

# 6 Strategies to scale your brand and touch the world

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a world leader in safe guarding your brand.



# BRANDING EVOLUTION

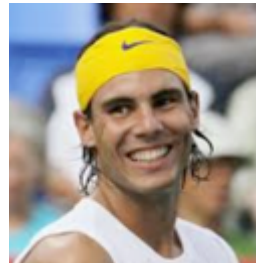
no longer just consumer packaged goods



*Fashion*

CONDÉ  
NAST

*Content*



*People*

*Vintage*  
INDUSTRIAL

*Manufacturers*

# (The meaning of) **Brand**

Logo, Ads, Tagline



Available on Amazon



# Sum of U, unique story What STICKS . . .

**Business  
decisions**

INK  
Message  
Marketing  
Experience

**REPEAT**

**Perceptions**

Think  
Feel  
Expect





# **GREATEST** *impact* **Technology**

## *Friend*

Innovation

Efficiency

Access

## *or foe*

Vulnerability

Crooks,  
counterfeiters,  
hackers . . .



Competition in every category - **good choices**

# Borderless economies

*Few rules*

*New buyers*

*Diverse segments/cultures*

# New consequences

*Bigger fish bowl*

*Social media (ups & downs)*

*Life and crazy people*

*Brand wild fires*



*To scale and  
grow requires*



**New thinking**

# Business brand > trusted friend

Sell  
Transaction  
Push/Pay  
Features

Help  
Experience  
Attract/earn  
Emotional  
benefits





# Think global **Act local**





*Brand scaling & growth*

**Is an evolution  
Not revolution**

Looks different to each organization

Decide your course . . .

# 6 strategies forward

1. Get clear - Set goals and course, manage change
2. Sharpen story telling
3. Avoid landmines
4. Leverage influencers
5. Stretch your budgets
6. \_\_\_\_\_

# 1) Get clear

*Set accountable goals*

*Pick your lane*

*Focus*

*and be discipline*

*to stay on course*

*Decide where you want to be*

# **Brand expansion – *new markets***

*Entered AU market in 2000 by 2008 shut 61 of it's 84 stores*



**How did the world's biggest coffee brand fail in Australia?**

- Pushed their brand into market
- Under estimated local coffee scene
- Didn't adjust to meet local preferences and attitudes

# Global brand refresh

*Brands get dated, tired and irrelevant*



# Common theme. Different cultures.

Celanese.com/Brittany



WE ARE MORE THAN A CHEMISTRY COMPANY.  
WE'RE A "Make Brittany smile" COMPANY.

Brittany loves blue. When her family moved to a new house, she wanted her bedroom painted bright blue, and she wanted to play in it the very next day.

As a leader in innovative chemistry that goes into paints, carpets and construction materials, we help make wishes like this possible every day. With our materials and technical know-how, we help create products that are low odor, people love and last for years.

\*Dramatization. Illustrative of end-product applications.

Celanese.com/Nina



WE ARE MORE THAN A CHEMISTRY COMPANY. WE'RE A "Help Nina thrive" COMPANY.

Nina loves to play and go to school. We help kids, like Nina, enjoy the things they love and get a great start in life. Through our Celanese Foundation and our 7,000 employees, we volunteer time, give our talents and donate resources so communities around the globe have bright futures.

Our passion is the International Impact Program where employees live and work with local residents in an area of need. Gardens are grown, families are strengthened and vital support and knowledge is shared. Together, we're improving the world.

**Celanese**  
The chemistry inside innovation

Celanese.com/Jen



WE ARE MORE THAN A CHEMISTRY COMPANY.  
WE'RE A "Make Jen happy" COMPANY.

A day in the park is even sweeter when it includes Jen's favorite ice cold lemonade. It is even better with sweeteners that let him enjoy authentic taste without all the added sugar and calories that his mom prefers he doesn't have.

Our products provide a wide range of solutions for preservatives to sweetener's and our R&D team works directly with companies, providing the freedom to innovate without compromising.



# Brand smart sizing

*Less stuff, more focus*



- After industry meltdown
- Leadership simplified offerings
- Shifted energy to improving, instead of expanding



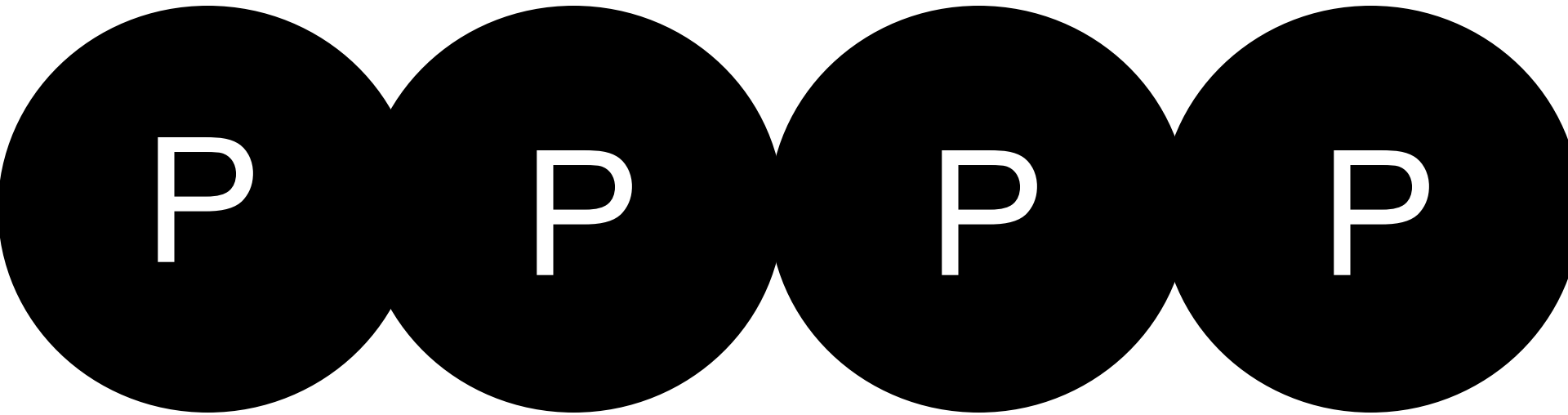
## 2) Sharpen your story telling

*Define your 4 P's*

*Be consistent  
and frequent*

*Get the brand story out*

STARTS HERE – essence



You tell it, good. Others tell it **GREAT.**

# Purpose & values

WARBY PARKER  
eyewear

Buy a Pair,  
Give a Pair

For every pair purchased,  
a pair is distributed to someone in need.



borderlinx®  
SHOP & SHIP WORLDWIDE

# Positioning — Tata Nano or McLaren P1 LM



\$ 2,000 US



\$ 3,700,000 US

# Points of distinction



- Product
- Path to customer
- Processes
- Packaging
- Pricing/payment



# New twist to common product



**Product**  
yoga with goats

**Path to customer**  
yoga with your banking



# Personality?



Adele



Miley

# BIG opportunities for story







Urban sanctuary in NYC -

## INSPIRED BY NATURE

*always good natured*

1 Hotels are thoughtfully designed, from building materials to room furnishings and live green moments. Each detail intended to bring the outdoors inside, creating a unique, natural environment.







### **3) Avoid land mines**

*Do your homework*

*Test and tweek*

*Have plan B*



## Colors



## Words

"Turn It Loose," into Spanish,  
Means having diarrhea



## Traditions



## 4) Leverage your influencers

*Inside and out*

# Internal influencers

- Leadership
- Management
- The talkers  
(all pay classes, in all geographic markets)



**Collaborate, socialize, tools**

# External influencers

- Taste makers
- Talkers
- Bloggers
- Media
- Partners
- Celebrities
- Industry experts
- Trade authorities

**Listen. Inform. Give back.**

## 5) Stretch your budget

*Great branding does not mean more spending*





# MIGHTY TACO BANS PUTIN!

Normally at Mighty Taco, we do not like to get political, but someone has to do something... and that someone is us! So effective immediately, Russian President Vladimir Putin is being banned from all Mighty Taco locations -- ALL of them -- even the one on Delaware and Hertel! You may be ordering around the Crimea, Mr. Putin but you won't be ordering a Super Mighty® around here anytime soon! No one likes a bully... so stop picking on people and maybe you will be welcomed back to Mighty Taco.



[mightytaco.com](http://mightytaco.com)

# Newsjacking:

The process of leveraging trending news to elevate your brand's message.





**Slice & dice every piece of on-brand content. Rule of 25.**

# **MENTAL FLOSS**



# Be worthy of WOM, buzz, publicity



Rapid Realty, CEO offers  
\$15,000 pay raise for co.  
branded tattooed employees

Amazon pays \$5,000  
US if you quit



# Now, protect what you built



- Your reputation
- Your brand equity
- Your valuable brand assets
- Your future

## 6. Protect your business against brand abuse



**Red Points**

The smart solution against  
counterfeits online

## Making Your Brand Global: The Two Sides of the Coin

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## Making Your Brand Global: The Two Sides of the Coin

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### Opportunities

- ↑ More renowned
- ↑ More popularity
- ↑ Higher demand
- ↑ Maybe it becomes trending

### Risks

- ↓ Services: Brand Abuse
- ↓ Consumer goods: Brand Abuse and fakes



## Making Your Brand Global: The Two Sides of the Coin

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### Your Brand Assets



Trademark



Designs



Patent

## Making Your Brand Global: The Two Sides of the Coin

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### Counterfeiting

**E-commerce sites** with counterfeits and other  
(Amazon, Aliexpress, eBay, Alibaba, etc.)



### Impersonations

**Fake profiles in social networks** that  
impact your company's brand reputation



### Fake apps

App copycats that try to take a ride with  
your original apps popularity and ranking



### Cybersquatt

**Fraudulent registration of domain names**  
that reproduce registered trademarks

And other types of **unauthorized** and **illegal** use of your brand.

## What To Do In Case of Brand Abuse

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### WHERE? ACROSS ONLINE SALES CHANNELS



#### MARKETPLACES

##### WHOLESALE

AliExpress, DHgate, Tokopedia, eBay...



#### APPS

##### C2C SALE

Wish, Wanelo, Wallapop...



#### WEBSITES

##### ROGUE PLATFORMS

cheapjersey.com,  
soccerjerseyreplica.net



#### CLASSIFIED ADS

##### LOCAL SALES

OLX, Avito, Milanuncios...



#### SOCIAL NETWORKS

##### PROMOTION & SALES

Instagram, Facebook, Twitter...

## Making Your Brand Global: The Downside



Brand abuse: A problem of **big** and **small** businesses

## Business Impacts of Brand Abuse

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## Business Impacts of Brand Abuse



### Profit Loss

- **Abusers use the tactics legitimate marketers use**, such as paid search ads and SEO, to lure buyers to their sites.
- Fall in sales of genuine products in favor of illegal copies, with **decline in clientele**.



### Harmed partners

- Counterfeits are cheap and easily accessible, becoming **unfair competition for your distributors**.
- Infringing products break the exclusivity of your partnership deals and **weaken your negotiation leverage**.



### Brand reputation

- Fakes follow no regulations, posing **health risks to consumers**.
- Low quality of illegal copies can **distort users perception of the real brand**.
- Premium brands **lose prestige**.

## Business Impacts of Brand Abuse

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**MVMTN**

- 25,000 counterfeit listings
- From 11 websites
- Websites fooled consumers
- Knockoffs for \$5-\$15 (versus \$95-\$160)

## What To Do In Case of Brand Abuse

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## What To Do In Case of Brand Abuse

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### Red Points Automation: Scan, detect and eliminate infringements in a matter of hours

Leave the hard work to our solution, without losing track of any brand-abuse case:

- **Search algorithms** scan the Internet and flag infringements.
- Incidents are judged, then rejected or accepted.
- Confirmed incidents are removed or de-indexed.
- All incidents are logged and **updated in real-time**.

## Why Red Points

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## Why Red Points

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# Facts & Figures



96%

Average success rate of detections to removals.



30+

Top marketplaces with 99% enforcement rate.



1.5 day

Average time from detection to removal.



5,000+

Marketplaces, social apps & websites in our database.

## Why Red Points

Red Points is the **best**, most **flexible** and **efficient** solution

### Expertise



Expert analyst team in  
Technology and Copyright  
Management



Automated processes and  
advanced technology

### Flexibility



No commitment



Flat monthly fee



No start-up fee

### Efficiency



24h/7 protection



High removal rate within few  
hours



Global reach



Without judicial measures

What our clients say about us



“W

e've been with Red Points for two months and the results have been more than positive. Thanks to their help, we have been able to put an end to online counterfeiting of our brands. The Red Points team have allowed us to advance the protection of our digital activities.

Anna Carbonell, Brand Protection Manager

**HAWKERS**



Some of the products we have been protecting



Trusted by

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FOREO

**BLAUPUNKT**

**illesteva**

And many more.





Ask us for a free audit at

**[WWW.REDPOINTS.COM](http://WWW.REDPOINTS.COM)**

