

BRAND MANAGEMENT



LEVERAGING THE POWER OF INTEGRATED MARKETING

CHRIS WIESEN
CRM Solution Principal
SAP AMERICA





CHRIS WIESEN
CRM Solution Principal
SAP AMERICA

WHY MARKETING TO TODAY'S CONSUMERS MEANS GETTING YOUR ACT TOGETHER

The evolution in consumer marketing is causing everyone to think in new ways. Today's consumers may not be reached effectively via TV, radio or print media — but they may be open to Internet advertising, product placement advertising, loyalty offers, word of mouth or point of sale. On the customer side, trade promotions and other efforts need to be coordinated and targeted to drive incremental volume and profits.

The key to managing this new complexity is to integrate brand management activities across your organization.

■ IF I ASKED YOU TO THINK OF SEVERAL CONSUMER GOODS COMPANIES THAT YOU ADMIRE AND RESPECTED, WHO WOULD YOU LIST? Would your list include blue-chip companies like Coca-Cola, Pepsi, Colgate-Palmolive, Kimberly-Clark, Unilever, P&G, or Starbucks?

What criteria did you use to make your choices? What do those particular companies do better than other companies that offer similar products or services?

BRAND EQUITY AND BRAND VALUE ARE THE ESSENCE OF EVERYTHING YOUR COMPANY REPRESENTS TO CONSUMERS. I'm sure it played a big role in determining what companies you listed as worthy of your admiration and respect. I would speculate that you had a positive experience the last time you used their products or services. Perhaps the benefits could reach past the functional level to your emotional level. Emotional marketing can be the most powerful method of all to make you loyal to one brand and not another.

CEOs have long realized that the real strength of a company can be traced to the value of its

brands. Brand marketing managers seek to create and develop brand value by converting consumer insights into consumer loyalty. They are challenged to develop effective marketing campaigns that convert consumer information into revenue and profit. For those companies that embrace this reality and understand how to leverage their brand value, this becomes a very effective and sustainable business model.

MARKETING TO TODAY'S CONSUMERS HAS PROVEN TO BE MORE DIFFICULT THAN IN PRIOR YEARS, and now requires an integrated approach to brand management.

This effectively means an integrated enterprise approach to the way you strategize, plan, budget, create, collaborate, communicate, execute, settle and evaluate your brands. This includes identifying the right new consumer promotions such as coupons, contests, product demonstrations, trial sizes, special offers or bonus packs.

Today's consumers may no longer be reliably or effectively reached via TV, radio or print media, but they may be open to Internet advertising, product placement advertising, loyalty offers,

THE BENEFITS OF INTEGRATED BRAND MANAGEMENT SPEAK FOR THEMSELVES.



word of mouth or point of sale. On the customer side, trade promotions should be integrated with these efforts, and targeted to maximize incremental volume.

In short, today marketing mix models must be more efficient, as today's complex customer behavior must be understood before it can be influenced across all of the above methods.

THE EVOLUTION IN CONSUMER MARKETING IS CAUSING EVERYONE TO THINK IN NEW WAYS. Marketers have numerous new tools available to help identify a consumer that has become

harder and harder to identify and reach.

Using marketing data and this technology in new ways will be critical to creating a competitive advantage in the marketplace.

The key is to integrate brand management activities across your organization so your marketers can be creators — not administrators.

SAP offers solutions to address these issues and more. Contact us for insights into how this can be accomplished, empowering you to maximize your organization's potential.

You'll find the results quite rewarding! ■

SOLUTION BENEFITS OF INTEGRATED BRAND MANAGEMENT

- Enables compliance with industry regulation thus mitigating business risks (FASB and SOX)
- Improves predictability, particularly with the budget
- Connects brand, sales, finance, operations, and logistics users to marketing process
- Speeds up the planning process and time to market
- Improves labor efficiency and helps sales organization focus on selling and executing
- Improving marketing programs from historical data
- Evaluate programs and minimize risks
- Control Brand Image: Manage digital assets
- Have the right information available, at the right time and the right place

THE CPG COMPANY PERSPECTIVE: *An Experienced SAP User Speaks ...*

“Kimberly-Clark spends over \$400 million on advertising and consumer promotion. We do a full roster of brand-equity management activities. Formerly, we were in a position with no commonality and no best practices in terms of the Kimberly-Clark way of brand building ... We needed an integrated planning approach that would be tied to the financial systems, so that we can plan and track actuals, and the whole effort can come together ... SAP (understood) that, and (was) very willing to work with us to really figure out how best to do it. Today, all of that is automated. We're eliminating the redundancy and the non-value-added time, and having our people really focus more on the strategic thinking and the executional excellence that we need in the marketplace, to make sure that we're driving our result. We now have a beginning-to-end system that allows people to be as efficient as they can. The fact that we have the planning system linked with the financial system is not only allowing our people to work faster and smarter, but to do all the financial reporting work quickly, to give us visibility into the results coming in.

That's where the magic starts to come in (because) we can redeploy resources as quickly as possible to chase incremental activities in the marketplace to drive even more growth. “

— Aida Flick, North Atlantic Brand Equity Management Director, Kimberly-Clark

The Components of Integrated Brand Management

- **Knowledge Management:**
Centralized repository of corporate knowledge for marketing plans, templates, guidances, examples, etc.
- **Insight Management:**
Centralized repository of feedback and ideas on brands and products with links to supporting details and external documents
- **Marketing Planner:**
Centralized marketing planner and development tool, coupon development, rules based work-flow and approvals, marketing calendar, marketing budgets, costs, KPIs, etc.
- **Knowledge Management:**
Centralized repository of corporate knowledge for marketing plans, templates, guidances, examples, etc.
- **Digital Asset Management:**
Corporate asset management system enables internal and external collaboration
- **Marketing Dashboards:**
Brand scorecards and individual campaign performance KPIs



www.sap.com