

# Brand (r) evolution

**Shiv, Nokia**

**ISB, November 7-09**

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# What is a Brand

?

**To the Consumer, a  
brand is a time saving  
device.**

**To the Company, a  
brand is the most  
stable corporate  
asset.**

**Brand power comes  
from defining the  
brand experience  
and delivering on it.**

**Economic Impact of Brands**  
**: 1980 s Brand Goodwill of**  
**FTSE 100 was 40 %, Today it**  
**is 70 pc.**

**Social Impact of Brands :**  
**Brands protect society by**  
**holding jobs by providing**  
**secure firm income and**  
**reliable earnings.**

# Brand Evolution

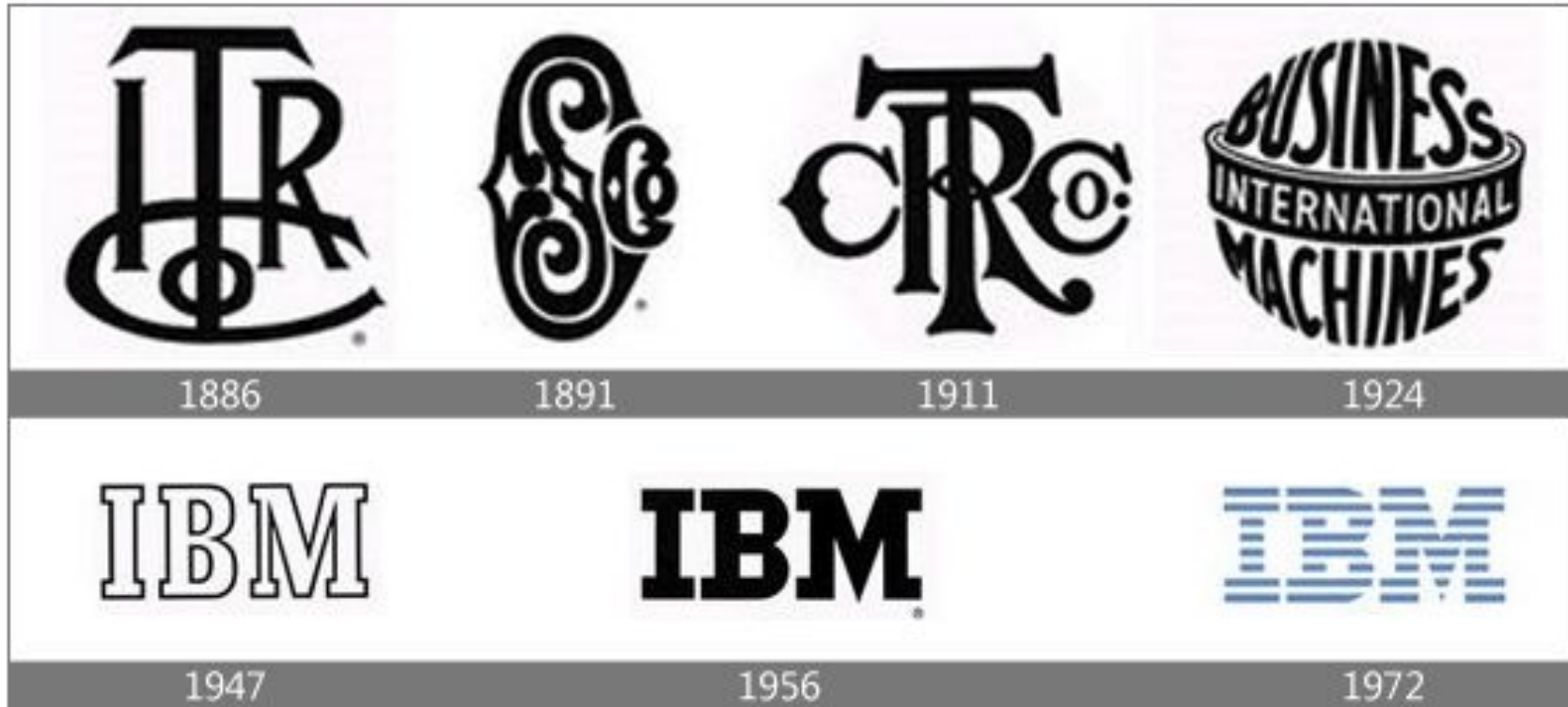


**Changing Consumer**  
**Changing Technology**  
**Changing Competition**

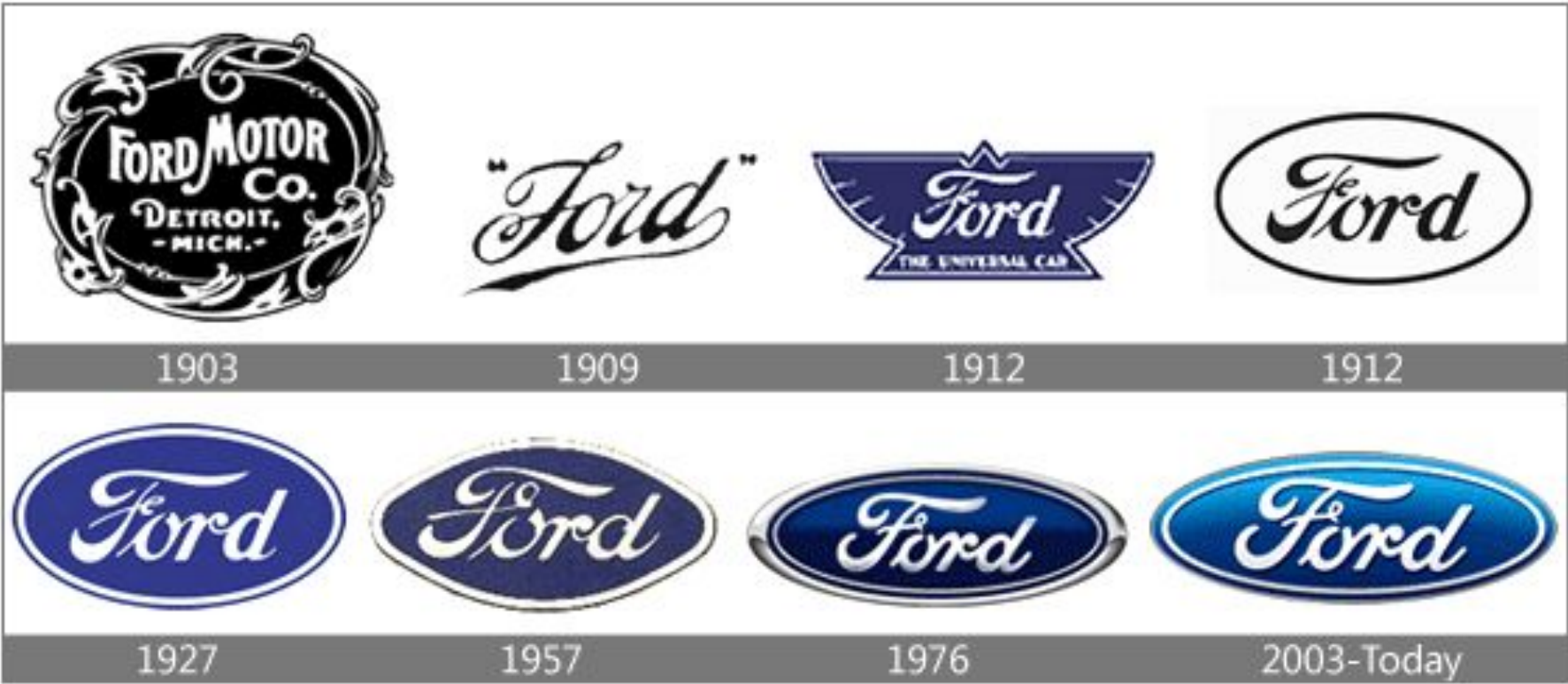
**Maintain  
consistency ,  
yet evolve to  
stay fresh.**

# Logo is an example

# IBM



# Ford



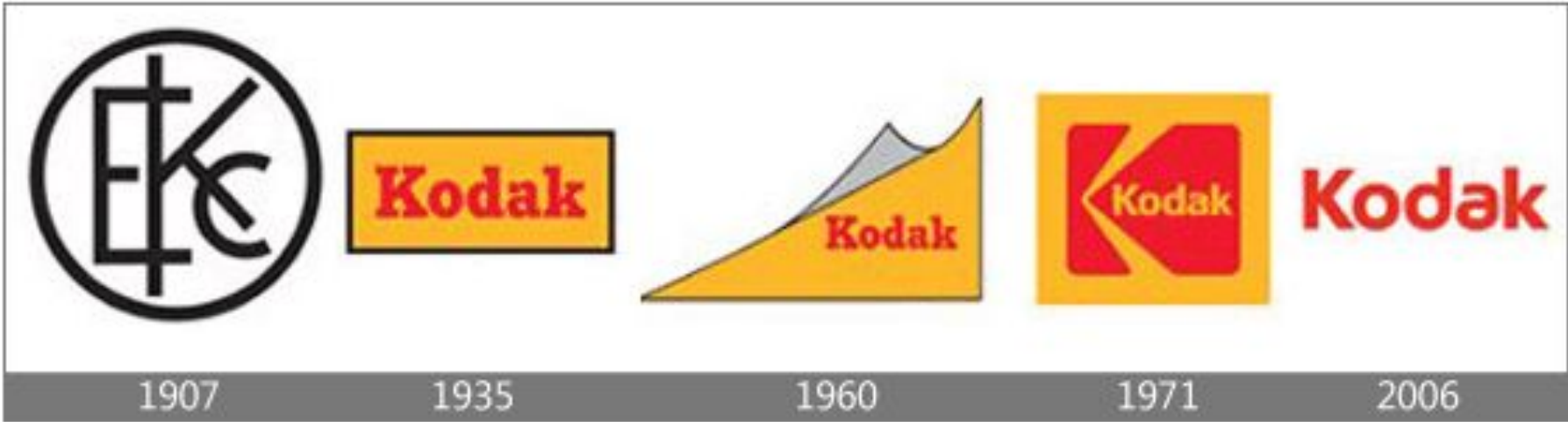
# Nokia



# Microsoft



# Kodak





# Pepsi



# Design and Packaging Evolution

# Televisions : Design Evolution



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# Running Shoes : Design Evolution



Source :<http://www.madetorun.com/running-equipment/the-evolution-of-running-shoes/>

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# Cars : Design Evolution

E.g. Honda City



# Coke Bottles : Packaging Evolution



**Brand Evolution is  
about meeting  
current consumer  
needs.** The FMCG biz is great at it.

# The concept of new news.

## 8 Quarter Inno Plan



# Innovation



**Evolution**

**Revolution**

**Stretch**



**Evolution**

**Revolution**

**Pantene 72, Nokia 1 :30, Pond's**

# What makes a Brand **valuable**

?

**Clinic Plus, Nokia UI,  
Coke**

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# Brand Revolution

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**Power of your  
brand and how  
fast you can  
respond.**

# Toyota vs. Big 3 US Auto firms



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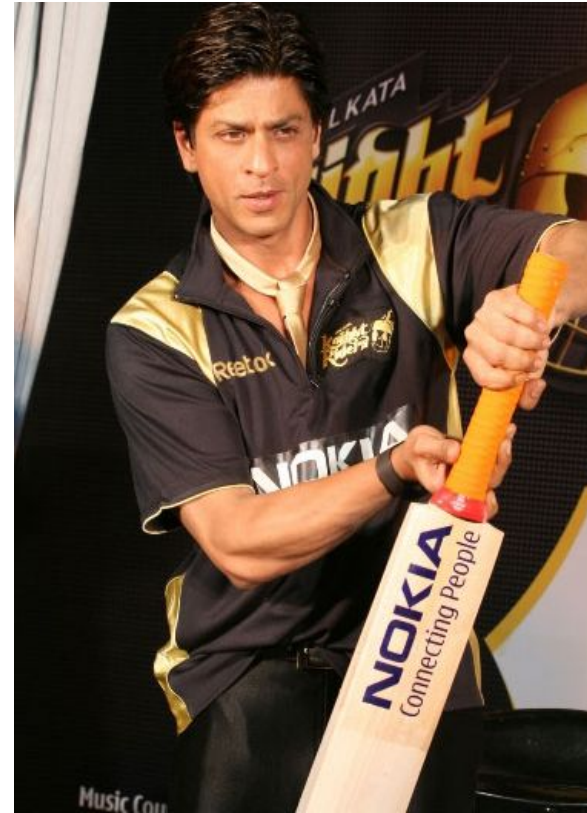
# Hybrid

# Green

# Digital



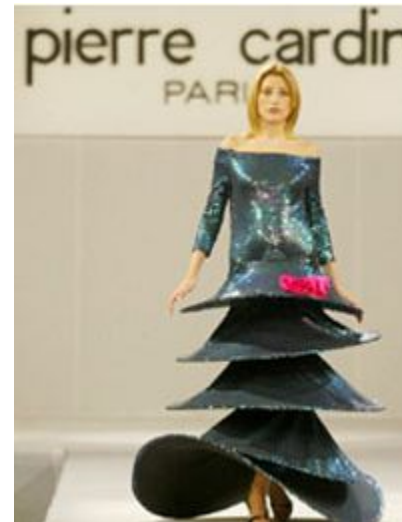






Salvatore Ferragamo









- Pls have pictures of test cricket, one day cricket and T 20

- Pls have pictures nescafe packs, nescafe vending machines and nespresso machinbes



- Pls have pictures of disney cartoon, mickey mouse, disney film,disney them park

# Revolution for the future.

**Climate Crisis**

**Third World**

**Citizenship**

**Next frontiers**

**(cause)**

**Start with the  
Consumer's relation to  
the category and the  
brand across all touch  
points.**

# What is the brand's POV or advocacy ?

**Dove**

**Brands that set the agenda are more revolutionary than evolutionary.**

**IA .....Jet .....Deccan  
.....Kingfisher**

**Fiat.....Maruti.....Hyundai....Toy  
ota**



# Summary

- **Brand**
- **Economic, Social impact**
- **Evolution in logos design**
- **Revolution**
- **Thought leader brands**