What Kind of Parent is your Parent Brand?

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Goal: (Re)Consider Your Operation’s Identity

- Identity drives choice.
  - Customer choice, supplier choice.
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
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?

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)?
Mini-Case: The Wisconsin Experience

A parent on the move!

From . . .

SCHOOL OF BUSINESS
University of Wisconsin-Madison

. . .

to

WISCONSIN

Questions to Consider . . .
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?

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.)?
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?

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?
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