

Brands don't age...

NOKIA
Connecting People

Revitalize

World Brand Congress – Mumbai , 23 Nov
2010.

Brands can age
and be **timeless**
or age and **wither**
away !



Why do Brands Die?

Company Confidential

Shiv-World Brand Congress- "Brands Don't Die" 23Nov2010

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1. Locked in a product format



The opposite of this is brands like Vaseline, Dove.



2. Too many things under one brand , hence no focus.



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A Brand is like a rubber band, too little tautness and they lack strength, too much stretch and they snap.

3. Not keeping pace with Technology





4.Lose consumer connect

5. Untouched by Innovation



6.Acquired

COMPAQ

digital

7. Not on right side of law



ENRON
CORP



8. Unforeseen religious issues.



Why do companies kill brands ?

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1. Too many brands.



HUMMER[®]
LIKE NOTHING ELSE.[™]

2. Overlapping brands



3. Fighter brand has played its role.



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4. New fad called brand migration.



5. M&A philosophy.



**‘Most often its
dogmatic thinking in
companies that kills
brands.’**

**This is a result of NIH
or change doesn't
affect us syndrome !!**

**Lets check the
amazing change we
are seeing.**

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Changing Consumer
Changing Society
Changing Competition

Consumer Spend

	2000	2010
FBT	51.5%	42
CF	5.3%	4.5%
Rent & Utilities	11.4%	12%
Transport & Communications	13.1%	17.5%
Medical	4.4%	4.4%
Recreation/Education	3.4%	4.2%

Differences in Consumer Spend

	India	China	US	Philippines
Per Capita Income	\$1,050	\$2,430	\$45,592	\$1,640
Health	4.4%	6.9%	6.8%	2.3%
Housing	12%	19.2%	38.4%	26.4%
Food	42	40.7%	16.1%	43.6%
Apparel	4.5%	8.3%	4.8%	3%
Education	4.2%	NA	2.4%	4.1%
Transport	17.5%	10.9%	21.1%	7.6%
Others	14.7%	14%	10.4%	13%

Media has changed

Year 2000



rediff.com

Year 2010

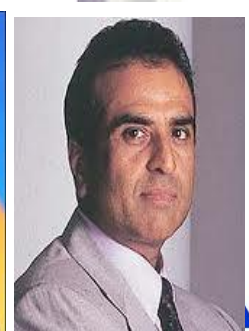


Icons over the years

Year 2000



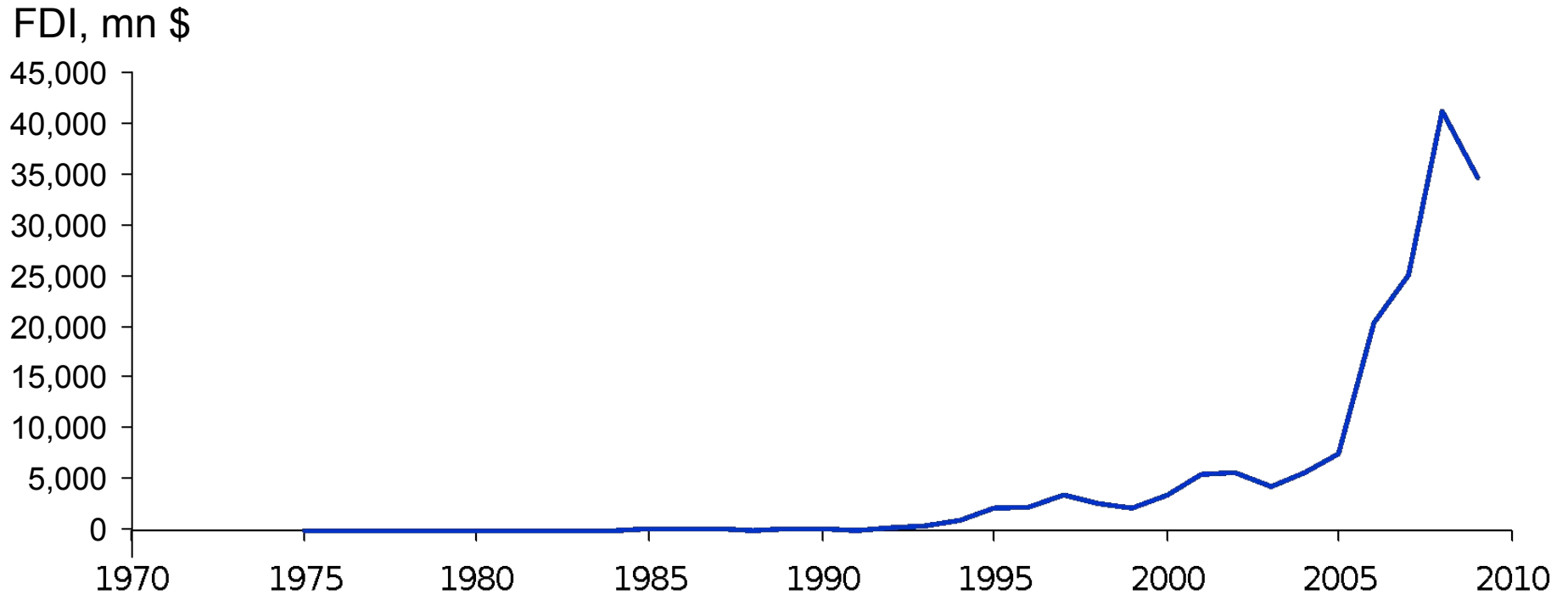
Year 2010



CC

FDI Investment in India

Foreign direct investment, net inflows (BoP, current million US\$)



Source: http://data.worldbank.org/indicator/BX.KLT.DINV.CD.WD?page=5&cid=GPD_53

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What does FDI bring?

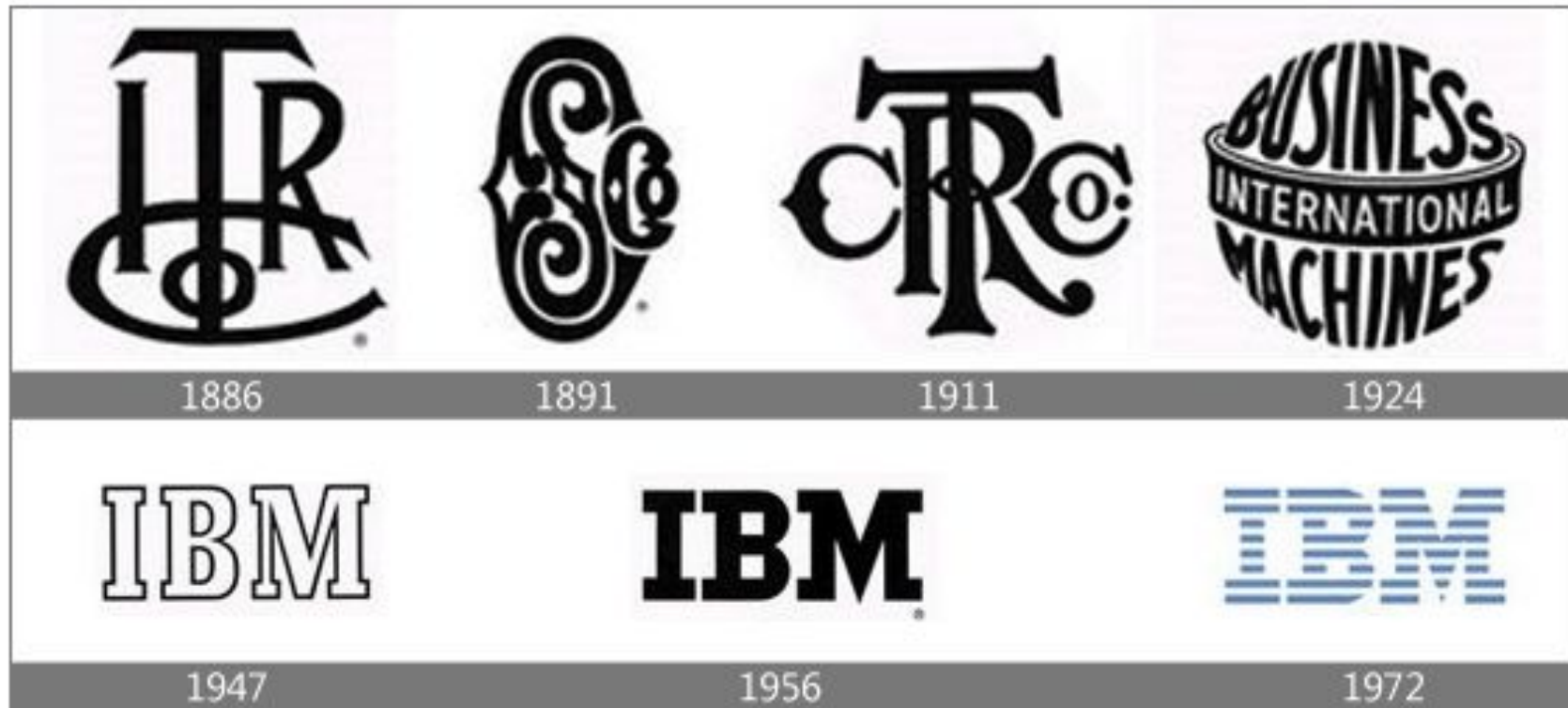
- **New Technology**
- **Human Capital**
- **Competition Effect**
- **Employment**

**India is a hyper
competitive brand
market.**

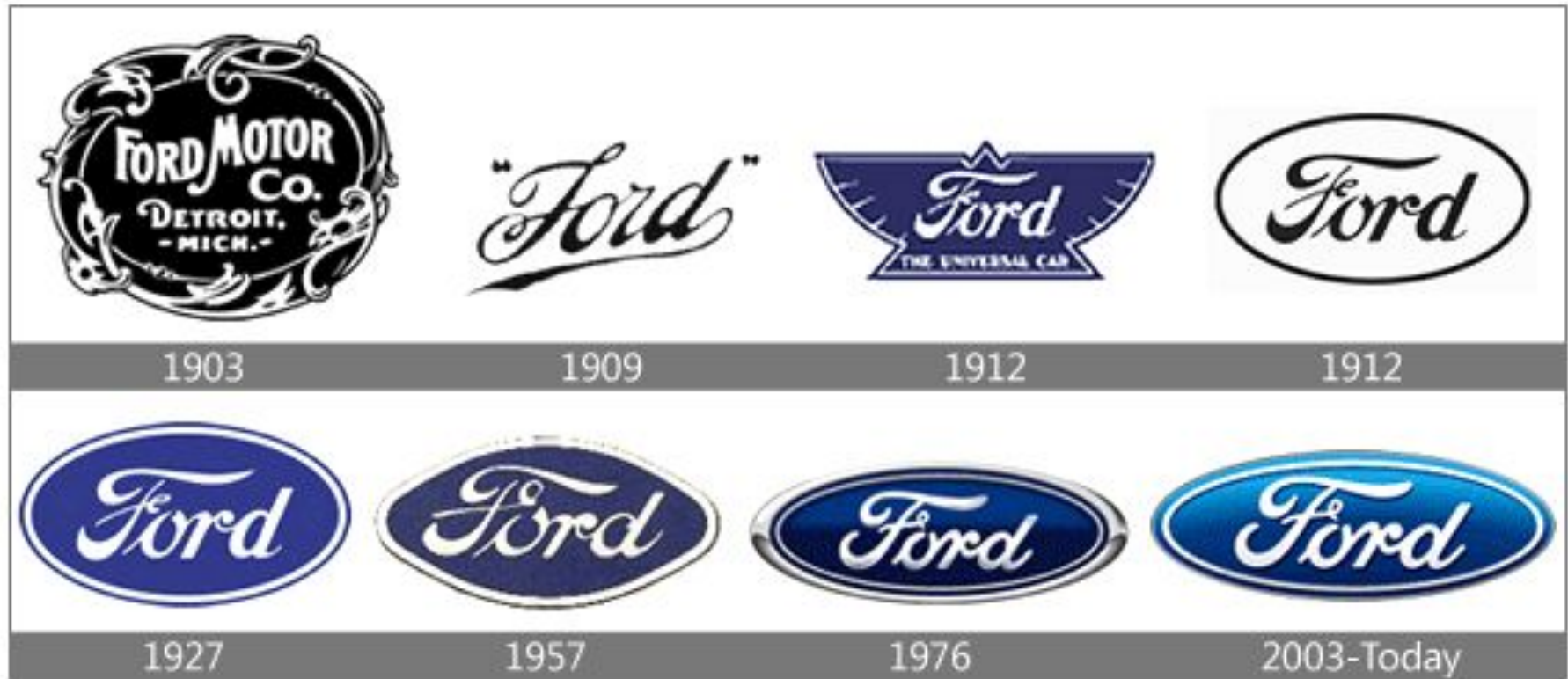
**Maintain
consistency ,
yet evolve to
stay fresh.**

Logo is an example

IBM-124 years



Ford-100 years



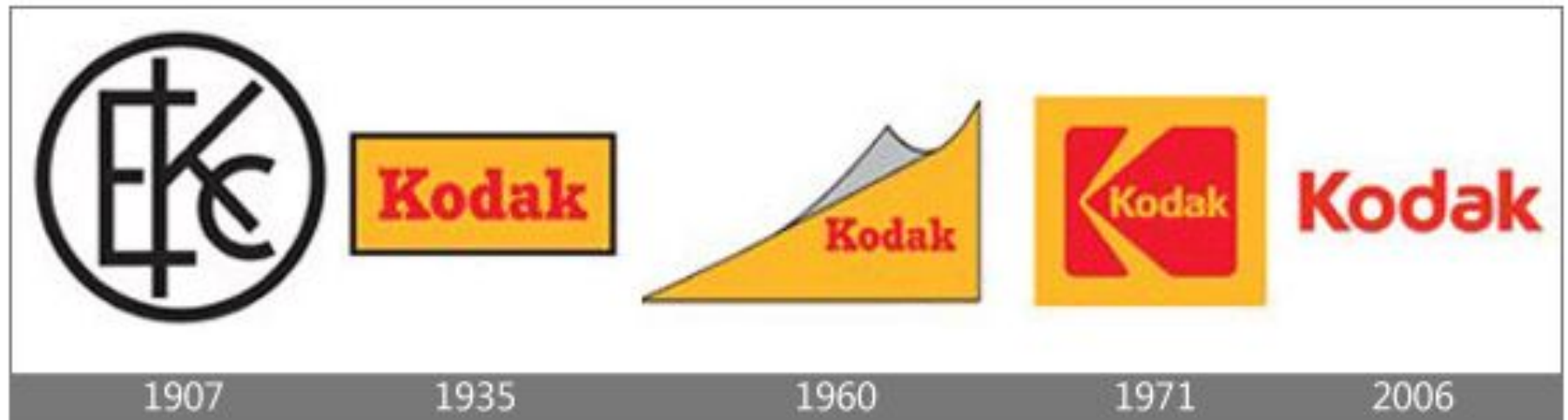
Nokia-145 years



Microsoft-35 years



Kodak-103 years



Pepsi-112 years



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



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6 Thoughts for you

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The world you will see

- A India that will get younger and richer, India 29, 37,45,48
- **Faster Cycle Times, Replacement**
- **A word of mouth , digital world,**
- **Sensory advantage, Detergents**
- **Total consumer experience, Coffee**
- **India allows many experiments with Biz Models**

1.Brands are
one part logic ,
but many parts
MAGIC.

2. What makes your brand valuable ?

3. Do you have
good people to
run the brand ?

**4. Are you
Consumer
decided or
consumer
driven?**

Q. Does your
organization show
the **DRIP** syndrome
?

Data **R**ich , **I**nsight
Poor.

Summary

- **Why brands die?**
- **Why companies kill brands?**
- **Revitalize**
- **6 Thoughts for you.**