

Inception pack vol. 4: Does brand nationality matter?

May 2007

the planning lab (sthlm)



Wegmans
Cheese Spread
Slices

Made From Wholesome Milk

AMERICAN



PASTEURIZED PROCESS
CHEESE SPREAD

16 YELLOW
SINGLES

12 OZ • 340g

Wegmans
Singles

Velveeta
slices
Extra Thick

Velveeta
slices
Extra Thick

Velveeta
Extra Thick

16
YELLOW
SINGLES

Wegmans
Cheese Spread
Slices
Made From Wholesome Milk
AMERICAN

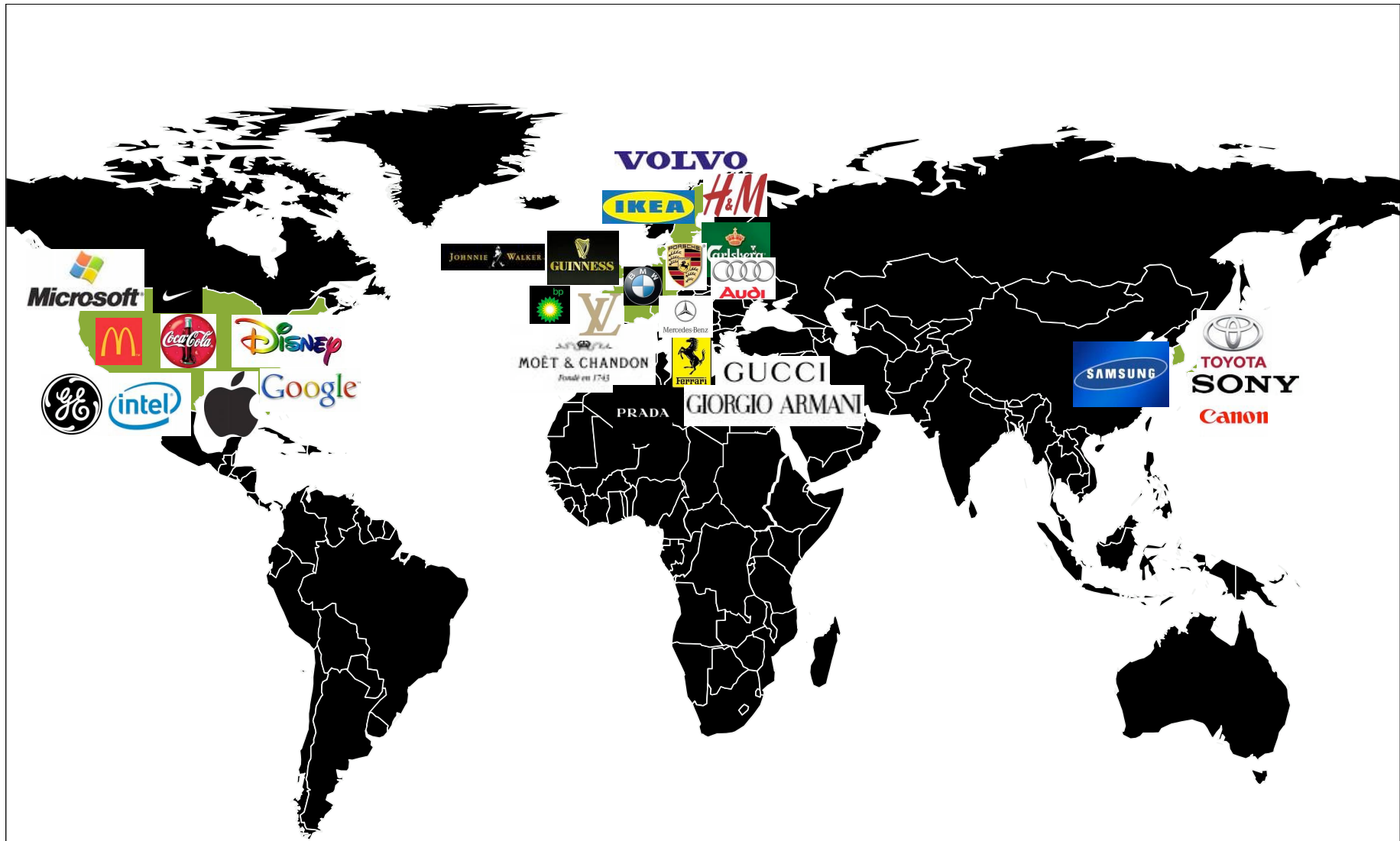
Wegmans
Cheese Spread
Slices
Made From Wholesome Milk



the planning lab (sthlm) Inception pack



How important is national
image in branding?



The most desirable brands come from a handful of places

National image drives brand image and perceived quality – so national image is important!



So, what's new here?

The economies of Asia, Russia, China and Africa will leapfrog the branding learning curve.

They will spark a new wave of brands that combine “native” elements with familiar European or American brand cues.

Tony Allen & John Simmons, The Economist - Brands & Branding

Sony 1968

The Sony 700-U TV: A little more screen, a little less money.



There's a lot to be said for any Sony but today we'd like to say something about our 700-U model. For one, its screen, measured diagonally, is 2 inches bigger than the Sony 500-U, but it costs \$20.00 less.* A remarkable little value. Also, the Sony 700-U weighs less than either the Sony 500-U or the Sony 500-U, all the more reason to own one. However, to be perfectly honest it won't fit in the same small spaces as the Sony 500-U.

(The Sony 500-U is only 5%* high.) And you can't show the Sony 700-U in a whole roomful like you can with our 500-U model. All three sets, of course, come with the sunniest picture screen for outdoor viewing. And all three operate on either house current or re-chargeable battery. Which size Sony is right for you? We make the sets. You make the decision.

*BASED ON THE 1968 SONY TV PRICING LIST. ALL OUR TELEVISIONS ARE MADE IN JAPAN.

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*BASED ON THE 1968 SONY TV PRICING LIST. ALL OUR TELEVISIONS ARE MADE IN JAPAN.

14

One of the world's strongest brands today.



Toyota 1968



One more thing
Toyota gives you
is 4-on-the-floor[®]
and bucket seats



\$2055* Now they're standard in America's lowest priced 2-door hardtop! Grip the stick of a Toyota Corona. Power it through 4 synchromesh gears, and then get a grip on yourself. Because 90 hp never felt so good! 0-to-60 in 16 seconds! Tops 90. And still delivers 25 miles or more per gallon! One more thing Toyota offers (as optional equipment) is a fully automatic transmission. And, you get two mirrors to admire your following in.



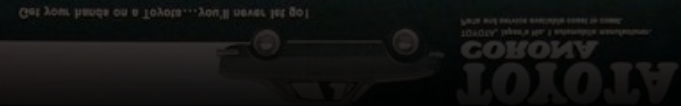
TOYOTA
CORONA

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Toyota Motor Sales, U.S.A., Inc., Main Office, 3901 Wilshire Blvd., Torrance, Calif. 90501; Eastern Office, 221 Johnson Ave., Newark, N.J. 07102; 1968 Southern Toyota Ltd., 3801 North Lakota St., Chicago, Ill. 60612.
*MSRP includes sales tax, accessories, options, freight and license costs.

TOYOTA MOTOR SALES, U.S.A., INC. 3901 WILSHIRE BLVD. TORRANCE, CALIF. 90501
EASTERN OFFICE 221 JOHNSON AVE. NEWARK, N.J. 07102
SOUTHERN TOYOTA LTD. 3801 NORTH LAKOTA ST. CHICAGO, ILL. 60612



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innovative, entrepreneurial and global.

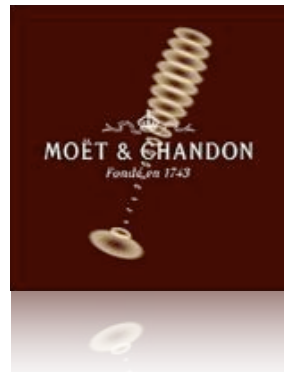
What's new?

A two-way effect: Brand image and perceived quality (i.e. your brand) will also drive the perception of a nation

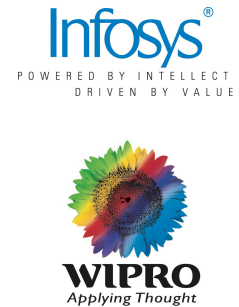
Branded exports form one of the most potent ways of building and sustaining national image...

... and leapfrogging the branding learning curve!

Lesson learned: Don't wait for national image to change. Instead, use the brand to change it



Old world branding:
building on heritage



New world branding:
building on aspirations

the planning lab (sthlm)

theplanninglab.typepad.com | theplanninglab@gmail.com