Many companies waste millions of dollars trying to establish brands with advertising



Brands are built on what people are saying about you, not what you're saying about yourself. People say good things about you when

- > you have a great product and
- > you get people to spread the word about it



Get past the **endless obsession** with what competitors are doing

The end result is a group of companies that are all offering the same thing as they "**me too**" **each other into commodity hell**



You have to let your customers **co-create your brand** through the stories they tell one another

Advertising has a harder time doing that than PR

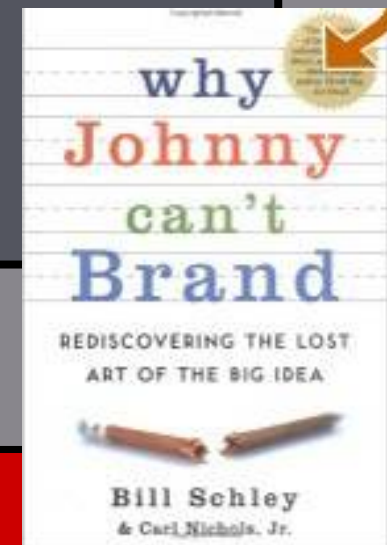


> Branding is what you do

Branding is not what you say but what you do.

To brand, in a corporate sense, is no more a verb than "to gorgeous."

A brand is a result, not a tactic.



One cannot go about branding an organization or a product or a service; the organization, product, or service is what creates the brand

In a brilliant twist, the experts have **bottled an end and sold it as a means.**



Establishing a brand plays into several facets of **human nature**

For example, when we are presented with a **choice between the known and the unknown**, we'll naturally tend towards the known

And if there are several known entities, we further sort by the one we **trust most**



As we learn more about branding and its tie to growing a known product, the answer to whether we should brand is simple

If we want to **create a niche and dominate it**, online or off, we need to **shape that niche**, to **define it**, and to **use several different approaches**

But HOW to do it?



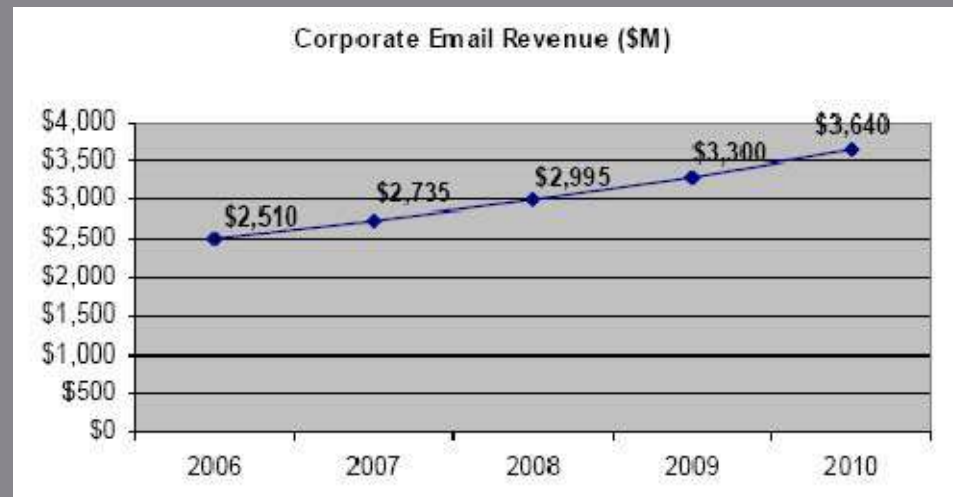
Let us turn now to
specific methods
among the diversified
approaches available



e-Mail Advertising

> Using e-Mail

- > **84 billion** e-mails are sent daily
- > US business users send and receive, on average, **171 e-mails a day**, and that volume is expected to double by 2010
- > **Is Europe far behind?**



> The e-Mail Bomb

Like fax-push advertising, **spam advertising is out of control** and likely not a viable alternative for most companies



> There are ways around Spam

Opt-in Email Advertising

Features:

- > Targeted Opt-in E-mail Lists
- > Over 3000 Categories
- > Over 30 Million E-mail addresses
- > Demographics targeting, including: age, sex, job title, salary
- > Geo-targeting
- > Domain Targeting (i.e .com, .net, .edu, .org. .uk, .de)
- > Prices starting as low as 7 cents per email

Cell Phone and PDA Advertising

Interaction Between Customer and Brand



MOVVO is Neighborhood America's comprehensive mobile marketing solution. ~~dedicated for enterprises seeking to maximize~~

designed for enterprises seeking to maximize communication efforts and extend their reach beyond traditional forms of engagement.

community to reach a broader audience or enhance your brand, Neighborhood America has the experience and proven success you can rely on to move into the next generation of social networking. Are you ready to [MOVVO](#)?

> Delivering Relevant Content

Relevant:
having a bearing
on or connection
with the subject
at issue

wordnet.princeton.edu/perl/webwn

PROXIMITYMEDIA'S BLUETOOTH PROXIMITY ADVERTISING SOLUTION:

WE DELIVER RELEVANT CONTENT TO RELEVANT
PEOPLE IN RELEVANT PLACES AT RELEVANT TIMES.



Bluetooth MediaServer: proximity advertising at its best

Looking for creative, cost-effective methods to distribute rich media content? Mobile marketing methods that can substantially raise your ROI? Here's the solution: Wiremedia's Bluetooth MediaServer, an amazing system that uses Bluetooth wireless technology. Direct response advertising at its best.

> Proximity Advertising

Your cell phone delivers the ad
for a nearby
restaurant



... and then
delivers the
directions to get
you there

Now that is relevant!

> Proximity Advertising

Your cell phone asks if you want a message from a nearby theater



... and then shows you a clip of what is playing

Now THAT is RELEVANT!

> Earlier we said *we sort by the one we trust most*

Now we are beginning to see implementations of these ideas that work ...

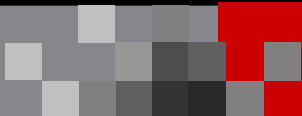


... and with new technology it will get even better!





Blogs

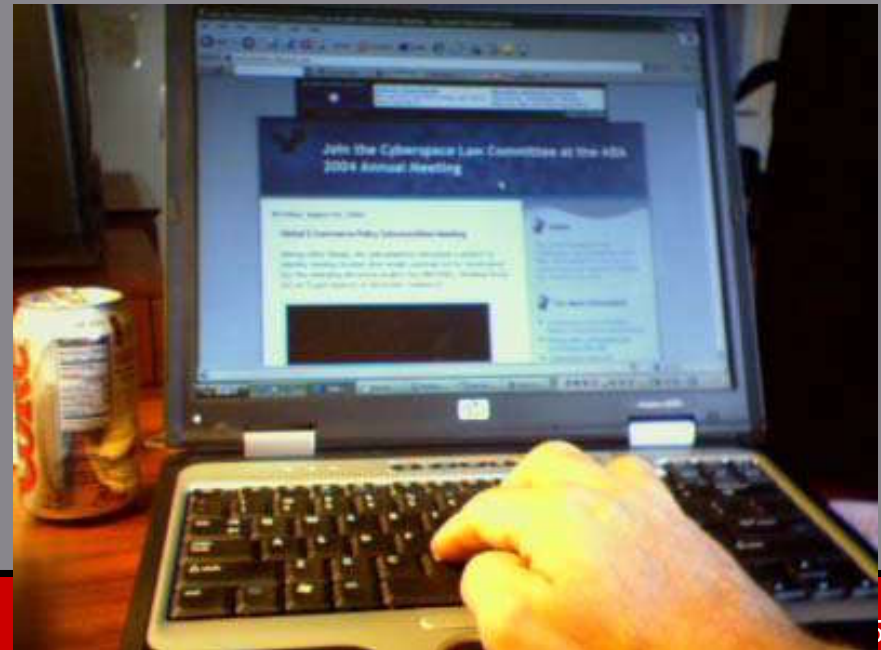


Without, say, the imprimatur of The Neue Zürcher Zeitung, a blogger has only his or her reputation to recommend the work

BUT, in this age where the hype of business blogging is reached a plateau, **people are starting to realize that blogging has real, permanent benefits.**

> Blogging – 2 Questions

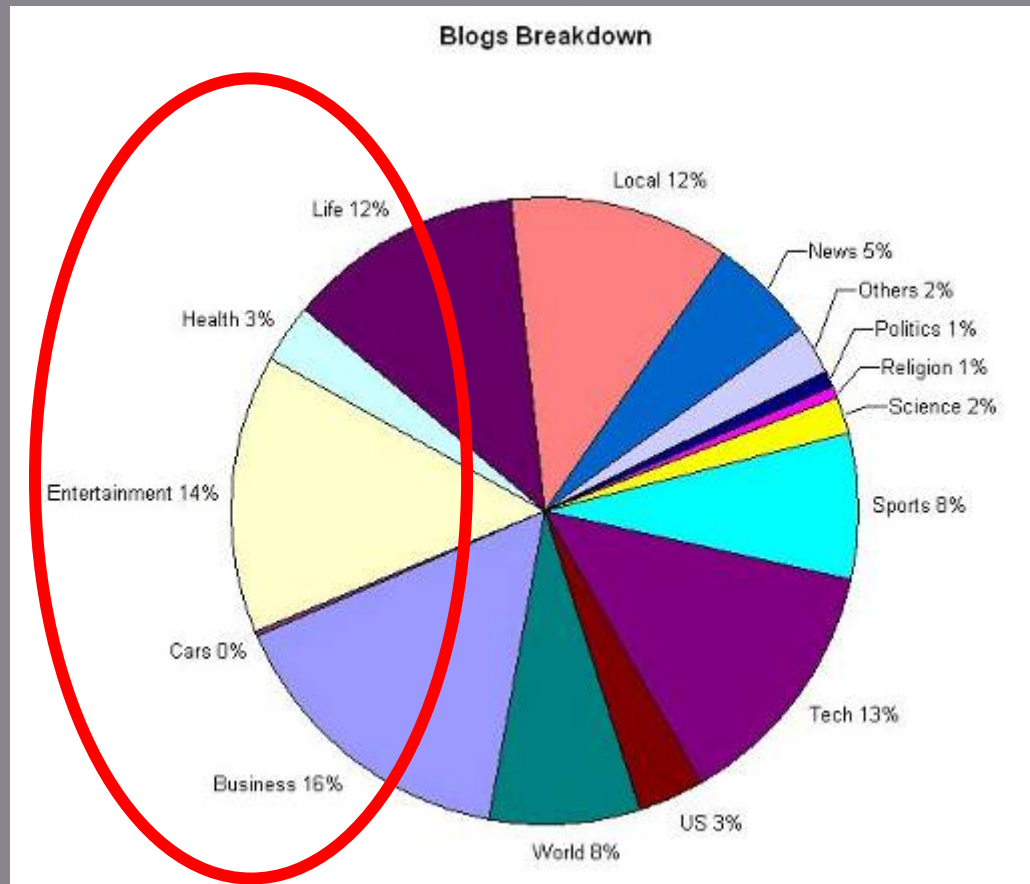
- > Does my planned blogging vision suit my company?
- > Is my current blog strategy both cost-effective and brand-effective?



> The Art of Branding on a Blog

Your blog has got to **match or enhance your brand**, in appearance, message, utility and reach.

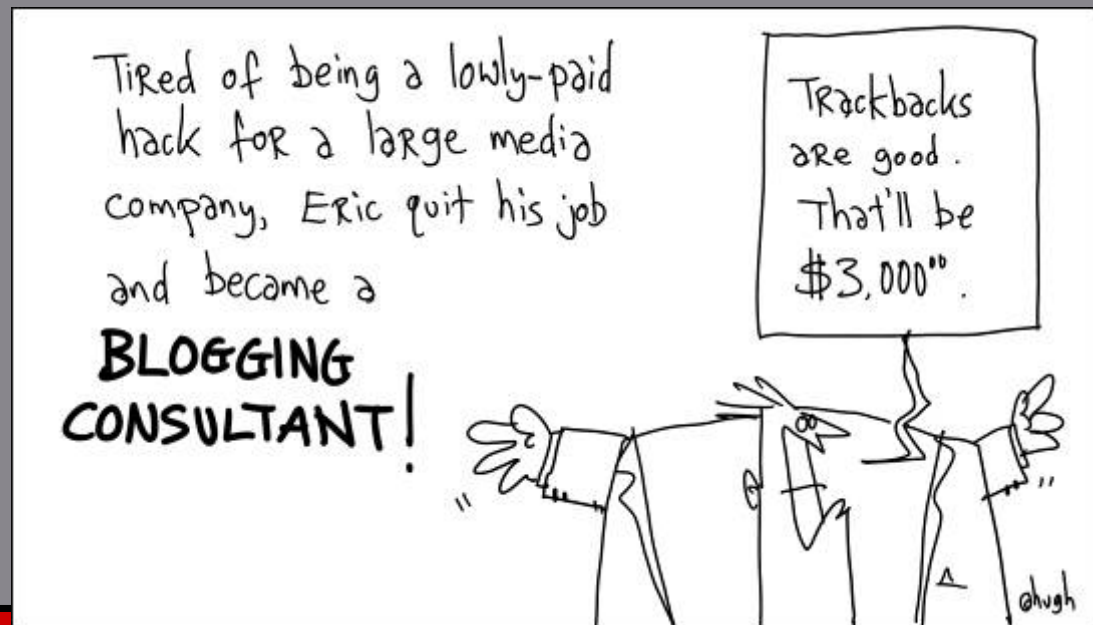
A blog that brings your brand down is worse than no blog at all.



> The Art of Branding on a Blog

My **assumptions** are that you **don't have infinite resources** and that you **do have a great product**

If you do have infinite resources and don't have a great product, there's still hope, but you don't need to read this entry any further.



To **extend and solidify** your brand online, have blogs that are **themed**

Extend the reach of your brand by offering your blog's RSS feeds for syndication (repurposing) on strategic web properties.

Open more communication channels for your brand.

Web Sites

> Web Sites

Let's talk about my wife of 48 years



> Life was Simple ... but now ???

<p>10.</p>  <p>Tide with a Touch of Downy Powder Detergent, Clean Breeze Scent, Case Pack, Two - 95 Load Boxes (190 Loads) \$62.73 \$43.04 Get it by Tuesday, Jan. 30, if you order in the next 31 hours and 45 minutes. Show only Tide items</p>	<p>11.</p>  <p>Tide Powder Detergent with Bleach, Clean Breeze Scent, Case Pack, Three - 63 Load Boxes (189 Loads) \$63.44 \$53.18 Get it by Tuesday, Jan. 30, if you order in the next 26 hours and 30 minutes. Show only Tide items</p>	<p>12.</p>  <p>Tide with a Touch of Downy Powder Detergent, April Fresh Scent, Case Pack, Two - 95 Load Boxes (190 Loads) \$62.73 \$44.64 Get it by Tuesday, Jan. 30, if you order in the next 31 hours and 45 minutes. Show only Tide items</p>
<p>13.</p>  <p>Tide Coldwater Powder Detergent, Glacier Scent, Case Pack, Three - 63 Load Boxes (189 Loads) \$66.06 \$47.37 Get it by Tuesday, Jan. 30, if you order in the next 31 hours and 45 minutes. Show only Tide items</p>	<p>14.</p>  <p>Tide Laundry Detergent - Powder, Original Scent, 26 oz Show only Tide items</p>	<p>15.</p>  <p>Tide Laundry Detergent With Bleach, Powder, 26 oz Show only Tide items</p>
<p>16.</p>  <p>Tide Powder Laundry Detergent With Bleach, Original Scent, 87 oz Show only Tide items</p>	<p>17.</p>  <p>Tide Laundry Detergent, Original Scent - Powder, 141 oz Show only Tide items</p>	<p>18.</p>  <p>87 Oz. Tide Powder Laundry Detergent \$15.22 Show only Freston & Gambale items</p>



Tide Powder Laundry Detergent With Bleach, Original Scent, 87 oz

> Show only Tide items



Tide Laundry Detergent, Original Scent - Powder, 141 oz

> Show only Tide items



87 Oz. Tide Powder Laundry Detergent

~~\$15.22~~

> Show only Procter & Gamble items



Tide Laundry Detergent, Mountain Spring - Powder, 70 oz

> Show only Tide items



Tide Laundry Powder (34959PG)

~~\$22.71~~

> Show only Procter And Gamble items



Tide with a Touch of Downy Powder Detergent, Soft Ocean Mist Scent, Case Pack, Two - 95 Load Boxes (190 Loads)

~~\$43.94~~

Get it by **Tuesday, Jan. 30**, if you order in the next **31 hours and 45 minutes**.

> Show only Tide items



Ultra Tide Laundry Detergent with Bleach, 267-oz. Box (PAG42282)

~~\$47.39~~

> Show only Procter And Gamble items



Ultra Tide Liquid Detergent, 100 Oz PGT17115

26.



Tide Liquid Laundry Detergent, Original Scent, 200 fl oz

> Show only Tide items

27.



Tide Liquid Laundry Detergent, Clean Breeze, 200 fl oz

> Show only Tide items



Tide Liquid Laundry Detergent - Clean Breeze, With a Touch of Downy, 100 fl oz

> Show only Tide items

29.



Procter & Gamble #91828 50OZ Tide Liquid Detergent

\$5.79

> Show only PROCTER & GAMBLE items

30.



Tide Liquid Laundry Detergent-50 Oz. Each (92290PG)

~~\$77.82~~ \$50.92

> Show only Procter And Gamble items



Tide Liquid Laundry Detergent, Mountain Spring Scent, 200 fl oz

> Show only Tide items

32.



Tide Liquid Laundry Detergent, Original Scent, 50 fl oz










> Show only Tide items







33.



Tide Liquid Laundry Detergent With Bleach Alternative, Original Scent, 150 oz

> Show only Tide items

<p>34.</p>  <p>Tide Liquid Laundry Detergent, Original Scent, 150 fl oz Show only Tide items</p>	<p>35.</p>  <p>Tide Laundry Detergent, Tropical Clean , 150 fl oz Show only Tide items</p>	<p>36.</p>  <p>Tide Simple Pleasures Liquid Laundry Detergent, Water Lily & Jasmine, 80 fl oz Show only Tide items</p>
<p>37.</p>  <p>200 Oz. Liquid Tide Detergent \$27.96 Show only Procter & Gamble items</p>	<p>38.</p>  <p>Tide Free Liquid Laundry Detergent, 50 fl oz Show only Tide items</p>	<p>39.</p>  <p>Tide With Bleach Alternative Liquid Laundry Detergent, Original Scent, 200 fl oz Show only Tide items</p>
<p>40.</p>  <p>Ultra Liquid Tide Laundry Detergent, 100-oz. Bottle, 4/ Carton (PAG92291CT) \$85.90 \$53.29 Show only Procter And Gamble items</p>	<p>41.</p>  <p>Tide Liquid - Clean Breeze Laundry Detergent, 32 Loads, 100 fl oz Show only Tide items</p>	<p>42.</p>  <p>Ultra Liquid Tide Laundry Detergent, 100-oz. Bottle (PAG92291) \$48.12 \$15.63 Show only Procter And Gamble items</p>

<p>43.</p>  <p>Tide Simple Pleasures Liquid Laundry Detergent, Rose & Violet, 80 fl oz</p> <p>> Show only Tide items</p>	<p>44.</p>  <p>PAG92291EA Ultra Liquid Tide® Laundry Detergent, 100-oz. Bottle</p> <p>\$18.12</p> <p>> Show only PROCTER & GAMBLE items</p>	<p>45.</p>  <p>PAG92291CT Ultra Liquid Tide® Laundry Detergent, 100-oz. Bottles, 4/ Carton</p> <p>\$65.90</p> <p>> Show only PROCTER & GAMBLE items</p>
<p>46.</p>  <p>Tide Ultra Liquid Laundry Detergent, 100-oz. Bottle, 4 Bottles per Case</p> <p>> Show only Procter and Gamble Professional items</p>	<p>47.</p>  <p>Tide Liquid - Clean Breeze With Bleach, 39 Loads, 150 fl oz</p> <p>> Show only Tide items</p>	<p>48.</p>  <p><u>Tide-Liquid-Laundry-300 Oz. - 96Us (30602PG)</u></p> <p>\$68.34 \$68.06</p> <p>> Show only Procter And Gamble items</p>

> And the Web Site introduces still more alternatives!



A woman in a lavender robe is shown on the left, holding a lavender flower. The background is a soft, light blue gradient. The text 'Simple Pleasures™' is written in a large, elegant script font, with 'PULL ON A CHANGE OF MOOD' in a smaller, bold, sans-serif font below it. In the center, there are two bottles of Simple Pleasures laundry products: a large bottle of Tide Laundry Detergent and a smaller bottle of Downy Fabric Softener. Both bottles are purple with white caps and labels. To the right of the bottles is a small, lit candle. Below the bottles, there are three circular icons representing different scents: Vanilla & Lavender, Water Lily & Jasmine, and Rose & Violet. The text 'Visit the site' appears twice, once under the Tide bottle and once under the Downy bottle. At the bottom, there are three rectangular buttons: 'new Tide® Simple PLEASURES™' with a 'More Info' link, 'experience a VIRTUAL ESCAPE' with a 'More Info' link, and 'take the Downy® MOOD QUIZ' with a 'More Info' link.

Simple Pleasures™
PULL ON A CHANGE OF MOOD

Tide *Simple Pleasures™*
LAUNDRY DETERGENT
Visit the site

Downy *Simple Pleasures™*
Visit the site

View Scents

VANILLA & LAVENDER WATER LILY & JASMINE ROSE & VIOLET

new Tide® Simple PLEASURES™
More Info

experience a VIRTUAL ESCAPE
Tide® Simple Pleasures™
LAUNDRY DETERGENT
More Info

take the Downy® MOOD QUIZ
More Info

> Flavor 2



Simple Pleasures™
PULL ON A CHANGE OF MOOD

Tide *Simple Pleasures™*
LAUNDRY DETERGENT
▶ Visit the site

Downy *Simple Pleasures™*
▶ Visit the site

▶ View Scents

VANILLA & LAVENDER WATER LILY & JASMINE ROSE & VIOLET

> We are getting coupons in the mail ...

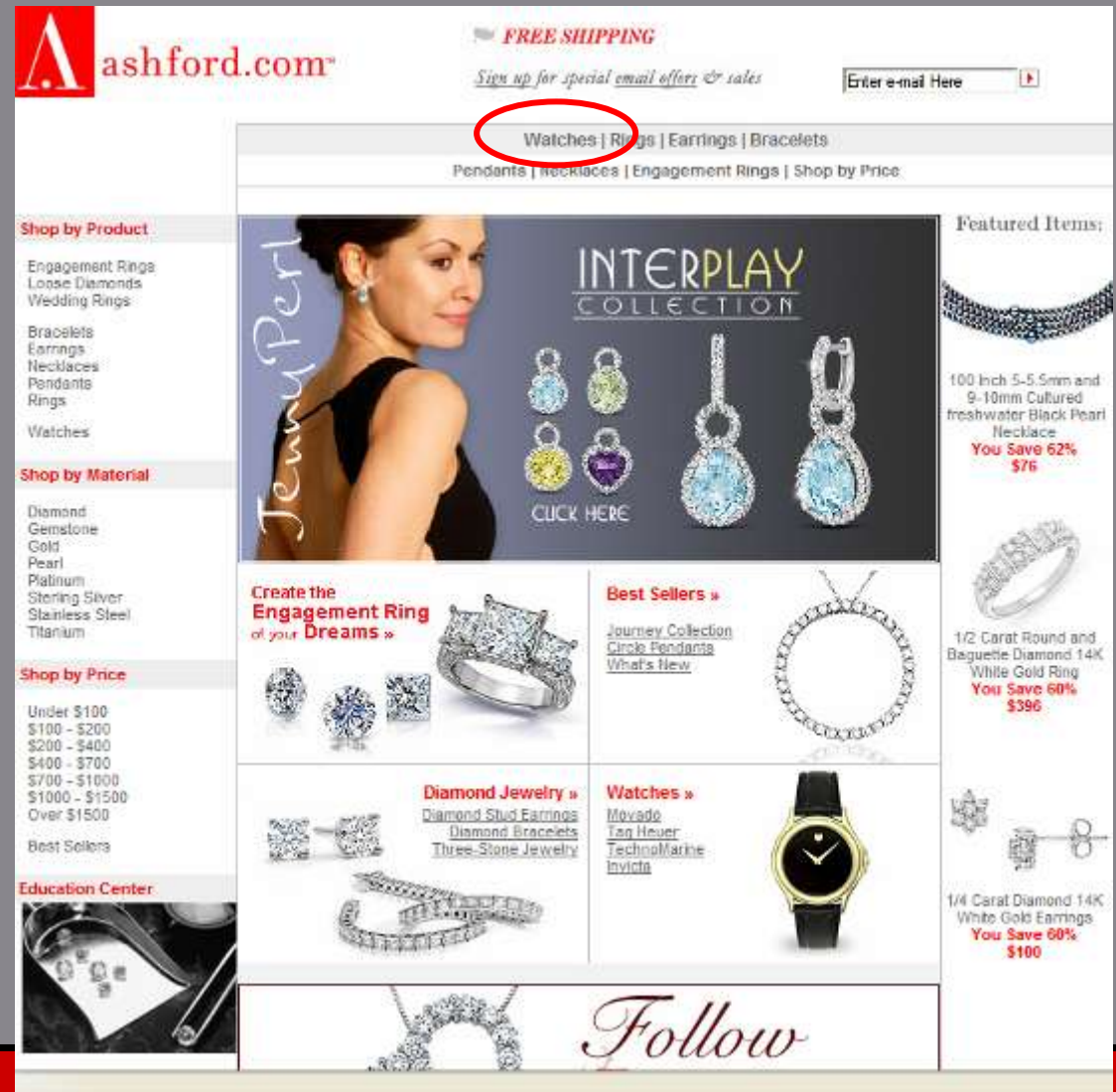


... but none of these are in our local supermarket!

> Web Sites – The Big Problem

Who is the audience?

- > Boomers?
- > Seniors?
- > Males?
- > Females?
- > Swiss French?
- > Swiss German?



> Who is the Audience?

The screenshot shows the Amazon.com interface. At the top, the navigation bar includes the Amazon logo, user account links, and a search bar. Below the navigation bar, a red circle highlights the header "William's Amazon.com > Recommended for You" with a sub-link "(If you're not William, [click here.](#))".

The main content area is titled "Recommended for You" and includes a sub-header "These recommendations are based on [items you own](#) and more." Below this, there are three product recommendations:

- 1. The Portable MBA in Entrepreneurship**
by William D. Bygrave (Editor), Andrew Zacharakis (Editor) (March 14, 2003)
Average Customer Review: ★★★★★
In Stock
Our Price: \$24.12 Used & new from \$15.41
Add to cart Add to Wish List
Recommended because you purchased The Portable MBA in Strategy (Portable Mba Series) and more ([edit](#))
- 2. The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business (Collins Business Essentials)**
by Clayton M. Christensen (Author) (January 2003)
Average Customer Review: ★★★★★
In Stock
Our Price: \$12.21 Used & new from \$5.91
Add to cart Add to Wish List
Recommended because you purchased Competing for the Future and more ([edit](#))
- 3. Hot Summer Nights**
~ Danny Wright (February 4, 1997)
Usually ships in 6 to 12 days
Our Price: \$15.98 Used & new from \$3.49
Add to cart Add to Wish List
Recommended because you purchased Curtain Call ([edit](#))

On the left side of the page, there is a sidebar with "Recommendations Based on Activity" and "Recommendations by Category". The "Recommendations by Category" list includes: Apparel & Accessories, Baby, Beauty, Books, Camera & Photo, Computers & PC, Hardware, DVD, Electronics, Gourmet Food, Health & Personal Care, Industrial & Scientific, Jewelry & Watches, Kitchen & Housewares, Magazine Subscriptions, Music, Outdoor Living, Software, Sports & Outdoors, Tools & Hardware, Toys & Games, Video, and Video Games.

> Web Sites – The Big Problem

What is the message?

- > Brand?
- > Benefits?
- > Features?
- > Help?
- > Information?



> Web Sites – The Big Problem

Why are we doing this?

- > To promote the brand?
- > To build credibility?
- > To inform?
- > To convince?
- > To persuade?
- > To influence?



The screenshot displays the Swiss Post website's 'Franchising System' page. At the top, there are language options: 'Deutsch', 'Français', and 'Italiano'. The 'SWISS POST' logo is prominently featured. A vertical navigation menu on the left lists various sections: 'Services', 'Customer Service', 'Online-Tools', 'About us', 'Profile', 'Franchising', 'Concept', 'Request', 'Contact', 'News', 'Corporate Movie', 'Adresses', and 'Media'. The main content area is titled 'Franchising System' and includes a 'Trademark' section with an image of a Swiss Post storefront and a paragraph about the exclusive use of the brand. Below this is a 'Market products' section with an image of mailboxes and a list of services provided.

Deutsch Français Italiano

SWISS POST

Services
Customer Service
Online-Tools
About us
Profile
Franchising
Concept
Request
Contact
News
Corporate Movie
Adresses
Media

Franchising System

Trademark

Exclusive use of the "Swiss Post" brand, reflecting traditional Swiss values of punctuality, reliability, flexibility and entrepreneurship as well as international presence, professionalism and quality. The Swiss Post brand is highly regarded worldwide.

Market products

A globally uniform product range, which is continuously adapted to customers' needs and expanded to include various additional services with clear added value.

The current product range provides:

- Marketing Mail International (direct marketing)
- Business Mail International (daily post and correspondence)
- Press International (newspapers and magazines)
- Business to Consumer (small consignments)

> Web Sites – The Big Opportunity

THE GLOBE AND MAIL globeandmail.com

Home | **Business** | National | International | Sports | Columnists | Entertainment | Tech | Travel | Cars

Search Site Search Tips [YellowPages.ca](#) [Canada 411](#) [COMPARE VEHICLES](#)

TOP 10 NEW CARS

Subscribe to Globe Where to find it

Breaking News

Home Page
Business
Personal Finance
National
International
From the Field
Sports
Entertainment
Book Club
Technology

IT'S A DIGITAL WORLD

Special Reports
Tech Gift Guide
Small Business
Business Travel
Air-India
Golf Guide

young entrepreneur AWARDS 2003 WINNERS

Today's Paper
Front Page

REPORT ON BUSINESS UPDATED AT 11:04 AM EST Thursday, Nov. 20, 2003

Business Home | e-insider | Portfolio | Stocklist | Funds | Personal Finance

Morning markets

Stocks recover some ground
Terrorism threat sent shares down in early trading but tech shares go positive
11:04 AM | [FULL STORY](#)

Commentary

Ingram: Board fiddled while Hollinger burned
As it does with Tyco, the board of directors shares the blame
4:50 PM

Market Summary

	Change	Price
S&P 500	+1.51	7,802.60
Nasdaq	+7.38	1,907.04
DJIA	+15.33	9,675.13
S&P 500	-.85	1,041.69

Delayed 20 min. Help
POWERED BY globeinvestor.com

Greenspan warns of 'creeping protectionism'
Fed chairman speaks on ballooning trade deficits in U.S.
9:20 AM | [FULL STORY](#)

SEC subpoenas Hollinger
Conrad Black resigns from board two days early; company misses filing deadline
1:42 AM | [FULL STORY](#)

• [Storm hasn't walloped Black's wallet](#)

Today's Paper
Latest Weather

Business Poll

Are career coaches worth the investment?

Yes, they help
☐ focus your attention
☐ Yes, no one else has time to train you these days
☐ Only for people too lazy to do their own thinking
☐ No, it's all common sense

[Vote](#)

Results & Past Polls

WealthStyles

Video Series

Manulife Investments

MORE VIDEOS

Manulife Investments

Mortgage Rates

Compare national rates by lender:
[See Chart](#)

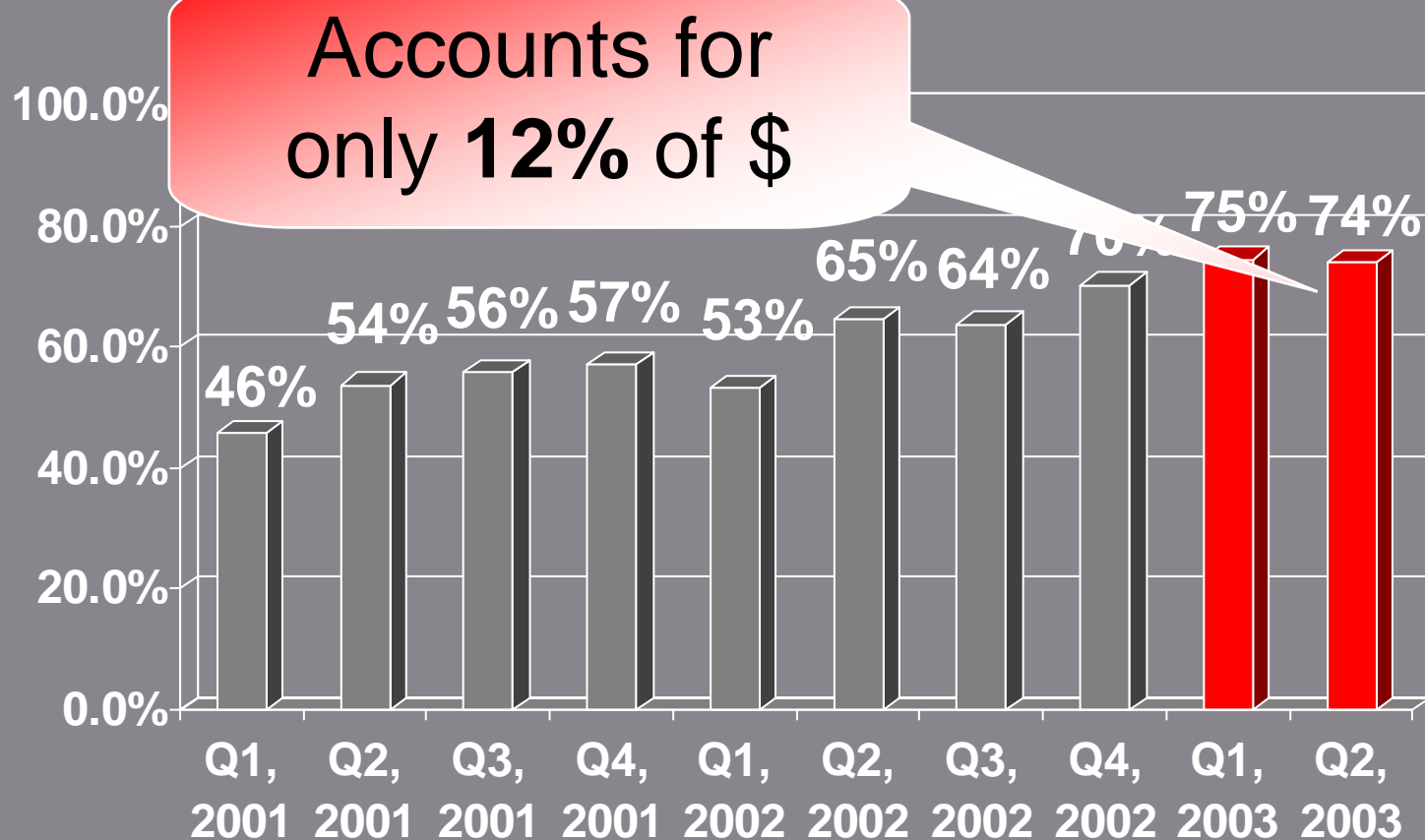
Sponsored by: [Scotiabank](#)

Current Markets

Enter Canadian or U.S.

> Web Sites – The Big Opportunity

At Least 75% of US businesses are now buying goods and services online



e-Shopping Carts

Other surveys
say up to 79%

E-Service by Ron Zemke



**52% of online shopping
carts are abandoned!**



> Can you imagine ...

... if up to 75% of shopping carts were abandoned
in a supermarket
without the customer buying anything ???



> A True Story

cameraworld.com 28-200mm Portland, OR

Quick Search ▶ Choose a category Choose a brand **go!** or

1-800-226-3721

CAMERAS ▶
[Digital Camera](#)
[Single Lens Reflex](#)
[Point & Shoot](#)
[Medium Format](#)
[Rangefinder](#)

CAMCORDERS ▶
[Analog Camcorders](#)
[Digital Camcorders](#)

LENSES ▶


ACCESSORIES
[Filter](#)
[Film](#)
[Bag/Case/Strap](#)
[Battery/Charger](#)


power search e mailing list help desk my account articles

JANUARY CLEARANCE SALE!

Visit Our Clearance Center!

this week's specials:

photo	digital	video
		
Nikon N90s Camera Body	Fuji Fine Pix 4700 Digital Camera	Sony DCR-PC100 MiniDV Camcorder
List: \$799.99 Our Price: \$699.88	List: \$899.99 Our Price: \$699.88	List: \$2099.99 Our Price: \$1499.88



Free Shipping over \$100.00
& **Shop Tax Free!** [Click for Details](#)
YOUR TRUSTED SOURCE FOR 25 YEARS!

[Cart](#) [Help](#) [Order Status](#)

DIGITAL CAMERAS35MM SLRLENSESCAMCORDERS

billing/shipping information ▶ checkout step 1 of 2

[continue shopping](#)

Your order is not final until you submit your credit card.

[checkout step 2 >>](#)

To clear form click [here](#).
Returning customers click [here](#).

billing address
(billing name and address must match your credit card billing info.)

first nameGeoffrey

middle initialP optional

last nameRamsey

companyNone optional

address81 Jane Street
 optional

cityWaldwick

stateNew Jersey

zip code09876

countryUnited States

day phone2125553839

eve phone2013453891 optional

e-mailgramsey@emarketer.com

☒ Yes, I'm interested in receiving e-mail notification of upcoming sales, promotions and informational newsletters.

We WILL NOT give out your name or e-mail address to anyone else! We guarantee your privacy and security!

☒ Save/Update my info on my computer

☐ This is a gift, please don't show price on my packing list

shipping options

☒ Free, Ground, 7 - 10 Business Days

☐ 2nd Business Day, \$14.95

☐ Next Business Day, \$24.95

☐ Saturday Delivery, \$29.95

[*Click here for more shipping info.](#)

ship-to address if different

first nameGeoffrey

middle initialP optional

last nameRamsey

companyeMarketer optional

address801 Broadway
 optional

cityNew York

stateNew York

zip code10003

countryUnited States

58

> Next Screen



Free Shipping over \$100.00
& Shop Tax Free! [Click for Details](#)
YOUR TRUSTED SOURCE FOR 25 YEARS!

[Cart](#) [Help](#) [Order Status](#)

[DIGITAL CAMERAS](#) [35MM SLR](#) [LENSES](#) [CAMCORDERS](#)

[billing/shipping information](#) ▶ checkout step 1 of 2

[continue shopping](#)

Your order is not final until you submit your credit card.

[checkout step 2 >>](#)

To clear form click here.
Returning customers click here.

billing address

(billing name and address must match your credit card billing info.)

first name

middle initial optional

last name

company optional

address

optional

city

state

zip code

country

day phone

eve phone

e-mail

☒ Yes, I'm interested in promotions and informational newsletters.

We WILL NOT give out your name or e-mail address to anyone else! We guarantee your privacy and security!

☒ Save/Update my info on my computer

☐ This is a gift, please don't show price on my packing list

shipping options

- ☒ Free, Ground, 7 - 10 Business Days
☐ 2nd Business Day, \$14.95
☐ Next Business Day, \$24.95
☐ Saturday Delivery, \$29.95

[*Click here for more shipping info.](#)

ship-to address if different

first name

middle initial optional

last name

company optional

address

optional

city

state

zip code

country

“CLICK”

> You know where he went next ...



The screenshot shows the Best Buy website interface. At the top left is the Best Buy logo. To the right are links for "View Items in your Shopping Cart" and "View items in your ThinkAbout™ Folder". Below the logo is a navigation bar with "PHOTO & IMAGING" selected, and other links like "INFORMATION CENTER", "ABOUT US", "STORE LOCATOR", "SHOPPING ASSISTANT", and "MY ACCOUNT". On the left side, there is a search bar and a list of categories under "PHOTO & IMAGING", including "Digital Cameras", "Camcorders", "Printers", "Scanners", "Binoculars", and "Accessories". The main content area is titled "Cameras" and features a large image of a Canon EOS Rebel SLR camera. Text on the page includes "You're in control", "Is BestBuy.com really the ultimate camera?", and "SPECIAL OFFERS". The bottom of the page shows a "Done" button and an "Internet zone" indicator.

BEST BUY .COM

View Items in your Shopping Cart 
View items in your ThinkAbout™ Folder 

PHOTO & IMAGING INFORMATION CENTER ABOUT US STORE LOCATOR SHOPPING ASSISTANT MY ACCOUNT

SEARCH

GO In Photo & Imaging
GO Entire Site

Digital Cameras
Camcorders
▼ **Cameras**
APS
35mm
SLR
Instant
Lenses
Film
Printers
Scanners
Binoculars
Accessories

HOME & DEPARTMENTS

SITE INDEX
CONTACT US
CAREERS
POLICIES

Cameras

You're in control
Is BestBuy.com really the ultimate camera? Like an aperture, our selection can be as wide or as narrow as you want it to be. Buying on-line is as quick as a shutter. And we even have exposure control — you can return your selection to any Best Buy store nationwide.



Cameras from BestBuy.com

CAMERAS FAQs

- APS? 35mm? What are the [pros and cons](#)?

WHAT'S HOT

- [Canon Elan 7E](#) SLR camera kit has exclusive eye-controlled focus for easier selection of a focus point.

SPECIAL OFFERS

- **Great financing** on all cameras when you use your Best Buy credit card. [Get the details and apply online now.](#)
- **Protect your camera** from the elements with one of our [camera bags](#).

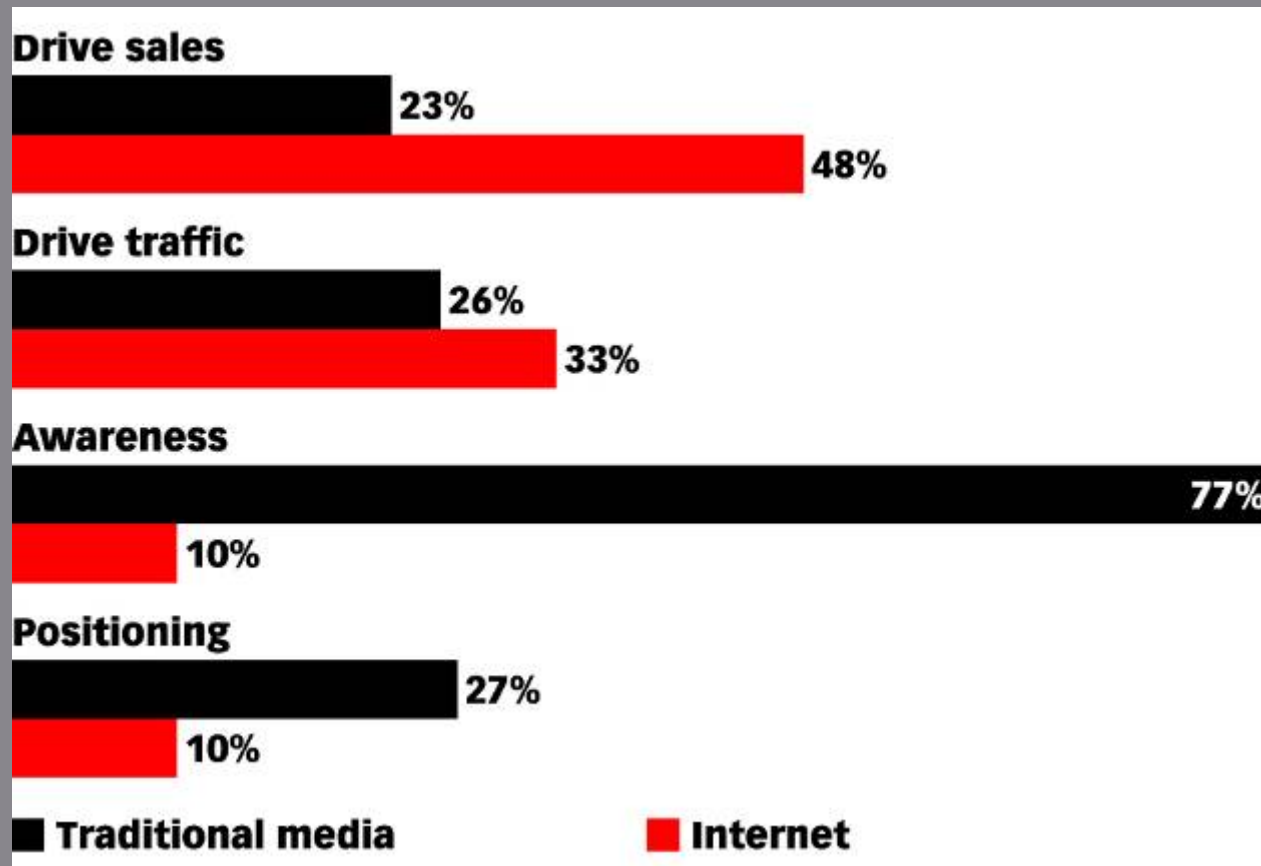
FEATURED

Done  Internet zone

> Emphasize Web site usability over design



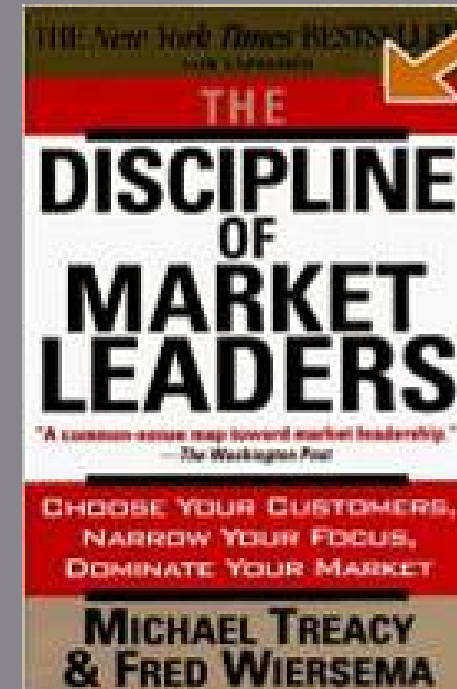
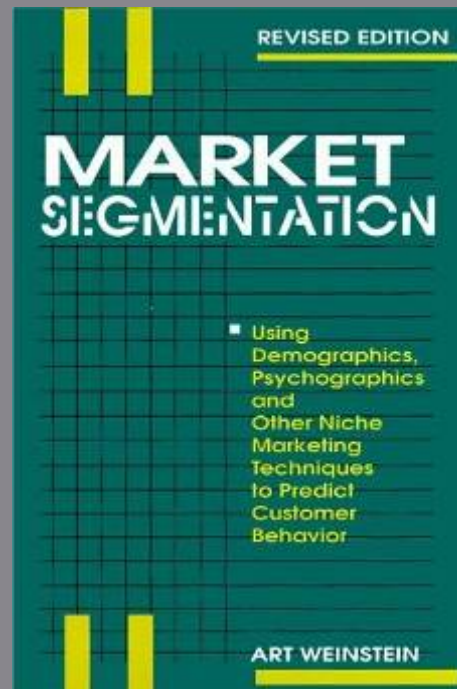
> Primary Strengths – Each Medium has a role



Radio, TV, Newspapers

> Market Segmentation

The purpose for segmenting a market is to allow your marketing/sales program to **focus on the subset of prospects that are "most likely" to purchase your offering**



> A short market segmentation demo



Segmentation Demo

Old Truths are still the reality... you need a great product or service, and you need to communicate well to gain recognition, mind-share, trust and brand-loyalty

> Final Thoughts

- > But everything else is changing
- > You must **surround the customer with a consistent brand experience**
- > You can't just say who you are
- > You have to live it, be it, prove it
- > It is about the **dialogue**

> Remember Definitions

- > **Characteristics** must be perceived as relevant, unique added values
- > **Meaning** and **Value** are defined by each target audience

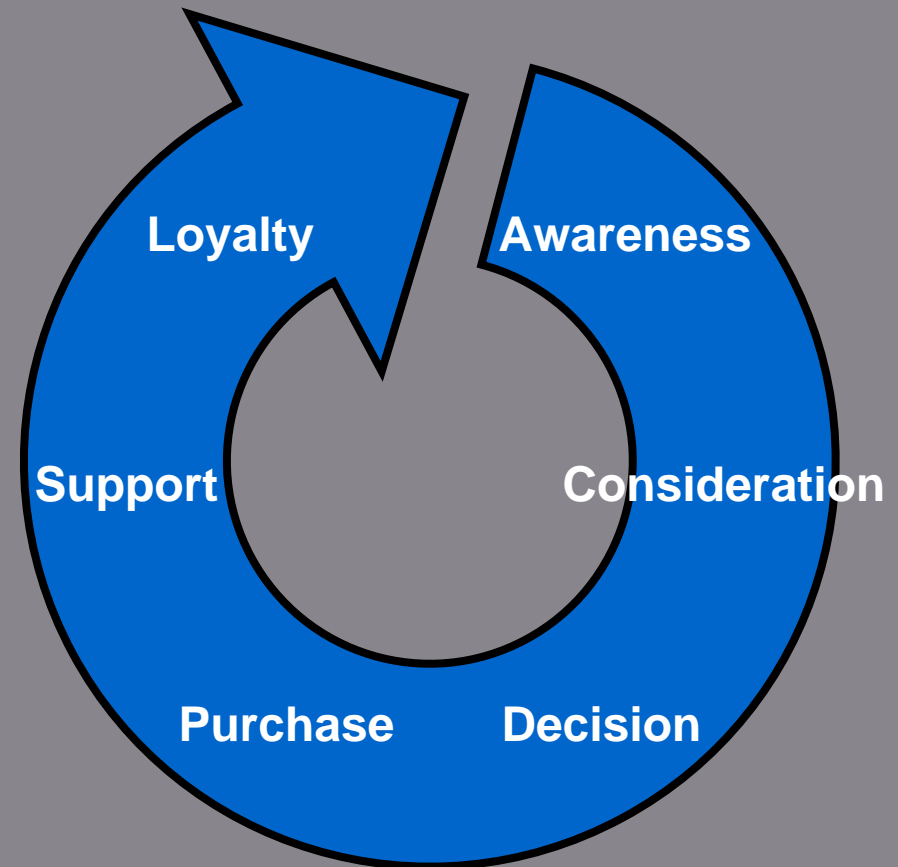
> Think about everything, use the **MOST EFFECTIVE**



> Final Thoughts

The Relationship Cycle

When thinking about brand strategy, think across **all the segments**, across **all of the communications touch points** and across the **entire relationship cycle**



> Final Thoughts

- > Define **what success means** upfront
- > **Measure** against that success
- > **Try something**, change it, and try again
- > And always **measure** your results

> Thank You! And good luck with your brands!



+ SWISSMADE.COM



Swiss Re

rubis
SWITZERLAND

PIEGA
SWITZERLAND



FELCO
SWISS+MADE

