
What Kind of Parent is your Parent Brand?

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Presented by Deborah Mitchell & Tammy Thayer
Wisconsin School of Business



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Goal: (Re)Consider Your Operation's *Identity*

- **Identity drives choice.**
 - ✓ Customer choice, supplier choice.



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Goal: (Re)Consider Your Operation's *Identity*

- **Internal consensus, alignment are as critical as your external 'face.'**



“We can hang separately, or we can hang together.”

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Goal: (Re)Consider Your Operation's *Identity*

- **'Brand' = an efficient platform for capturing, communicating identity.**

✓ ***What it's not:***

- ***A marketing gimmick***
- ***A new logo, or new stationary***
- ***A panacea***

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Framework We'll Use Today (based on a Checklist)

- **Does your operation have a brand?**
- **What (who) is its parent brand?**
- **What does the parent contribute? What is the parent's role?**
- **How can you leverage its contribution strategically?**

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Mini-Case: The Wisconsin Experience

- **Historical context: Executive Education at UW-Madison.**
- **What happens when the identity of the Parent evolves?**
 - ✓ **New School-wide branding initiative (begins March 2007).**
 - ✓ **\$85 million Naming Gift (unconventional in nature—occurs October 2007).**
 - ✓ **New name, new logo (*new Parent*)?**

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Mini-Case: The Wisconsin Experience

A parent on the move!

From



...

to



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Questions to Consider . . .

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Q1: Does your operation have a brand?

- **Criteria to consider:**
 - ✓ Name awareness with target customer segments?
 - ✓ Clear, simple, consistent image comes to mind when they hear or see your name?
 - ✓ The image activated by your name is unique, meaningful and competitive?
 - *Obvious, winning value proposition?*
 - *Obvious, winning brand personality?*
- *How can you know the answers to these questions?*

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Q2: "Who's Your Daddy"?

- **What (who) is your parent brand?**
 - ✓ To what extent is it separable from your operation's brand?
 - ✓ Does it meet the criteria just considered (e.g., name awareness, clear image, etc.)?

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Q3: What does 'Daddy' bring to the table?

- **How does your parent brand influence your operation's identity?**
- **How does it help you 'win' in the marketplace?**

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Q4: How can you leverage what you have in your Parent?

- **How can you leverage the Parent's contribution *strategically* in the marketplace?**
- **What about with your internal constituents?**

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The bottom line...

- **How can brand strategy—managing your operation’s brand in the context of the parent brand—make you even more competitive, more effective?**
 - ✓ *(And what if your parent doesn’t have a brand strategy on which to build?)*



Summary and Next Steps

