

Second Roundtable on Branding in Japan

Brand mythology: results-driven strategies to leverage the brand story

May 28th 2003 ♦ Four Seasons Hotel ♦ Tokyo

Theme

At a time when all eyes are on the practices and integrity of companies, the upper echelons of management – charged with increasing shareholder value – are taking up brand management with renewed vigour, as an integral part of corporate strategy.

By their very nature brands are intangible and so crafting a winning brand can be an elusive exercise. However, even the most successful brands, which embody a story and personality of their own, reveal common properties that can be identified, evaluated and exploited. Taking a pragmatic approach, this Roundtable will seek to explain how successful brands are established, sustained and protected to achieve long-term growth and profitability.

Issues to be discussed at the Roundtable:

- Fusion of the brand and business strategy
- Brand management in crisis and recession
- Delivering global brands in foreign markets
- Industrial versus consumer sector branding – what are the fundamentals?
- Revisiting consumer markets – cutting-edge trends driving consumer behaviour
- Measuring brand performance: return on investment
- How does branding via the Internet drive consumer behaviour?
- Maximising synergies with your brand portfolio
- Global and local case studies of failure and success in various industries

With shared experiences at the highest level of brand management strategy, the participants in this seminar will create a new framework for thinking about branding and its role in corporations doing business in Japan. As with all Economist Conferences, the tenor of the debate will be robust, open and unafraid to challenge accepted wisdom. Informal yet structured, the Roundtable will conclude with a reception

Preliminary programme

- 7.45am** **Registration**
- 8.30am** **Introductory remarks by conference chair**
Successful brands embody a mythology – the stories and personality behind a brand – that can be identified, evaluated and leveraged. Taking a pragmatic approach this Roundtable will seek to explain how knowledge of successful brands can be put into practical use – in terms of being a useful tool for analysis, strategic planning and brand development whilst driving long-term growth and profitability.
- 8.40am** **Keynote address: balancing local and global brand objectives**
Global and local branding can no longer be separated. The advent of the Internet age enabled every local market to view the global strategy. Creating a global brand platform, which is both relevant and useful to every market remains a key challenge for an increasing number of global businesses in achieving their strategic aspirations.
- Maintaining core values
 - Dealing with multi-cultural nuances and fragmented markets
 - Market pricing
- 9.25am** **Brand valuation and return on investment: what is not measured is not managed**
Measuring brand performance as the return on brand investment is one of the most complex, yet crucially important aspects of successful brand management. Good metrics allow marketers to gauge how effectively their branding efforts have been and how to allocate resources more effectively in the future.
- What is our brand worth and what is its contribution to the bottom line?
 - Measuring brand performance: demonstrating ROI
 - Highlighting brand value to potential investors
- 10.45am** **Morning refreshments**
- 11.05am** **Keynote address: fusion of brand and business strategy**
It is now widely acknowledged that brands - if created, developed, and managed well - are among a company's most valuable assets. Essential in the establishment of a corporate brand strategy is the articulation by senior management of what the brand will help to achieve over a 3 – 5 year period. This session will explore brand strategy as an integral part of the overall corporate business strategy and look at the most urgent brand issues facing companies today.
- 12.00pm** **Luncheon**
- 1.15pm** **Demand Creation: optimising the link between customer desire and brand ambition**
In today's global market, the choice of marketing tools at the disposal of the marketer has never been greater. The challenge: to create a seamless marketing communications plan that generates demand for a marketer's brands. But how does a marketer choose between competing marketing tools to maximise marketing and brand clout? The key lies in creating efficiency and synergy among marketing resources. The concept of Demand Creation deals with combining the power of transcendent brand ideas and marketing resources in a cohesive way to create real, rapid and enduring marketplace growth.

- 2.00pm** **Crisis brand management: are you prepared for your brand's worst nightmare?**
 The past two years have seen a flurry of some of the world's best-known brands disappear over night through internal and external crises. In an environment tainted by scandal and deceit, how can marketers build corporate trust amongst consumers, shareholders and partners? This session will provide an in-depth look into:
- How brands survive – and even thrive – in the face of a crisis
 - Opportunities, influences and threats
 - Relationships between marketing and legal departments in determining strategy
 - Branding and business continuity
- 3.15pm** **Afternoon refreshments**
- 3.30pm** **Retail and Consumer: market Revolution in Japan: powerful ways to influence buying habits and capture the yen spent**
 Recognising the accelerating pace at which the retail environment in Japan is currently evolving, this session will spotlight ways in which brand meanings are increasingly made and influenced by retail environments. As the marketing of consumer-products continues to invade the retail space, how can marketers better leverage their brands at the point of contact?
- Emotional and experience branding
 - E-marketing and the mobile world
 - Future trends in buying habits – spending patterns in Japan / North Asia
 - Demographics and globalisation
 - Striking the balance, immediate sales and long-term brand building
- 4.40pm** **The critical success factors of branding in a B2B environment**
 Rather than selling primarily to single end-users, B2B marketers typically sell their products to firms. In turn, these firms create other products for sales further down the value chain, involving downstream buyers. In addition, businesses are motivated more by profitability as opposed to individual tastes and styles – prevalent in B2C markets. Because of these differences, business customers must be approached in a fundamentally different way than consumers. How can companies leverage their brands to create relevant messages for multiple stakeholders with different purchasing motives?
- Well organised brand hierarchy
 - Supporting marketing programmes
 - Future trends in B2B marketing
- 5.45pm** **Multiple brand management: creating synergy not internal conflict**
 As a result of high M&A activity and aggressive growth strategies, many companies are left with a portfolio containing a bewildering array of brands. But these brands, sub-brands and branded services can work together to create a cohesive message for the marketplace as long as a consistent message is delivered. The key is brand architecture.
- Portfolio roles
 - Product market context
 - Portfolio structure
- 6.25pm** **Roundtable concluding remarks**
- 6.30pm** **Closing cocktail reception**

Economist Conferences reserves the right to make changes to the programme where necessary.