سازمان مدیریت صنعتی

BRANDTech
...YOUR BRAND PHILOSOPHY

استراژی یکپارچه برندسازی
در
پارادایم نوین اقتصادی

سازمان توسعه تجارت ایران
Trade Promotion Organization of Iran

برج دی 1392

دکتر شهریار شفیعی

عضو رسمی کمیسیون برند ایران

عضو هیئت علمی سازمان مدیریت‌صنعتی

بنام خداوند ایران زمین
توانای دانای عشق آفرین
خداوند ایران پر رمز و راز
سراپرده مردم سرفراز
فردوسی
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جغرافیای بحث

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حماسه اقتصادی وجنگهای اقتصادی

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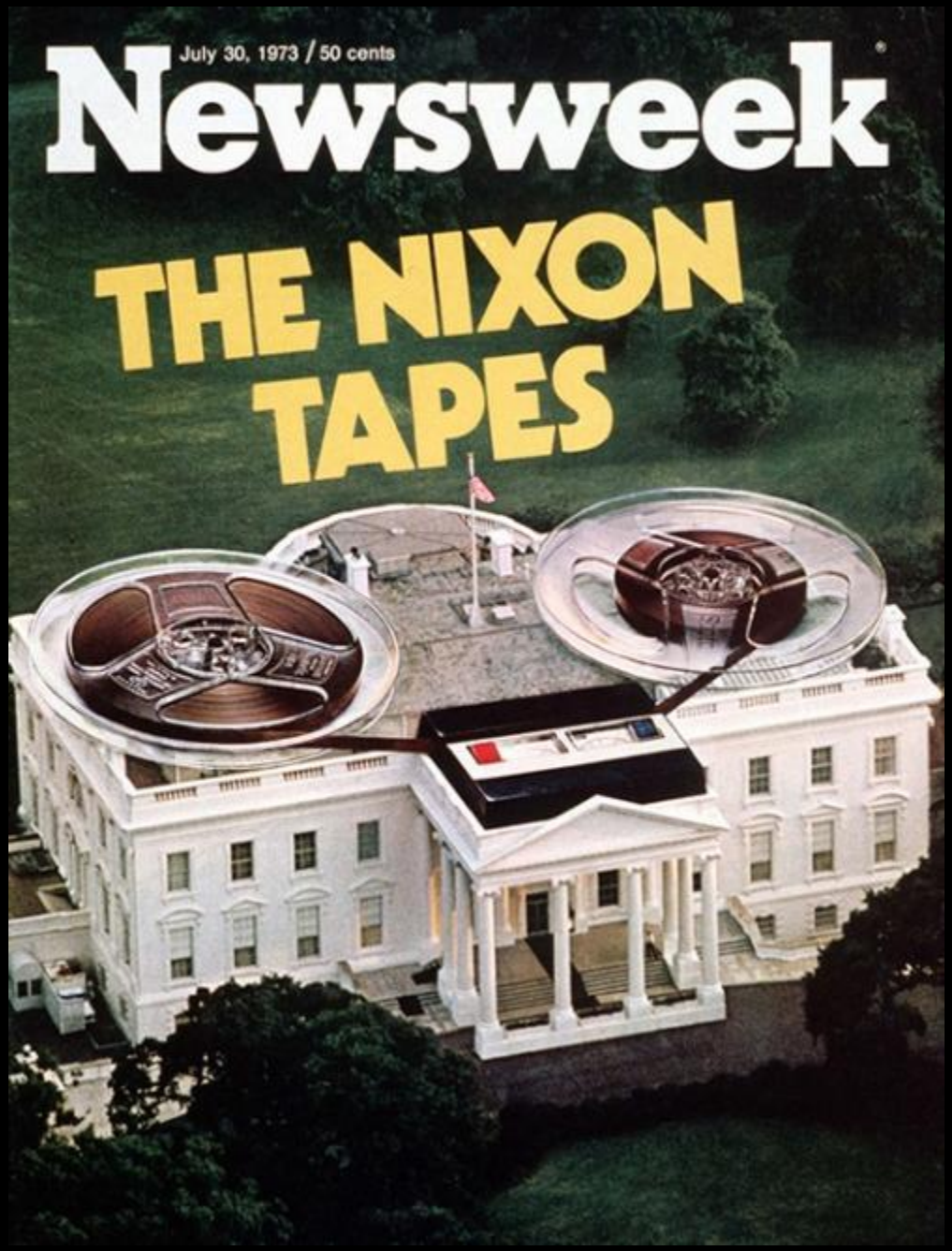

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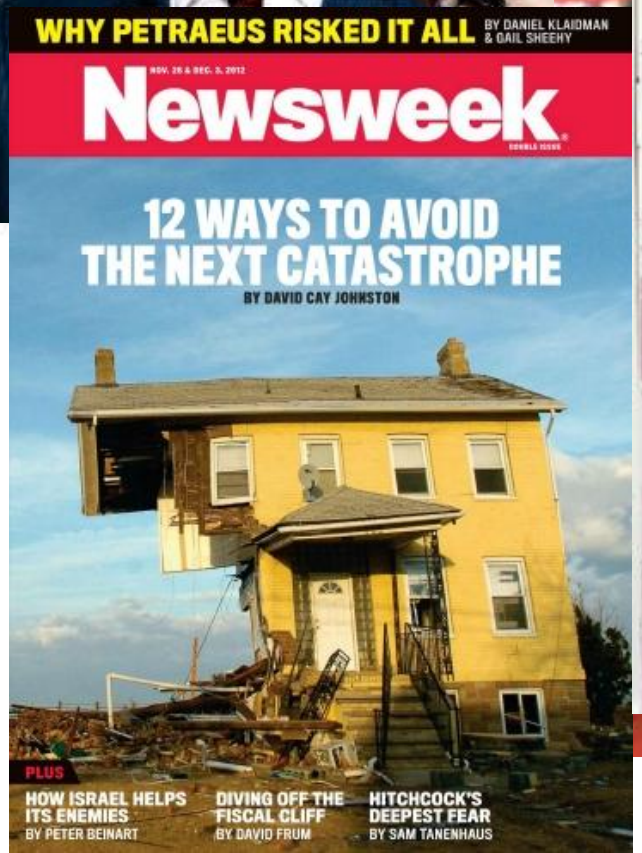
DAVID STOCKMAN RIPS ROMNEY ON JOBS AND THE BAIN DRAIN
Newsweek
A RADICAL REPENTS
By Christopher Dickey
CAN TODD AKIN SURPRISE HIS CRITICS?
By Peter J. Boyer
PLUS
FRIENDSHIP PHOBIA OF TWENTY-SOMETHINGS


WHY PETRAEUS RISKED IT ALL
BY DANIEL KLAIDMAN & GAIL SHEEHY
Newsweek
12 WAYS TO AVOID THE NEXT CATASTROPHE
BY DAVID CAY JOHNSTON
PLUS
HOW ISRAEL HELPS ITS ENEMIES
BY PETER BEINART
DIVING OFF THE FISCAL CLIFF
BY DAVID FRUM
HITCHCOCK'S DEEPEST FEAR
BY SAM TANENHAUS

Newsweek
THE LINCOLN BEDROOM
Was the White House for Sale?
Can We Clone Humans?
By Sharon Begley

NEWSWEEK
SEE PAGE 48
EPIC WINS & FAILS OF 2011
THE ESSENTIAL CHRISTOPHER HITCHENS
MONDAY: HITLER'S NIGHT

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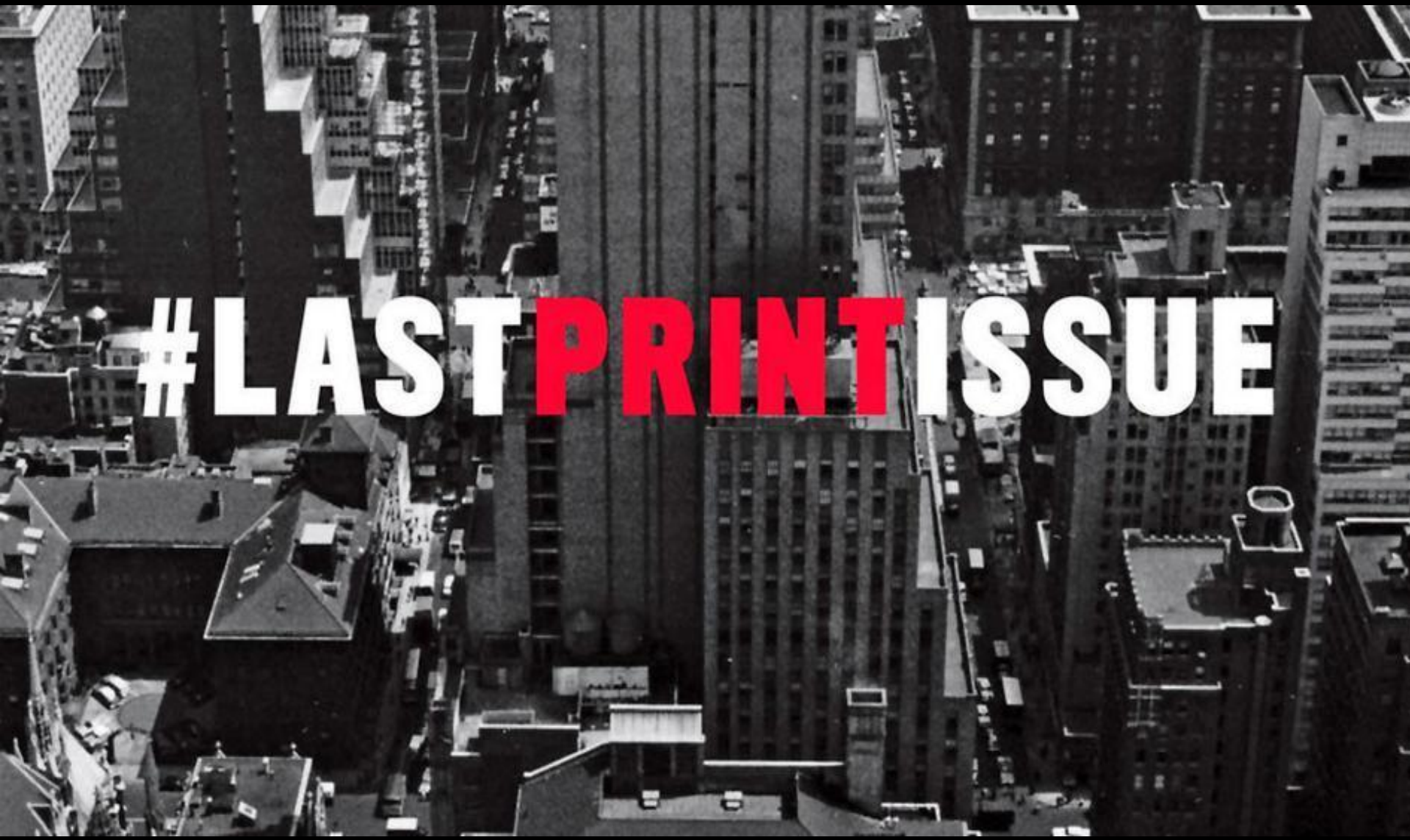
#LASTPRINTISSUE

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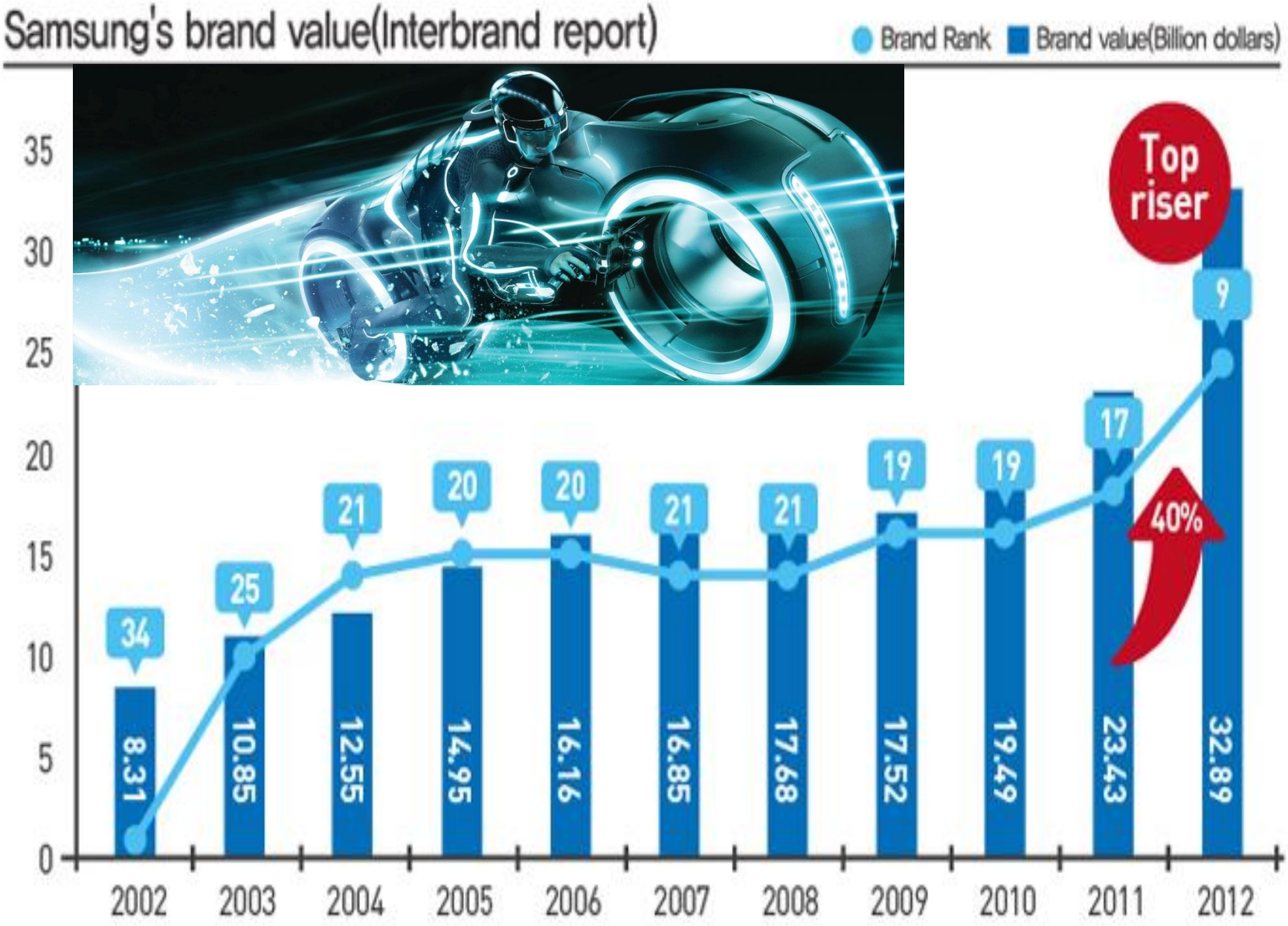

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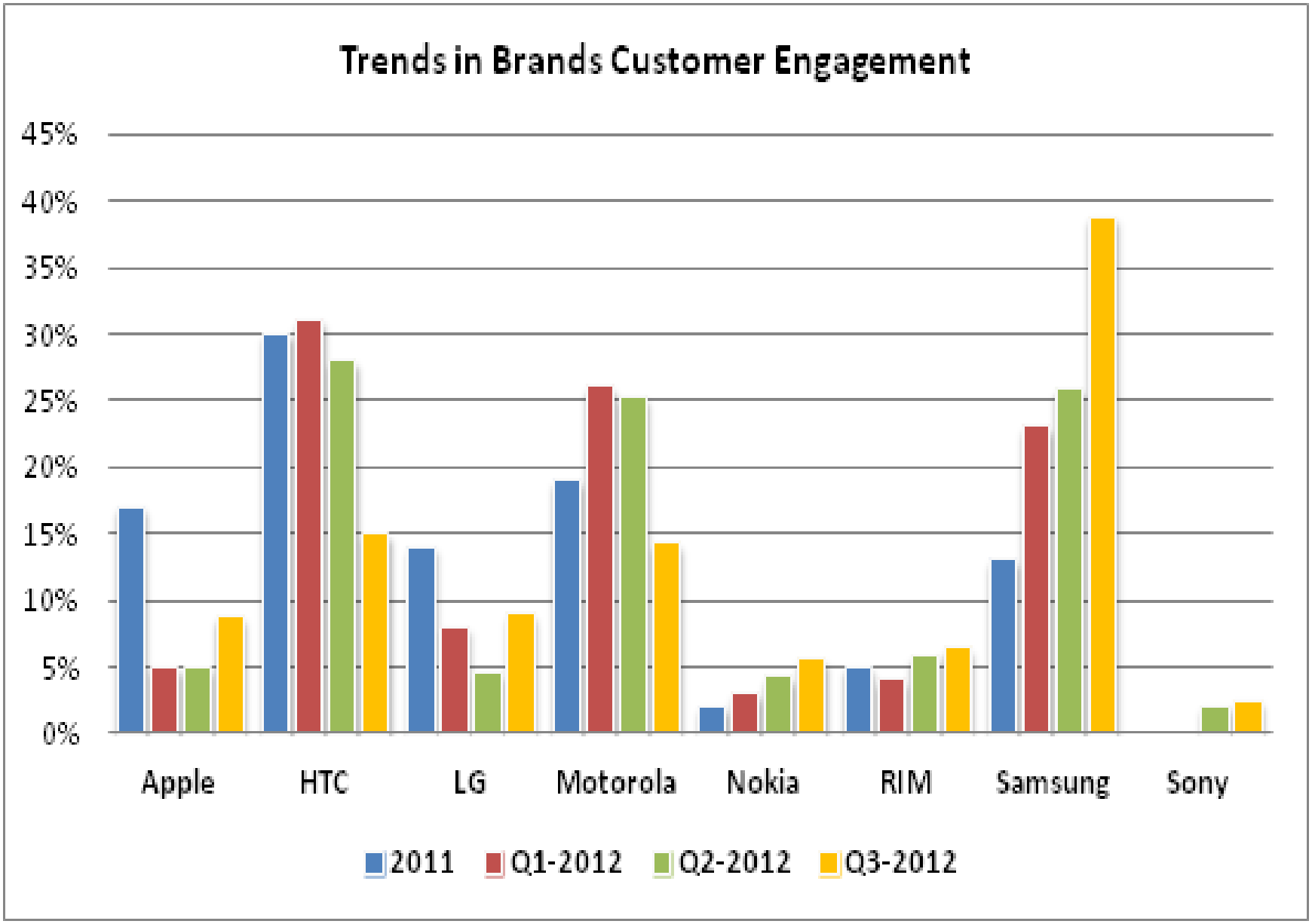

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Best Global Brands 2013

Interbrand — Creating and managing brand value®

01 Apple	02 Google	03 Coca-Cola	04 IBM	05 Microsoft	06 GE	07 McDonald's
08 Samsung	09 Intel	10 Toyota	11 Mercedes-Benz	12 BMW	13 Cisco	14 Disney
15 HP	16 Gillette	17 Louis Vuitton	18 Oracle	19 Amazon	20 Honda	21 H&M
22 Pepsi	23 American Express	24 Nike	25 SAP	26 IKEA	27 UPS	28 eBay
29 Pampers	30 Kellogg's	31 Budweiser	32 HSBC	33 J.P.Morgan	34 Volkswagen	35 Canon
36 Zara	37 Nescafé	38 Gucci	39 L'Oréal Paris	40 Philips	41 Accenture	42 Ford
43 Hyundai	44 Goldman Sachs	45 Siemens	46 Sony	47 Thomson Reuters	48 Citi	49 Danone
50 Colgate	51 Audi	52 Facebook	53 Heinz	54 Hermès Paris	55 adidas	56 Nestlé
57 Nokia	58 Caterpillar	59 AXA	60 Cartier	61 Dell	62 Xerox	63 Allianz
64 Porsche	65 Nissan	66 KFC	67 Nintendo	68 Panasonic	69 Sprite	70 Discovery
71 Morgan Stanley	72 Prada	73 Shell	74 Visa	75 Tiffany & Co.	76 3M	77 Burberry
78 MTV	79 Adobe	80 John Deere	81 Johnson & Johnson	82 Johnnie Walker	83 Kia	84 Santander
85 Duracell	86 Jack Daniel's	87 Avon	88 Ralph Lauren	89 Chevrolet	90 Kleenex	91 Starbucks
92 Heineken	93 Corona Extra	94 Pizza Hut	95 Smirnoff	96 Harley-Davidson	97 MasterCard	98 Ferrari
99 Moët & Chandon	100 GAP					

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Ranking of 2012

1 Coca-Cola +8% $77,839 $m	2 +129% $76,568 $m	3 IBM +8% $75,532 $m	4 Google +26% $69,726 $m	5 Microsoft -2% $57,853 $m	6 +2% $43,682 $m	7 +13% $40,062 $m	8 intel +12% $39,385 $m
9 SAMSUNG +40% $32,893 $m top riser		10 TOYOTA +9% $30,280 $m top riser	11 Mercedes-Benz +10% $30,097 $m	12 +18% $29,052 $m	13 Disney -5% $27,438 $m	14 CISCO +7% $27,197 $m	15 hp -8% $26,087 $m
	16 Gillette +4% $24,898 $m	17 LOUIS VUITTON +2% $23,577 $m	18 ORACLE +28% $22,126 $m top riser	19 NOKIA -16% $21,009 $m	20 amazon +46% $18,625 $m top riser	21 HONDA -11% $17,280 $m	22 pepsi +14% $16,594 $m
23 H&M +1% $16,571 $m	24 +8% $15,702 $m	25 SAP +8% $15,641 $m		26 +4% $15,126 $m		27 ups +4% $13,088 $m	28 IKEA +8% $12,808 $m
29 Kellogg's +6% $12,068 $m	30 Canon +3% $12,029 $m	31 Budweiser -3% $11,872 $m	32 J.P.Morgan -8% $11,471 $m	33 HSBC -4% $11,378 $m	34 Pampers New $11,296 $m	35 NESCAFÉ -8% $11,089 $m	36 eBay +12% $10,947 $m

2012 RANK	2011 RANK	BRAND	SECTOR	2012 BRAND VALUE $m	% CHANGE (Brand Value)
1	1	Coca-Cola	Beverages	77,839	8%
2	8	Apple	Technology	76,568	129%
3	2	IBM	Business Services	75,532	8%
4	4	Google	Technology	69,726	26%
5	3	Microsoft	Technology	57,853	-2%
6	5	GE	Diversified	43,682	2%
7	6	McDonald's	Restaurants	40,062	13%
8	7	Intel	Technology	39,385	12%
9	17	Samsung	Technology	32,893	40%
10	11	Toyota	Automotive	30,280	9%
11	12	Mercedes-Benz	Automotive	30,097	10%
12	15	BMW	Automotive	29,052	18%
13	9	Disney	Media	27,438	-5%
14	13	Cisco	Business Services	27,197	7%
15	10	HP	Technology	26,087	-8%
16	16	Gillette	FMCG	24,898	4%
17	18	Louis Vuitton	Luxury	23,577	2%
18	20	Oracle	Business Services	22,126	28%
19	14	Nokia	Electronics	21,009	-16%
20	26	Amazon	Internet Services	18,625	46%

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Nike's Target Appeal

JUST DO IT.

LeBron James

Tiger Woods

Mia Hamm

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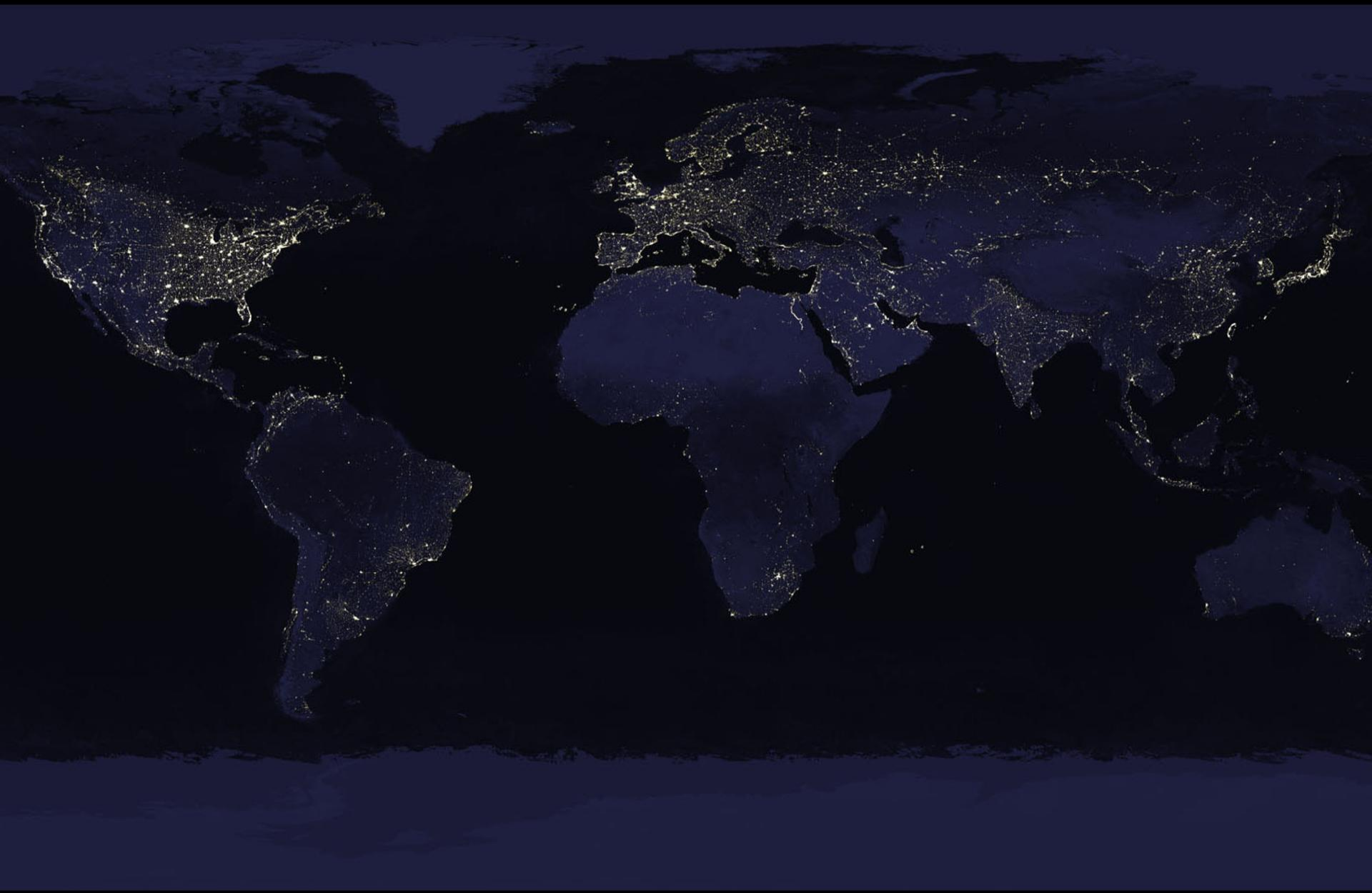

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جغرافیای بحث

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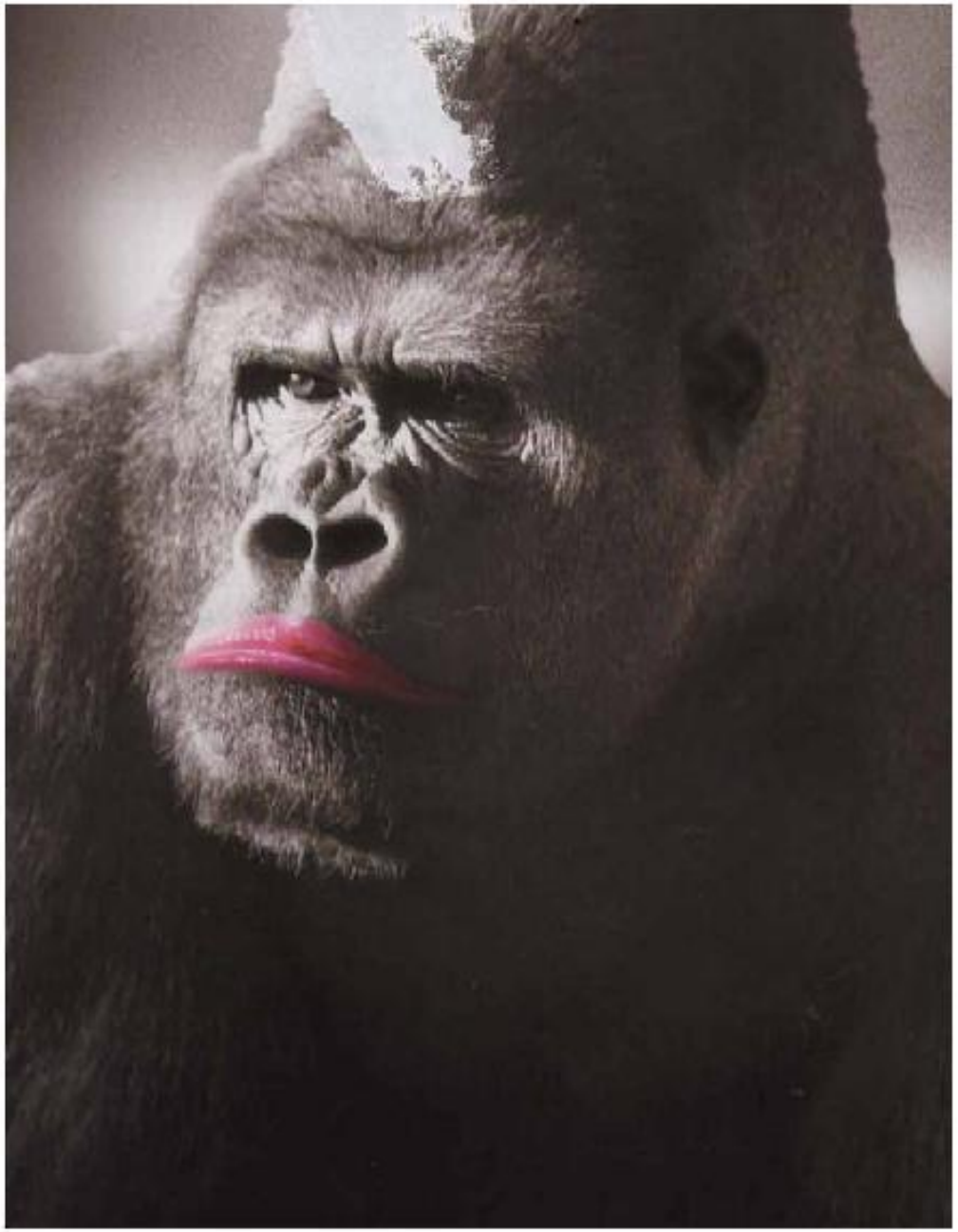
باید بتوانیم از پدیده ها تبیین علمی بدهیم

چارچوب نظری (دیدگاه)

A brand is a promise

…not lipstick on a gorilla



فضای
جدید
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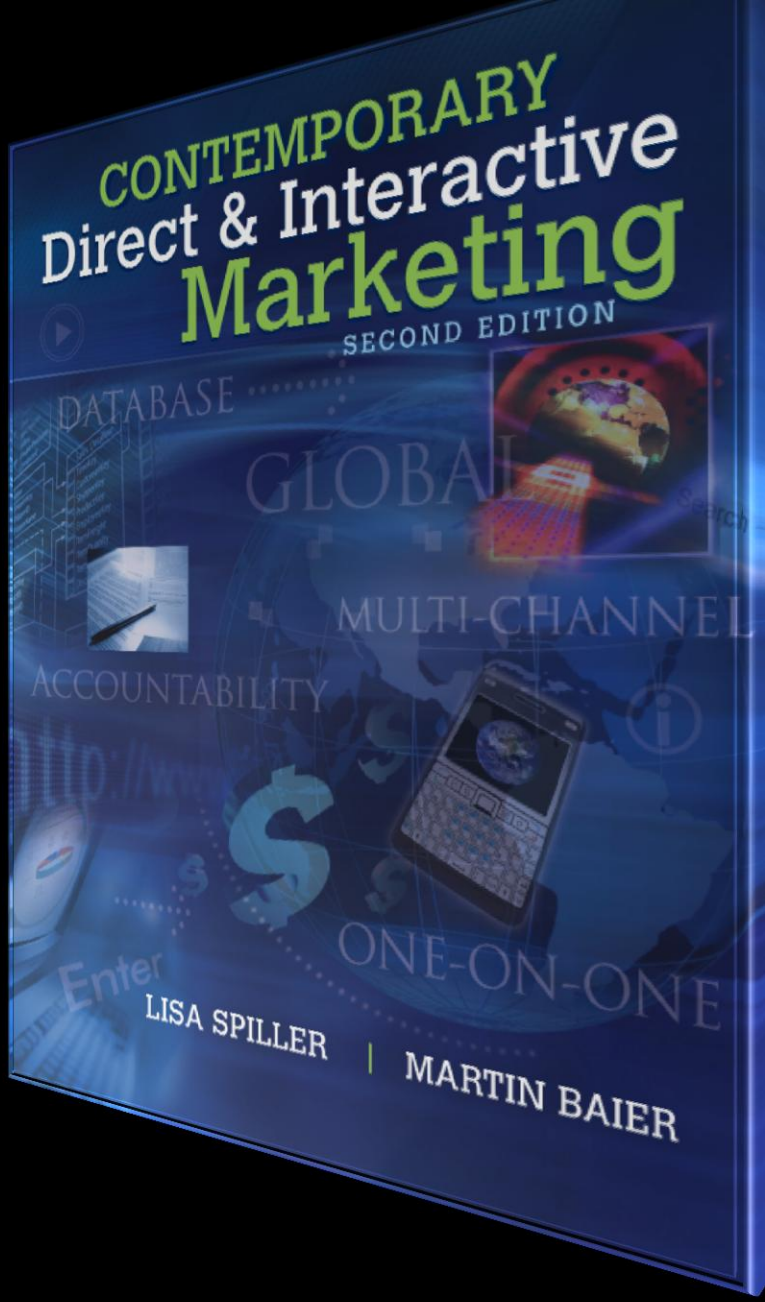
How Long Did It Take Technologies To Reach 50 Million Users?

- Telephone = 40 years
- Radio = 38 years
- Cable Television = 10 years
- Internet = 5 years



2012
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Advertising
Branding
Traditional organization
Technological organization
Traditional Promotion
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Media Landscape

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مکانیزم
تاثیرگذاری
برندها
فضای
جدید
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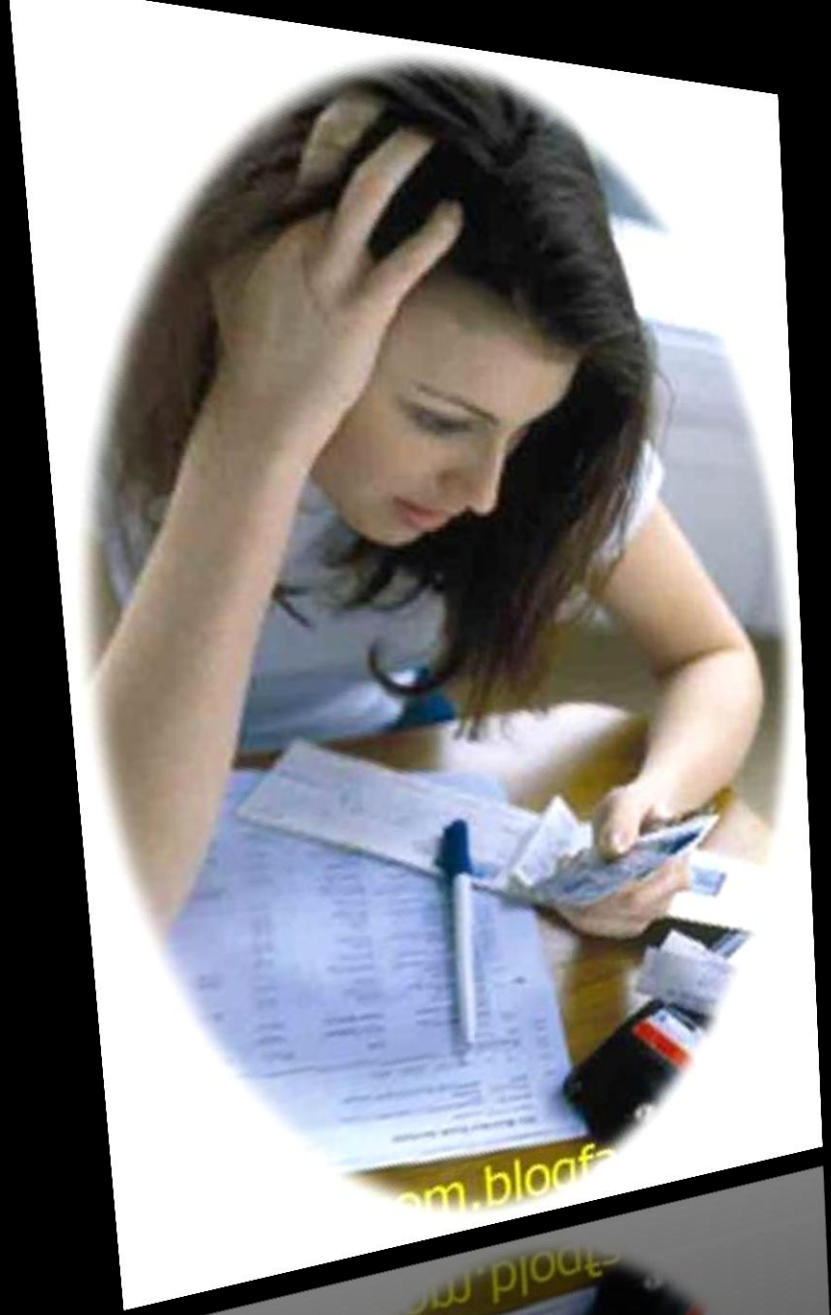
باید بتوانیم از پدیده ها تبیین علمی بدهیم



چگونه برندهای بزرگ مدیریت ذهن مصرف کننده را بدست می گیرند؟

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The Leading Brands after 85 years: 1925 and 2010

Product	*Leading Brand 1925*	*Current Position 2010*
Bacon	Swift	Among Leaders
Batteries	Eveready	Among Leaders
Biscuits	Nabisco	Among Leaders
Breakfast cereal	Kellogg	Leader
Canned fruit	Del Monte	Leader
Chewing gum	Wrigley	Leader
Chocolates	Hershey	No. 2
Flour	Gold Medal	Leader
Paint	Sherwin-Williams	Among Leaders
Pipe tobacco	Prince Albert	Leader
Razors	Gillette	Leader
Shortening	Crisco	Leader
Soap	Ivory	Leader
Soft drinks	Coca-Cola	Leader
Soup	Campbell	Leader
Tea	Lipton	Leader
Tires	Goodyear	Leader
Toothpaste	Colgate	Among Leaders

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یادآوری

افزایش
رقابت جهانی
التهاب و تنش
اقتصادی
هزینه‌های
گزاف، برای
بالا بردن سطح
کیفیت خدمات
و محصولات +
تقلید رقبا و
کاهش وفاداری
مشتریان
متمایزسازی
پی بردن به
عنوان
استراتژی
اصلی

رویکردهای رقابتی

✓ مصرف کنندگان کیفیت را چگونه تعریف می کنند؟
✓ مصرف کنندگان بر چه مبنایی دست به انتخاب می زنند و چه سطحی از کیفیت را طلب می کنند؟
پاسخ: ارزش
BrandZTech.com

ارزش

ویژگی یا خصوصیت محصول که به عنوان دلیل اولیه خرید محصول مورد توجه خریدار است، زیرا می‌تواند مطلوبیت یا سبک زندگی او را ارتقاء بخشد

منافع حاصل از خرید محصول

- کارکرد محصول/خدمت
- کارکردهای جانبی
- ارتباطات فردی
- تصویر برند
- کیفیت

هزینه‌های دریافت محصول

- هزینه‌های زمانی
- هزینه‌های مالی
- هزینه‌های ذهنی–روانی
- هزینه‌های صرف انرژی
- هزینه فرصت

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Quality

نگاه مصرف‌کننده به مفهوم ارزش و کیفیت

- به وجود آمدن بازاریابی ارزش‌مدار

- بررسی مستمر عوامل ایجاد ارزش برای مشتریان
- تأکید بر ارائه مستمر ارزش به مشتریان

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تضاد پارادایم ها

محصولات چینی
Black & Decker
فرش ایرانی

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بر پایه شخصیت و هویت آفرینی

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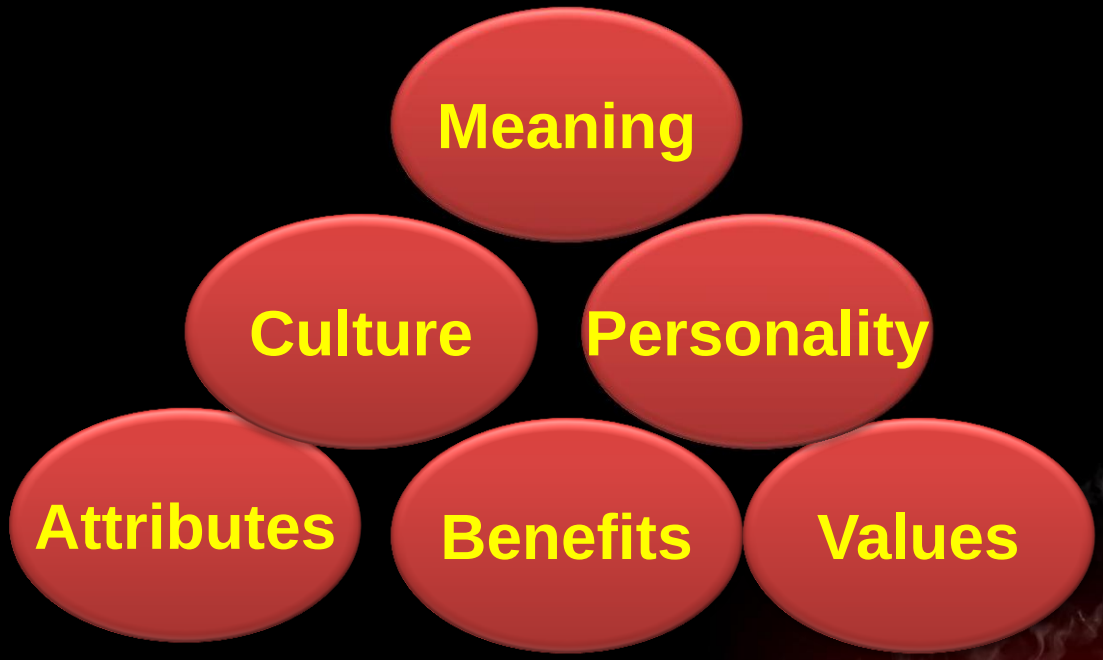
What is a Brand?



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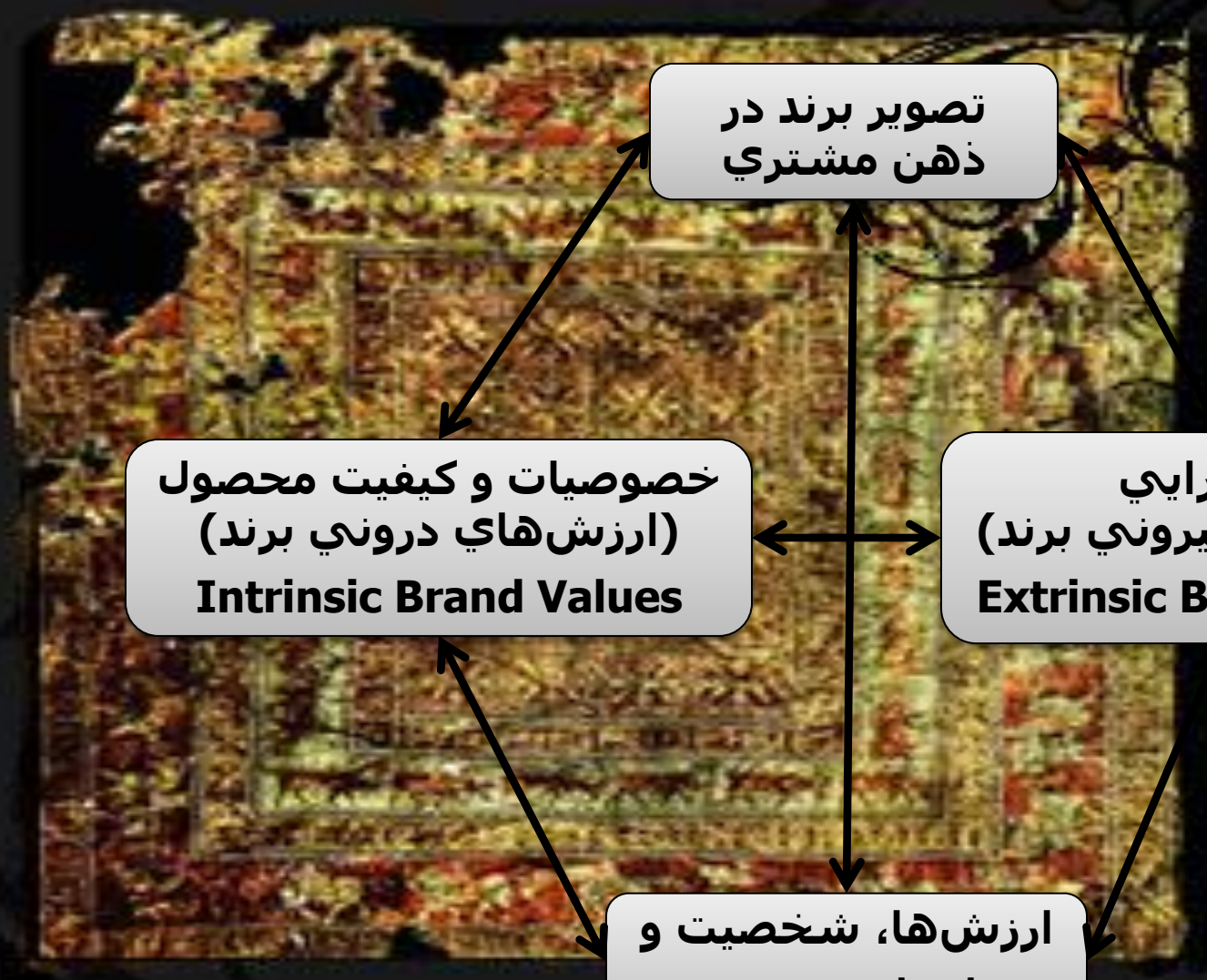
ابعاد عینی و نمادین برند



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مفهوم برند

یک نام، واژه، سمبل، طراحی و یا هر چیزی که منجر به شناخت و تمایز یک فروشنده، محصول و یا خدمات از رقیب دیگر برای مشتریان می‌گردد

انجمن بازاریابی آمریکا (سال ۲۰۰۴)

یک نام، واژه، نشان، نماد و یا طرح و یا ترکیبی از آنها که برای معرفی کالاهای یک فروشنده و یا گروهی از فروشندگان بکار می‌رود و کالای آنها را از کالای رقبا متمایز می‌سازد

کاتلر

و ...

دقت داریم که ابعاد مفهومی و کارکردی برند بسی فراتر از تصاویر نمایشگر آن، یعنی لوگو، می‌باشد.

برندها تداعی‌کننده و تضمین‌کننده سطح ارزش مشخصی از کالا و خدمات و پشتیبانی می‌باشند.

کوه یخ برند

آرم

نام برند

سمبل

حق انتخاب

افراد

آنچه مي توانيم ببنيم

تبليغات

قيمت ظاهري

ارتباط خوب و سالم

قيمت واقعي

زنجيره تامين قوي

تحقيق و توسعه

كيفيت

خدمات مشتريان

توان و تداوم توليد

رضايت مشتريان

پايبندي به تعهدات

فرهنگ سازماني و ارزش ها

آنچه نمي‌توانيم ببنيم

سهولت دسترسي

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Branding is all about creating the promise…..

…..and delivering the experience

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BRANDING EXCELLENCE ™

Strong brands have 2 basic components

A. Brand Promise	B. Brand Delivery
• **Brand Essence** • **Brand Identity** • **Brand Position**	• Attributes, benefits and values • Organisation and distribution • **Brand Image**

Characteristics:

1. Brand Promise and Brand Delivery are equally balanced and leveraged
2. Uniqueness and differentiation are key drivers
3. **Consistency** across products, markets, organisations and cultures
4. Strong brand management systems and processes in place
5. Board and top-management are deeply engaged and **committed**

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اتکا پذیری– پیشنیاز مشترک حضور در فضای مجازی و برندسازی

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مکانیزم
تاثیرگذاری
برندها
فضای
جدید
BrandZTech.com

چرا باید برندسازی کرد؟

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Best Global Brands 2013

Interbrand Creating and managing brand value™

LEADERS

LEADERS 2013

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Interbrand — Creating and managing brand value®

01 Apple	02 Google	03 Coca-Cola	04 IBM	05 Microsoft	06 GE	07 McDonald's
08 Samsung	09 Intel	10 Toyota	11 Mercedes-Benz	12 BMW	13 Cisco	14 Disney
15 HP	16 Gillette	17 Louis Vuitton	18 Oracle	19 Amazon	20 Honda	21 H&M
22 Pepsi	23 American Express	24 Nike	25 SAP	26 IKEA	27 UPS	28 eBay
29 Pampers	30 Kellogg's	31 Budweiser	32 HSBC	33 J.P.Morgan	34 Volkswagen	35 Canon
36 Zara	37 Nescafé	38 Gucci	39 L'Oréal Paris	40 Philips	41 Accenture	42 Ford
43 Hyundai	44 Goldman Sachs	45 Siemens	46 Sony	47 Thomson Reuters	48 Citi	49 Danone
50 Colgate	51 Audi	52 Facebook	53 Heinz	54 Hermès Paris	55 adidas	56 Nestlé
57 Nokia	58 Caterpillar	59 AXA	60 Cartier	61 Dell	62 Xerox	63 Allianz
64 Porsche	65 Nissan	66 KFC	67 Nintendo	68 Panasonic	69 Sprite	70 Discovery
71 Morgan Stanley	72 Prada	73 Shell	74 Visa	75 Tiffany & Co.	76 3M	77 Burberry
78 MTV	79 Adobe	80 John Deere	81 Johnson & Johnson	82 Johnnie Walker	83 Kia	84 Santander
85 Duracell	86 Jack Daniel's	87 Avon	88 Ralph Lauren	89 Chevrolet	90 Kleenex	91 Starbucks
92 Heineken	93 Corona Extra	94 Pizza Hut	95 Smirnoff	96 Harley-Davidson	97 MasterCard	98 Ferrari
99 Moët & Chandon	100 GAP					

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01 Apple +28% 98,316 $m	02 Google +34% 93,291 $m	03 Coca-Cola +2% 79,213 $m	04 IBM +4% 78,808 $m	05 Microsoft +3% 59,546 $m	06 GE +7% 46,947 $m
07 McDonald's +5% 41,992 $m	08 Samsung +20% 39,610 $m	09 Intel -5% 37,257 $m	10 Toyota +17% 35,346 $m	11 Mercedes-Benz +6% 31,904 $m	12 BMW +10% 31,839 $m
13 Cisco +7% 29,053 $m	14 Disney +3% 28,147 $m	15 HP -1% 25,843 $m	16 Gillette +1% 25,105 $m	17 Louis Vuitton +6% 24,893 $m	18 Oracle +9% 24,088 $m
19 Amazon +27% 23,620 $m	20 Honda +7% 18,490 $m	21 H&M +10% 18,168 $m	22 Pepsi +8% 17,892 $m	23 American Express +12% 17,646 $m	24 Nike +13% 17,085 $m
25 SAP +7% 16,676 $m	26 IKEA +8% 13,818 $m	27 UPS +5% 13,763 $m	28 eBay +20% 13,162 $m	29 Pampers +15% 13,035 $m	30 Kellogg's +8% 12,987 $m
31 Budweiser +6% 12,614 $m	32 HSBC +7% 12,183 $m	33 J.P.Morgan 0% 11,456 $m	34 Volkswagen +20% 11,120 $m	35 Canon -9% 10,989 $m	36 Zara +14% 10,821 $m
37 Nescafé -4% 10,651 $m	38 Gucci +7% 10,151 $m	39 L'Oréal +12% 9,874 $m	40 Philips +8% 9,813 $m	41 Accenture +8% 9,471 $m	42 Ford +15% 9,181 $m
43 Hyundai +20% 9,004 $m	44 Goldman Sachs +12% 8,536 $m	45 Siemens +13% 8,503 $m	46 Sony -8% 8,408 $m	47 Thomson Reuters -4% 8,103 $m	48 Citi +5% 7,973 $m
49 Danone +6% 7,968 $m	50 Colgate +2% 7,833 $m	51 Audi +8% 7,767 $m	52 Facebook +43% 7,732 $m	53 Heinz -1% 7,648 $m	54 Hermès +23% 7,616 $m
55 adidas +12% 7,535 $m	56 Nestlé +9% 7,527 $m	57 Nokia -65% 7,444 $m	58 Caterpillar +13% 7,125 $m	59 AXA +5% 7,096 $m	60 Cartier +26% 6,897 $m
61 Dell -10% 6,845 $m	62 Xerox +1% 6,779 $m	63 Allianz +8% 6,710 $m	64 Porsche +26% 6,471 $m	65 Nissan +25% 6,203 $m	66 KFC +3% 6,192 $m
67 Nintendo -14% 6,086 $m	68 Panasonic +1% 5,821 $m	69 Sprite +2% 5,811 $m	70 Discovery New 5,756 $m	71 Morgan Stanley -21% 5,724 $m	72 Prada +30% 5,570 $m
73 Shell +16% 5,535 $m	74 Visa +11% 5,465 $m	75 Tiffany & Co. +5% 5,440 $m	76 3M +16% 5,413 $m	77 Burberry +20% 5,189 $m	78 MTV -12% 4,980 $m
79 Adobe +8% 4,899 $m	80 John Deere +15% 4,865 $m	81 Johnson & Johnson +9% 4,777 $m	82 Johnnie Walker +10% 4,745 $m	83 Kia +15% 4,708 $m	84 Santander -2% 4,660 $m
85 Duracell New 4,645 $m	86 Jack Daniel's +7% 4,642 $m	87 Avon -11% 4,610 $m	88 Ralph Lauren +14% 4,584 $m	89 Chevrolet New 4,578 $m	90 Kleenex +2% 4,428 $m
91 Starbucks +8% 4,399 $m	92 Heineken +10% 4,331 $m	93 Corona +5% 4,276 $m	94 Pizza Hut +2% 4,269 $m	95 Smirnoff +5% 4,262 $m	96 Harley-Davidson +10% 4,230 $m
97 MasterCard +8% 4,206 $m	98 Ferrari +6% 4,013 $m	99 Moët & Chandon +3% 3,943 $m	100 Gap +5% 3,920 $m		

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01 Apple +28% 98,316 $m	02 Google +34% 93,291 $m	03 Coca-Cola +2% 79,213 $m	04 IBM +4% 78,808 $m
05 Microsoft +3% 59,546 $m	06 GE +7% 46,947 $m	07 McDonald's +5% 41,992 $m	08 Samsung +20% 39,610 $m
09 Intel −5% 37,257 $m	10 Toyota +17% 35,346 $m	11 Mercedes-Benz +6% 31,904 $m	12 BMW +10% 31,839 $m
13 Cisco +7% 29,053 $m	14 Disney +3% 28,147 $m	15 HP −1% 25,843 $m	16 Gillette +1% 25,105 $m
17 Louis Vuitton +6% 24,893 $m	18 Oracle +9% 24,088 $m	19 Amazon +27% 23,620 $m	20 Honda +7% 18,490 $m
21 H&M +10% 18,168 $m	22 Pepsi +8% 17,892 $m	23 American Express +12% 17,646 $m	24 Nike +13% 17,085 $m
25 SAP +7% 16,676 $m	26 IKEA +8% 13,818 $m	27 UPS +5% 13,763 $m	28 eBay +20% 13,162 $m
29 Pampers +15% 13,035 $m	30 Kellogg's +8% 12,987 $m	31 Budweiser +6% 12,614 $m	32 HSBC +7% 12,183 $m
33 J.P. Morgan 0% 11,456 $m	34 Volkswagen +20% 11,120 $m	35 Canon −9% 10,989 $m	36 Zara +14% 10,821 $m
37 Nescafé −4% 10,651 $m	38 Gucci +7% 10,151 $m	39 L'Oréal +12% 9,874 $m	40 Philips +8% 9,813 $m

41 Accenture +8% 9,471 $m	42 Ford +15% 9,181 $m	43 Hyundai +20% 9,004 $m	44 Goldman Sachs +12% 8,536 $m	45 Siemens +13% 8,503 $m	46 Sony -8% 8,408 $m
47 Thomson Reuters -4% 8,103 $m	48 Citi +5% 7,973 $m	49 Danone +6% 7,968 $m	50 Colgate +2% 7,833 $m	51 Audi +8% 7,767 $m	52 Facebook +43% 7,732 $m
53 Heinz -1% 7,648 $m	54 Hermès +23% 7,616 $m	55 adidas +12% 7,535 $m	56 Nestlé +9% 7,527 $m	57 Nokia -65% 7,444 $m	58 Caterpillar +13% 7,125 $m
59 AXA +5% 7,096 $m	60 Cartier +26% 6,897 $m	61 Dell -10% 6,845 $m	62 Xerox +1% 6,779 $m	63 Allianz +8% 6,710 $m	64 Porsche +26% 6,471 $m
65 Nissan +25% 6,203 $m	66 KFC +3% 6,192 $m	67 Nintendo -14% 6,086 $m	68 Panasonic +1% 5,821 $m	69 Sprite +2% 5,811 $m	70 Discovery New 5,756 $m
71 Morgan Stanley -21% 5,724 $m	72 Prada +30% 5,570 $m	73 Shell +16% 5,535 $m	74 Visa +11% 5,465 $m	75 Tiffany & Co. +5% 5,440 $m	76 3M +16% 5,413 $m
77 Burberry +20% 5,189 $m	78 MTV -12% 4,980 $m	79 Adobe +8% 4,899 $m	80 John Deere +15% 4,865 $m	81 Johnson & Johnson +9% 4,777 $m	82 Johnnie Walker +10% 4,745 $m
83 Kia +15% 4,708 $m	84 Santander -2% 4,660 $m	85 Duracell New 4,645 $m	86 Jack Daniel's +7% 4,642 $m	87 Avon -11% 4,610 $m	88 Ralph Lauren +14% 4,584 $m
89 Chevrolet New 4,578 $m	90 Kleenex +2% 4,428 $m	91 Starbucks +8% 4,399 $m	92 Heineken +10% 4,331 $m	93 Corona +5% 4,276 $m	94 Pizza Hut +2% 4,269 $m
95 Smirnoff +5% 4,262 $m	96 Harley-Davidson +10% 4,230 $m	97 MasterCard +8% 4,206 $m	98 Ferrari +6% 4,013 $m	99 Moët & Chandon +3% 3,943 $m	100 Gap +5% 3,920 $m

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The Most Valuable U.S. Retail Brands 2013

01 Walmart 141,017 $m	02 Target 25,059 $m	03 The Home Depot 22,940 $m	04 Amazon.com 18,625 $m
05 CVS/pharmacy 15,909 $m	06 Coach 14,577 $m	07 Walgreens 14,400 $m	08 Sam's Club 13,514 $m
09 eBay 10,947 $m	10 Nordstrom 10,143 $m	11 Publix 9,941 $m	12 Lowe's 8,839 $m
13 Best Buy 8,067 $m	14 Costco 7,322 $m	15 Dollar General 7,107 $m	16 Victoria's Secret 6,105 $m
17 Kohl's 5,654 $m	18 Staples 5,513 $m	19 Tiffany & Co. 5,159 $m	20 Avon 5,151 $m
21 AutoZone 4,372 $m	22 Gap 3,731 $m	23 Bed Bath & Beyond 3,634 $m	24 Old Navy 2,794 $m

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25 Sherwin-Williams 2,720 $m	26 GameStop 2,531 $m	27 Ross Dress for Less 2,112 $m	28 Michaels 1,966 $m
29 J.Crew 1,805 $m	30 Banana Republic 1,757 $m	31 T.J.Maxx 1,742 $m	32 Marshalls 1,698 $m
33 PetSmart 1,649 $m	34 Whole Foods Market 1,524 $m	35 Dick's Sporting Goods 1,426 $m	36 Guess 1,347 $m
37 Bath & Body Works 1,325 $m	38 Dollar Tree 1,314 $m	39 Tractor Supply Co. 1,282 $m	40 Macy's 1,259 $m
41 American Eagle Outfitters 1,193 $m	42 Urban Outfitters 1,176 $m	43 Buckle 1,022 $m	44 Big Lots 1,018 $m
45 Family Dollar 1,015 $m	46 Rent-A-Center 940 $m	47 Radio Shack 923 $m	48 Express 851 $m
49 Cabela's 839 $m	50 Anthropologie 836 $m		

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Ranking of 2012

1 Coca-Cola +8% $77,839 $m	2 +129% $76,568 $m	3 IBM +8% $75,532 $m	4 Google +26% $69,726 $m	5 Microsoft -2% $57,853 $m	6 +2% $43,682 $m	7 +13% $40,062 $m	8 intel +12% $39,385 $m
9 SAMSUNG +40% $32,893 $m top riser		10 TOYOTA +9% $30,280 $m top riser	11 Mercedes-Benz +10% $30,097 $m	12 +18% $29,052 $m	13 Disney -5% $27,438 $m	14 CISCO +7% $27,197 $m	15 hp -8% $26,087 $m
	16 Gillette +4% $24,898 $m	17 LOUIS VUITTON +2% $23,577 $m	18 ORACLE +28% $22,126 $m top riser	19 NOKIA -16% $21,009 $m	20 amazon +46% $18,625 $m top riser	21 HONDA -11% $17,280 $m	22 pepsi +14% $16,594 $m
23 H&M +1% $16,571 $m	24 +8% $15,702 $m	25 SAP +8% $15,641 $m		26 +4% $15,126 $m		27 ups +4% $13,088 $m	28 IKEA +8% $12,808 $m
29 Kellogg's +6% $12,068 $m	30 Canon +3% $12,029 $m	31 Budweiser -3% $11,872 $m	32 J.P.Morgan -8% $11,471 $m	33 HSBC -4% $11,378 $m	34 Pampers New $11,296 $m	35 NESCAFÉ -8% $11,089 $m	36 eBay +12% $10,947 $m

1 Coca-Cola +8% $77,839 $m	2 +129% $76,568 $m	3 IBM +8% $75,532 $m	4 Google +26% $69,726 $m	5 Microsoft -2% $57,853 $m	6 +2% $43,682 $m	7 +13% $40,062 $m	8 intel +12% $39,385 $m
9 SAMSUNG +40% $32,893 $m top riser	top riser	10 TOYOTA +9% $30,280 $m	11 Mercedes-Benz +10% $30,097 $m	12 +18% $29,052 $m	13 Disney -5% $27,438 $m	14 CISCO +7% $27,197 $m	15 hp -8% $26,087 $m
	16 Gillette +4% $24,898 $m	17 LOUIS VUITTON +2% $23,577 $m	18 ORACLE +28% $22,126 $m	19 NOKIA -16% $21,009 $m	20 amazon +46% $18,625 $m	21 HONDA -11% $17,280 $m	22 pepsi +14% $16,594 $m
23 H&M +1% $16,571 $m	24 AMERICAN EXPRESS +8% $15,702 $m	25 SAP +8% $15,641 $m	top riser	26 +4% $15,126 $m	top riser	27 ups +4% $13,088 $m	28 IKEA +8% $12,808 $m
29 Kellogg's +6% $12,068 $m	30 Canon +3% $12,029 $m	31 Budweiser -3% $11,872 $m	32 J.P.Morgan -8% $11,471 $m	33 HSBC -4% $11,378 $m	34 Pampers. New $11,296 $m	35 NESCAFÉ -8% $11,089 $m	36 ebay +12% $10,947 $m
37 ZARA +18% $9,488 $m	38 GUCCI +8% $9,446 $m	39 +18% $9,252 $m	40 SONY -8% $9,111 $m	41 PHILIPS +5% $9,066 $m	42 L'ORÉAL +1% $8,821 $m	43 accenture +9% $8,745 $m	44 THOMSON REUTERS -11% $8,444 $m
45 Ford +6% $7,958 $m	46 Heinz +1% $7,722 $m	47 Colgate +7% $7,643 $m	48 Goldman Sachs -16% $7,599 $m	49 DELL -9% $7,591 $m	50 citi -12% $7,570 $m	51 SIEMENS -5% $7,534 $m	52 DANONE +8% $7,498 $m
53 HYUNDAI +24% $7,473 $m	54 Morgan Stanley +9% $7,218 $m	55 Audi +17% $7,196 $m	56 Nintendo -8% $7,082 $m	57 Nestlé +5% $6,916 $m	58 AXA +1% $6,748 $m	59 xerox +5% $6,714 $m	60 adidas +9% $6,699 $m
61 CATERPILLAR +13% $6,306 $m	62 Allianz +16% $6,184 $m	63 HERMÈS PARIS +15% $6,182 $m	64 +2% $5,994 $m	65 Panasonic +14% $5,765 $m	66 Sprite +2% $5,709 $m	67 MTV -12% $5,648 $m	68 Cartier +15% $5,495 $m
69 facebook. New $5,421 $m	70 TIFFANY & CO. +15% $5,159 $m	71 AVON -4% $5,151 $m	72 PORSCHE +12% $5,149 $m	73 NISSAN +30% $4,969 $m	74 VISA +10% $4,944 $m	75 +7% $4,788 $m	76 Santander -6% $4,771 $m
77 3M +18% $4,656 $m	78 Adobe +9% $4,557 $m	79 Johnson & Johnson +8% $4,378 $m	80 Kleenex -7% $4,360 $m	top riser	81 +1% $4,352 $m	82 BURBERRY +16% $4,342 $m	83 +12% $4,301 $m
84 PRADA New $4,271 $m	85 JOHN DEERE +16% $4,221 $m	86 Pizza Hut +2% $4,193 $m	87 KIA New $4,089 $m	88 +11% $4,062 $m	89 Corona Extra +3% $4,061 $m	90 SMIRNOFF +5% $4,050 $m	91 RALPH LAUREN New $4,038 $m
92 Heineken +3% $3,939 $m	93 BlackBerry -39% $3,922 $m	94 MasterCard New $3,896 $m	95 CREDIT SUISSE -5% $3,866 $m	96 HARLEY-DAVIDSON +10% $3,857 $m	97 YAHOO! -13% $3,851 $m	98 MOET & CHANDON -13% $3,824 $m	99 +5% $3,770 $m
100 GAP -8% $3,731 $m							

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Ranking 2011

Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
1	1	Coca-Cola	United States	Beverages	71,861	2%
2	2	IBM	United States	Business Services	69,905	8%
3	3	Microsoft	United States	Computer Software	59,087	-3%
4	4	Google	United States	Internet Services	55,317	27%
5	5	GE	United States	Diversified	42,808	0%
6	6	McDonald's	United States	Restaurants	35,593	6%
7	7	intel	United States	Electronics	35,217	10%
8	17	Apple	United States	Electronics	33,492	58%
9	9	Disney	United States	Media	29,018	1%
10	10	hp	United States	Electronics	28,479	6%
11	11	Toyota	Japan	Automotive	27,764	6%
12	12	Mercedes	Germany	Automotive	27,445	9%
13	14	CISCO	United States	Business Services	25,309	9%
14	8	NOKIA	Finland	Electronics	25,071	-15%

2012 RANK	2011 RANK	BRAND	SECTOR	2012 BRAND VALUE $m	% CHANGE (Brand Value)
1	1	Coca-Cola	Beverages	77,839	8%
2	8	Apple	Technology	76,568	129%
3	2	IBM	Business Services	75,532	8%
4	4	Google	Technology	69,726	26%
5	3	Microsoft	Technology	57,853	-2%
6	5	GE	Diversified	43,682	2%
7	6	McDonald's	Restaurants	40,062	13%
8	7	Intel	Technology	39,385	12%
9	17	Samsung	Technology	32,893	40%
10	11	Toyota	Automotive	30,280	9%
11	12	Mercedes-Benz	Automotive	30,097	10%
12	15	BMW	Automotive	29,052	18%
13	9	Disney	Media	27,438	-5%
14	13	Cisco	Business Services	27,197	7%
15	10	HP	Technology	26,087	-8%
16	16	Gillette	FMCG	24,898	4%
17	18	Louis Vuitton	Luxury	23,577	2%
18	20	Oracle	Business Services	22,126	28%
19	14	Nokia	Electronics	21,009	-16%
20	26	Amazon	Internet Services	18,625	46%

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1¢ - 2¢
COMMODITY

5¢ - 25¢
GOOD

25¢ - $1.50
SERVICE

$2.00 - $5.00
EXPERIENCE

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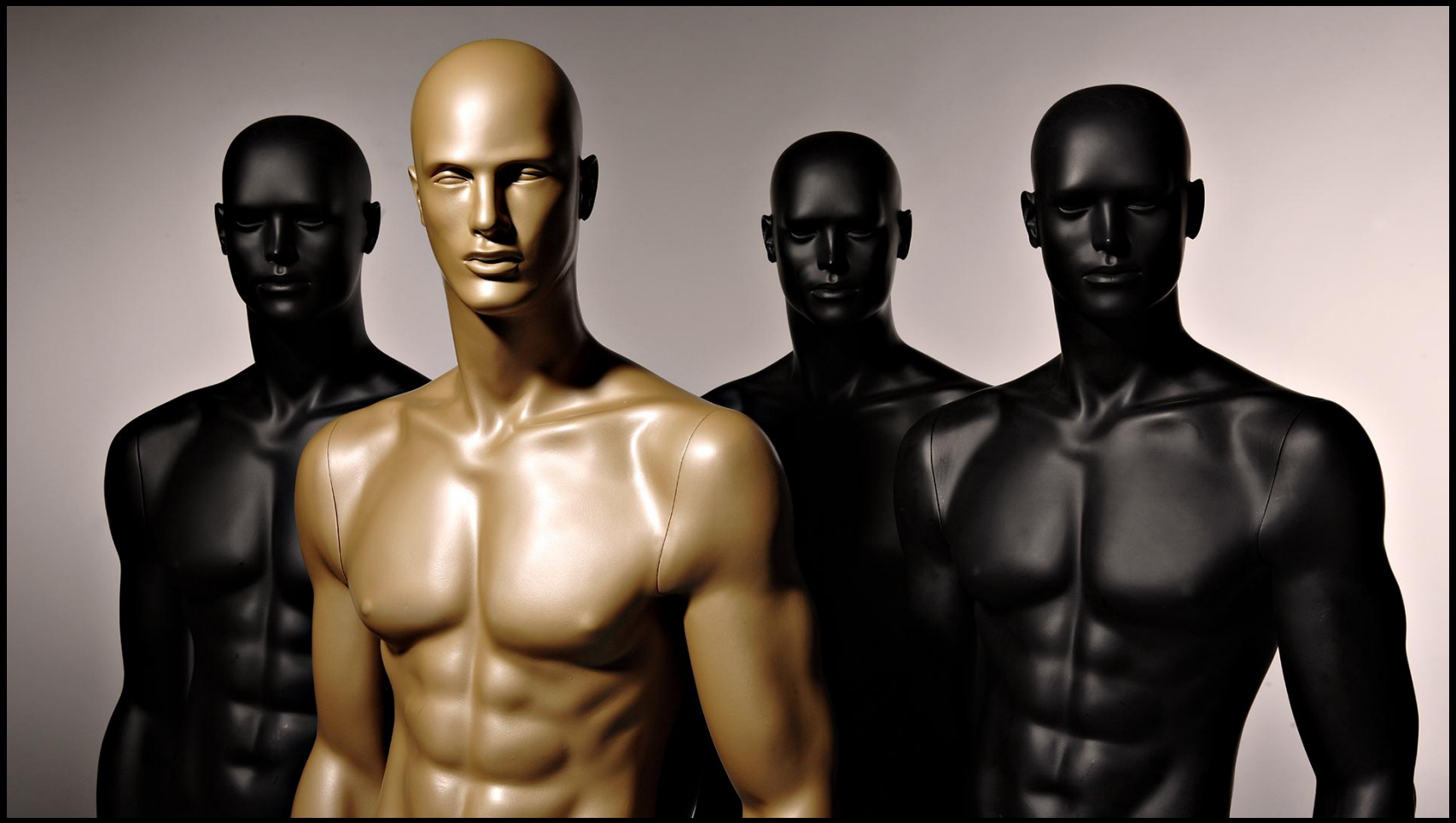
تمایز شرط لازم برندسازی



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RELEVANCE

measures customers' perception of your brand's ability to provide what they need

DIFFERENTIATION

measures customers' perception of the uniqueness of your offer

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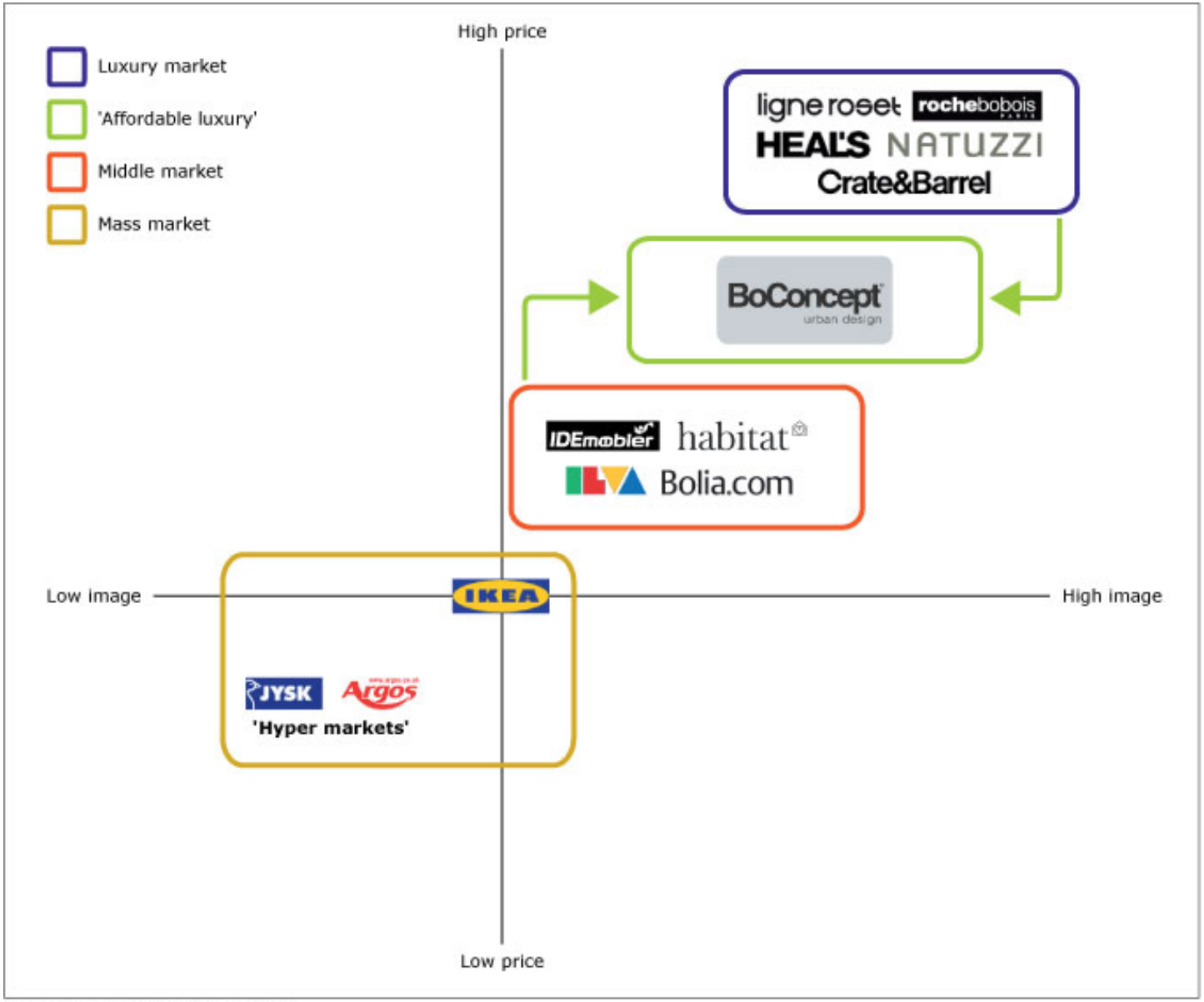

Source: BoConcept A/S, November 2007.

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Skoda Octavia

17,990 Euro

VW Golf V

18,225 Euro
(+1.3 %)

Audi A3

20,550 Euro
(+14.2 %)

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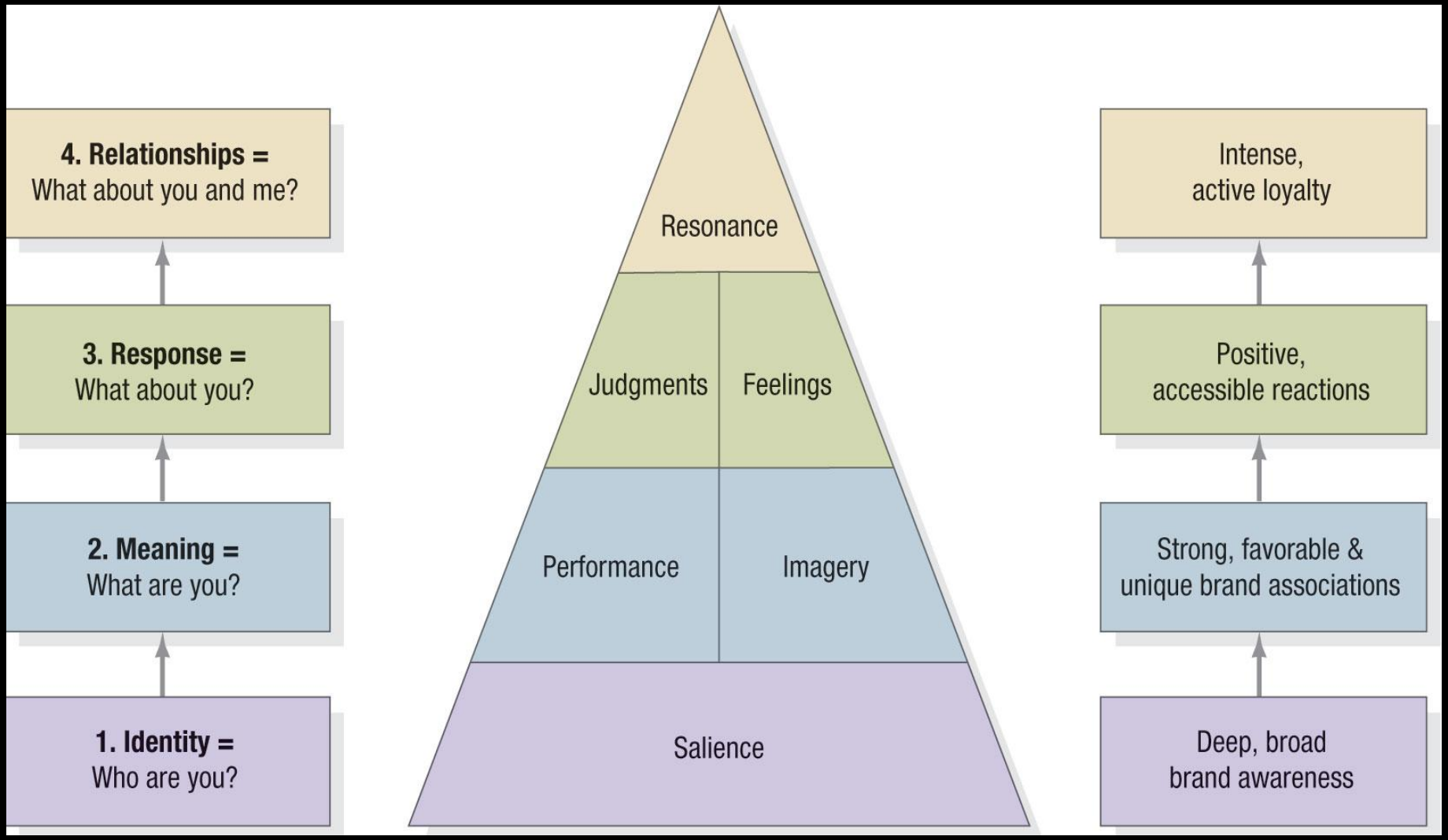
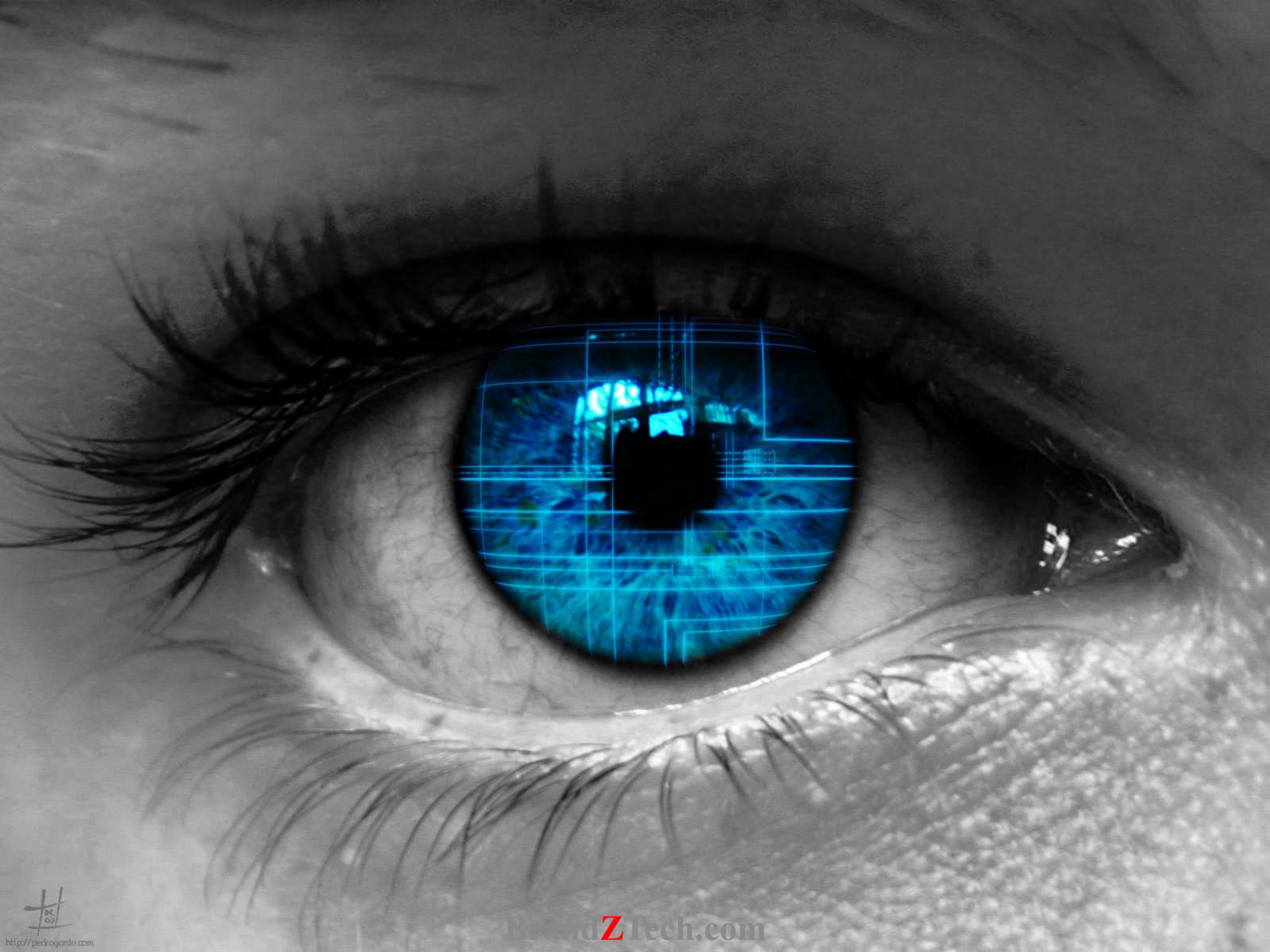
Brand Resonance Pyramid (sequential series of steps)





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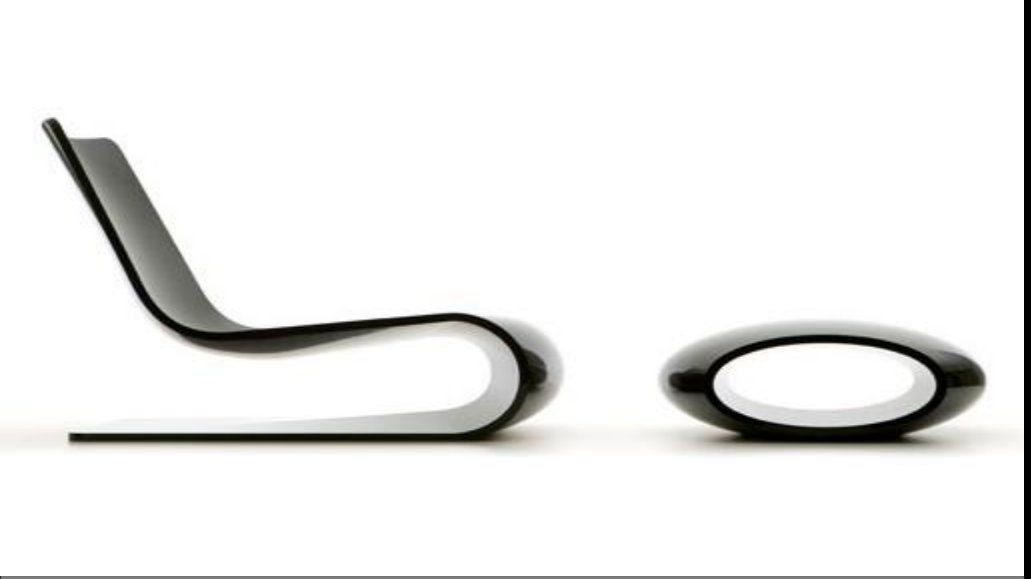
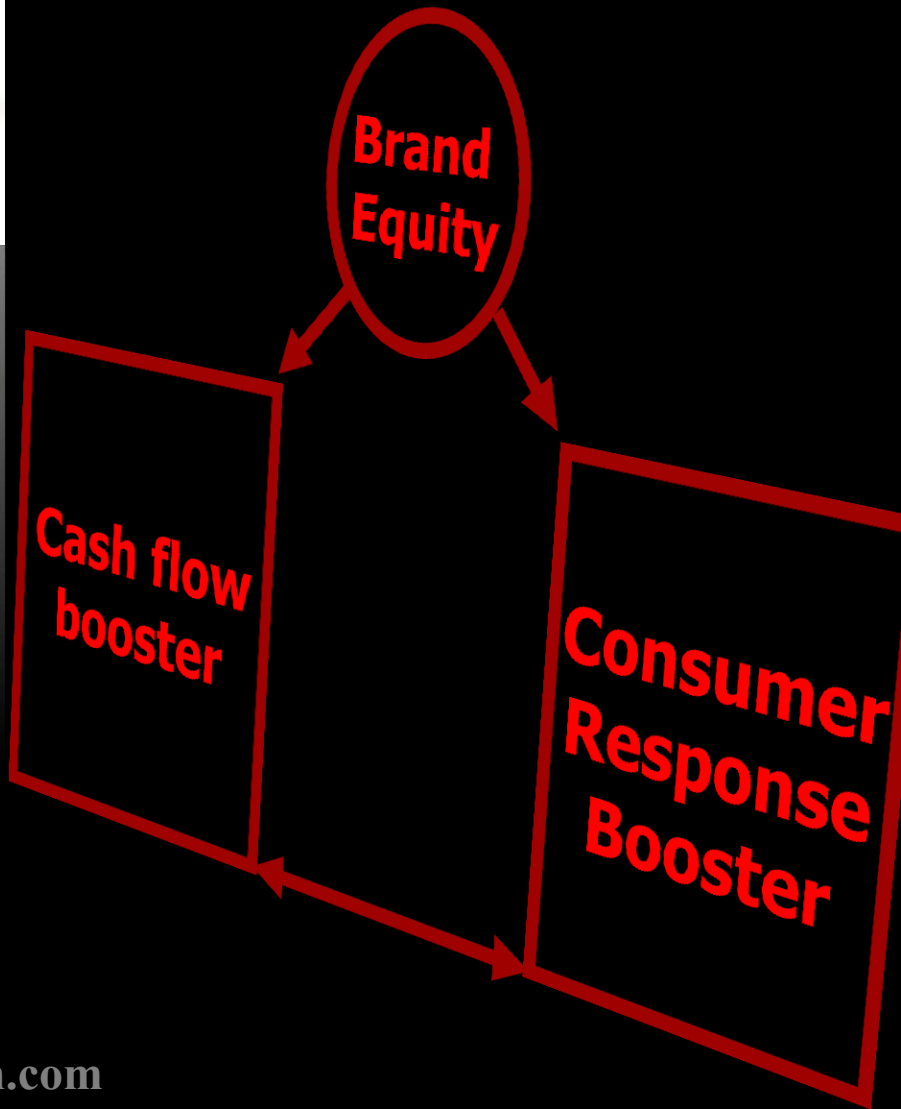
http://pedrogarcia.com

Brand Strategic Role





UNIQUE

JUST BECAUSE YOU ARE UNIQUE DOES NOT MEAN YOU ARE USEFUL

Brand

Brand Equity

Brand Personality

Brand Image

Brand Positioning

Brand Identity

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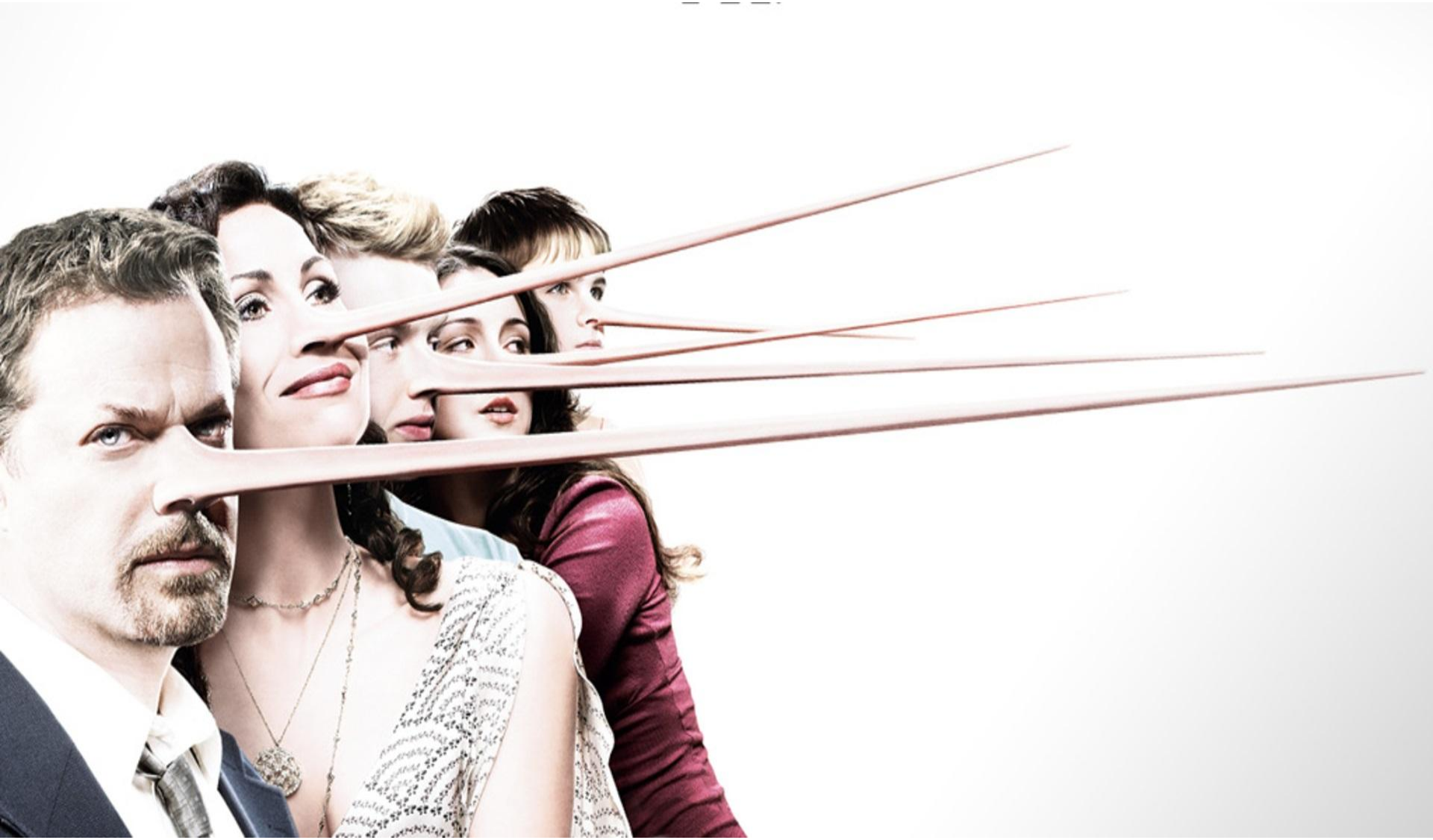

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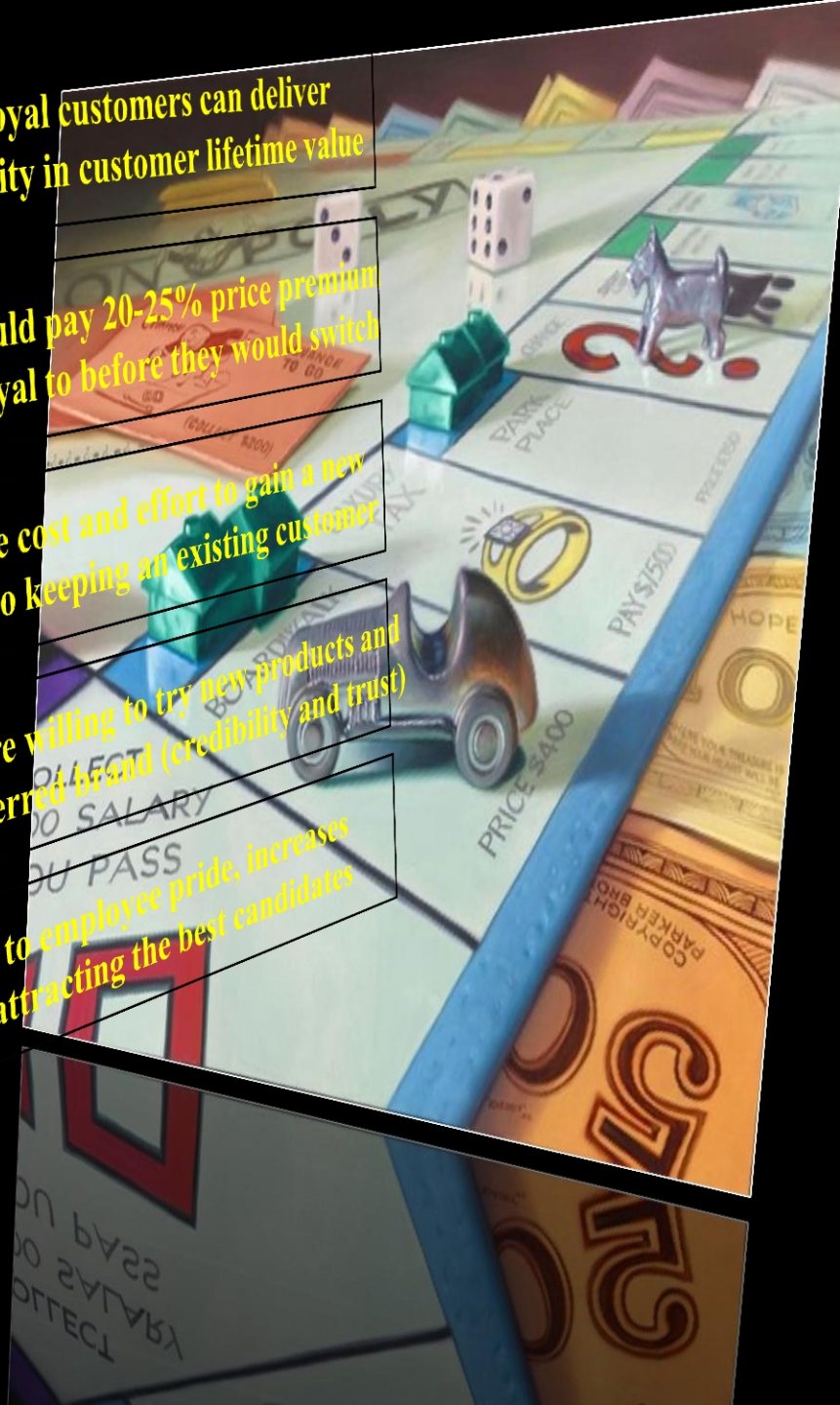
Customer profitability	An increase of 5% in loyal customers can deliver 95% greater profitability in customer lifetime value
Price premium	50% of customers would pay 20-25% price premium to a brand they are loyal to before they would switch
Acquisition costs	It takes 7-10 times the cost and effort to gain a new customer compared to keeping an existing customer
Cross-selling	50% of customers are willing to try new products and services from a preferred brand (credibility and trust)
Reduced recruitment costs	A clear brand leads to employee pride, increases retention and help attracting the best candidates



ارتباطات برند
IMBC
مکانیزم
تاثیرگذاری
برندها
فضای
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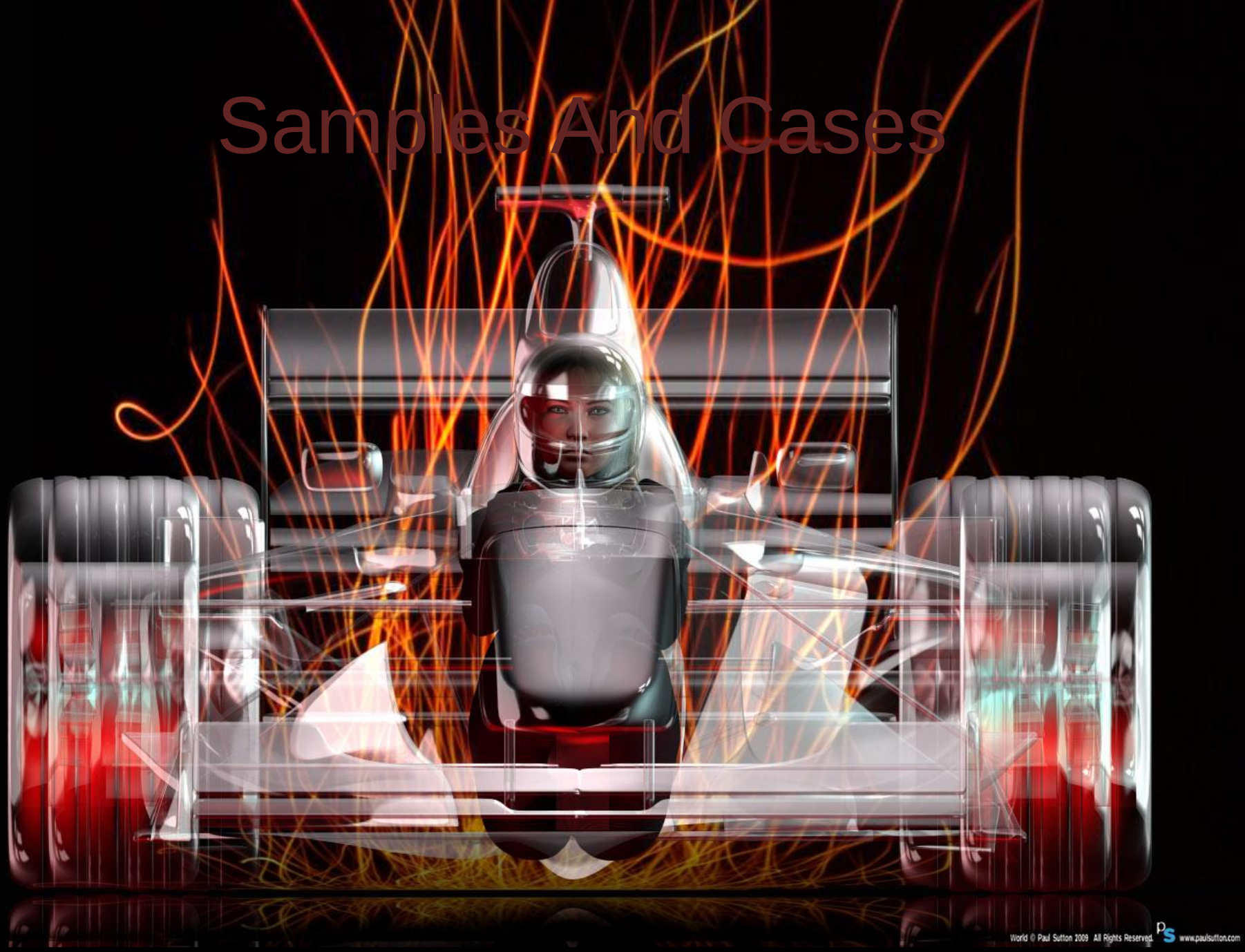
Samples And Cases



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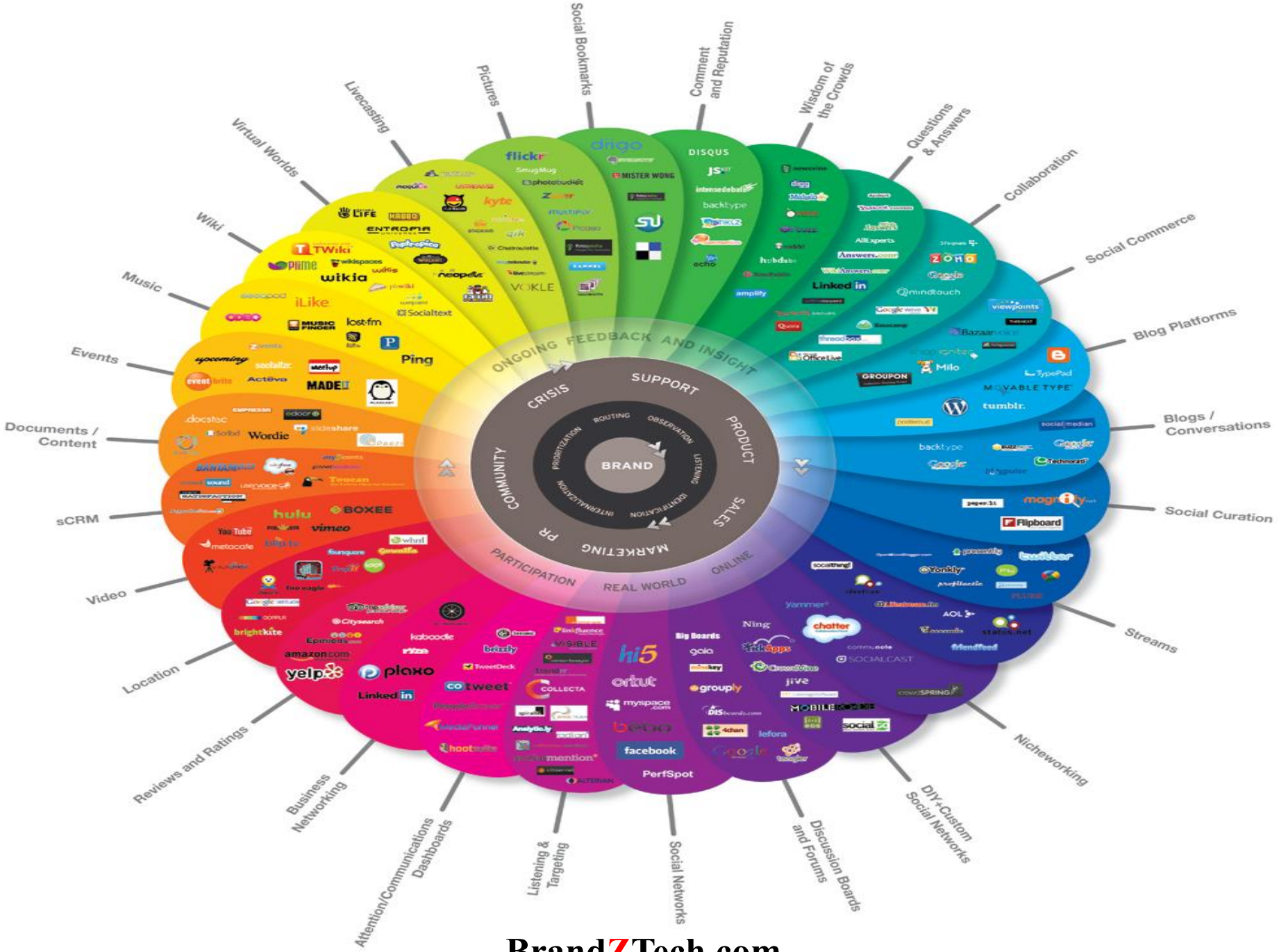

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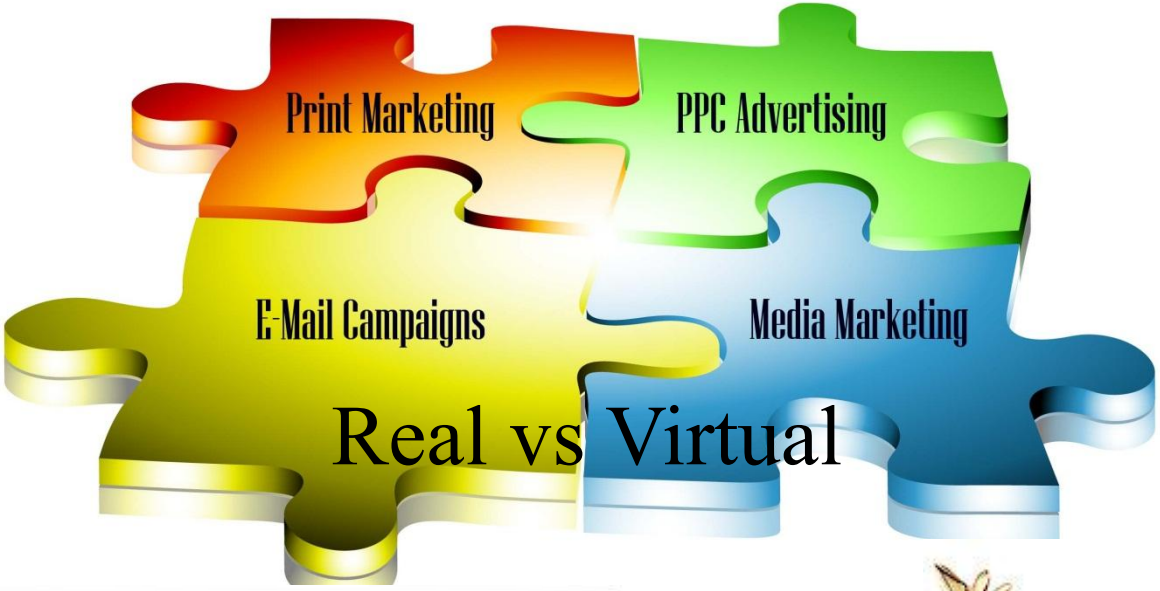

Real vs Virtual

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پایان عصر تک تازی رسانه های سنتی

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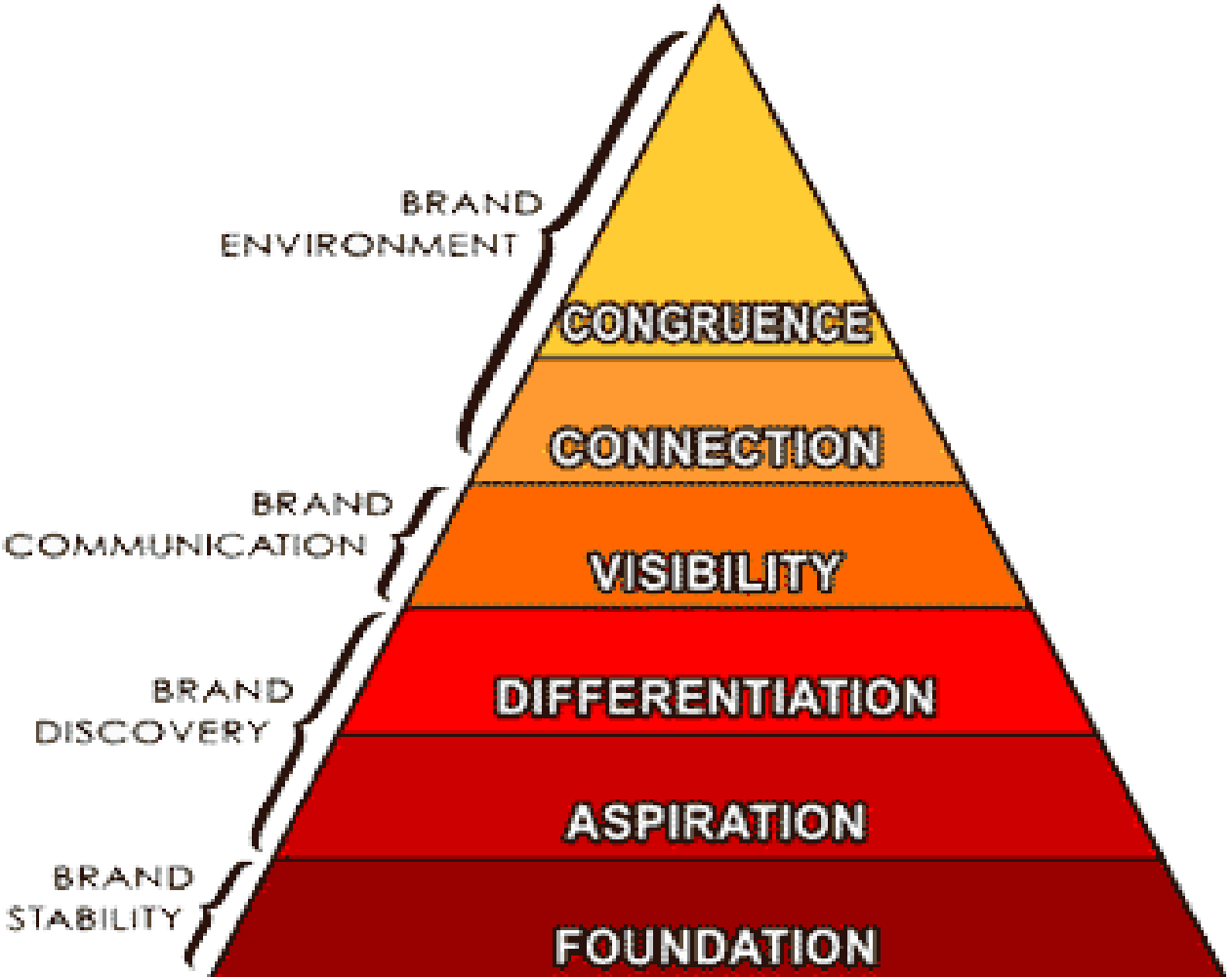

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RUE
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Panasonic
DENSO
KDDI
POTENZA
Panasonic
TOYOTA
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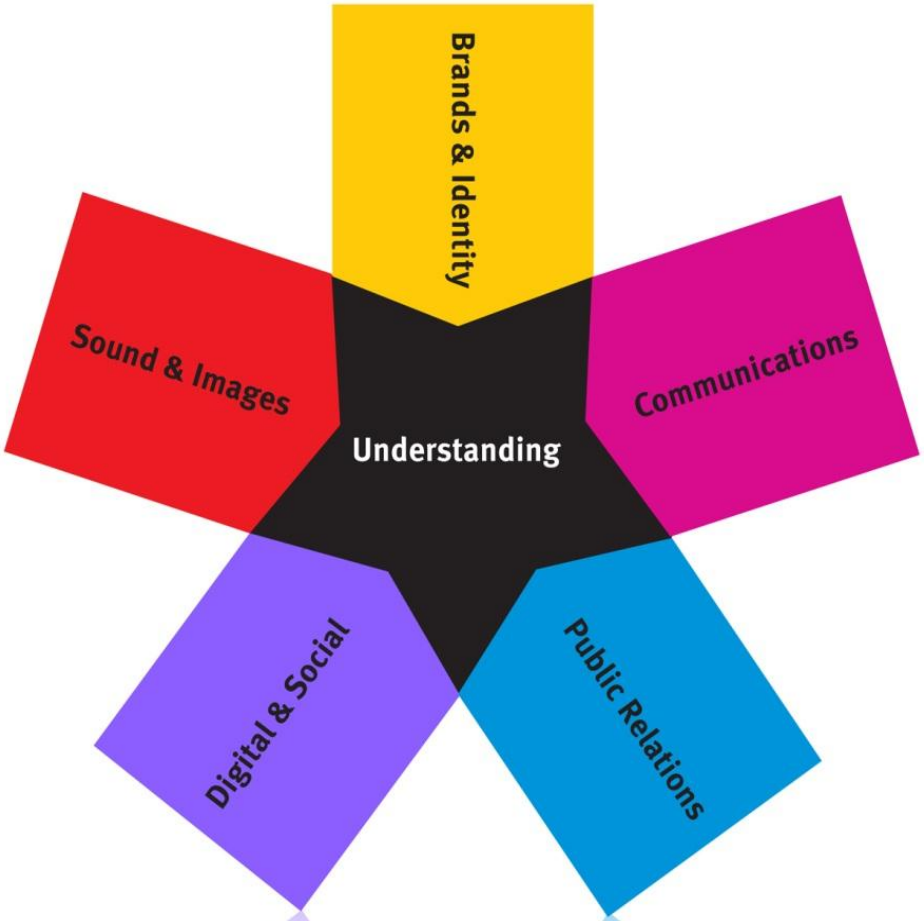
DENSO



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چلش یکپارچگی برند
ارتباطات برند IMBC
مکانیزم تاثیرگذاری برندها
فضای جدید
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چگونه می توان یکپارچگی هویت برند را به

گونه ای پایدار و پیوسته تضمین نمود؟

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این پله ها به کدام صحن و صحنه می انجامند؟

آیا برند جهانی خود بنیاد است؟

این جهان در چه منظومه ای واقع است؟

نشانی این منظومه چیست؟

آیا برند یک چیستان است؟

کلید گشودن این چیستان چیست؟

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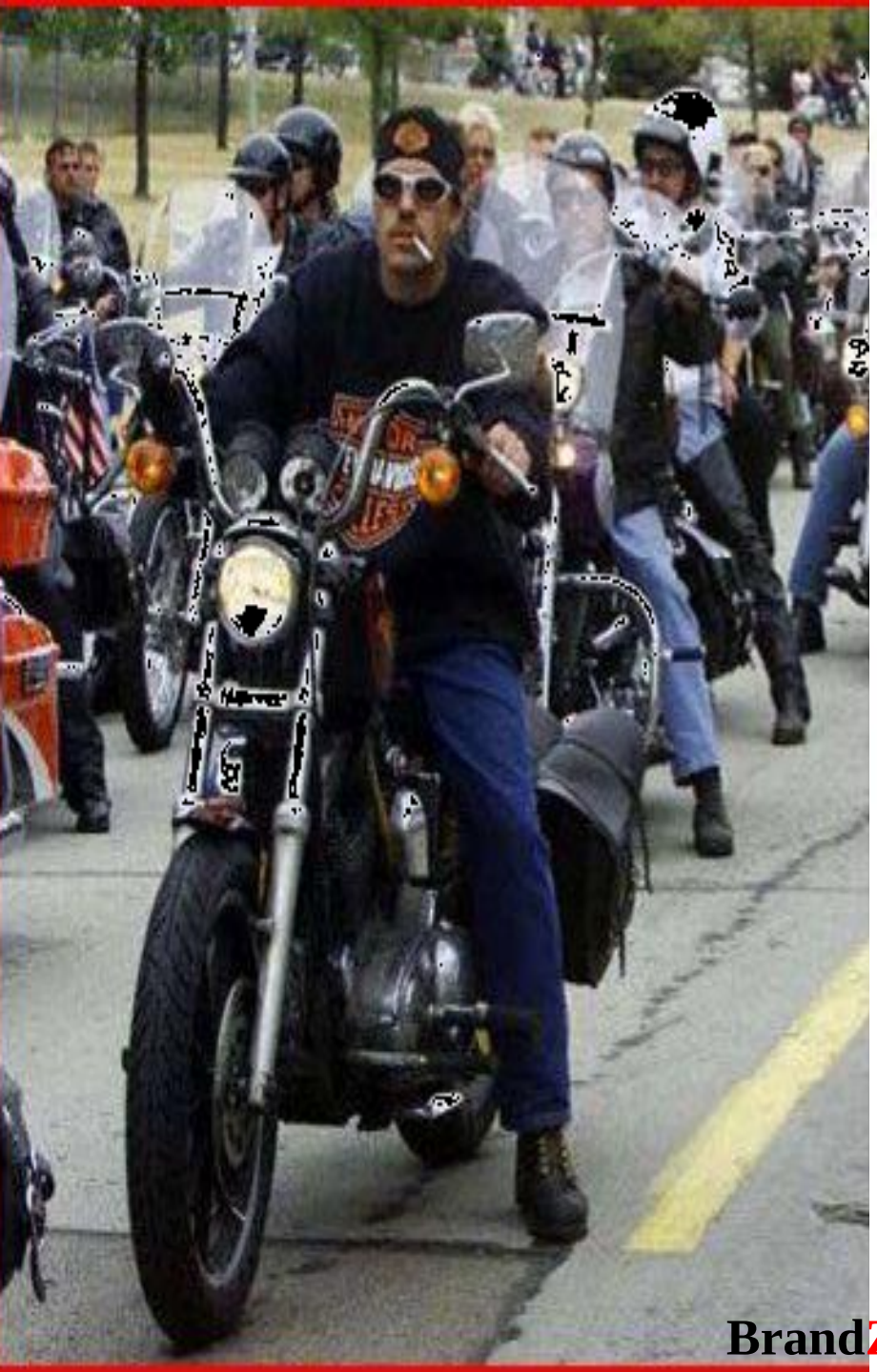

Brand Experience

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Value Proposition

	Mercedes	BMW	Jaguar
Emotional Benefits	I feel exclusive	The thrill of driving	I feel involved in art
Self-Expressive Benefits	I am successful	I am cool	I am a connoisseur

Brand Experience

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DIVERT AND DIFFERENTIATE

BANYAN TREE
HOTELS
AND RESORTS

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Web II: Community Building

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معضل چندگانگی شخصیت در محصول و برند

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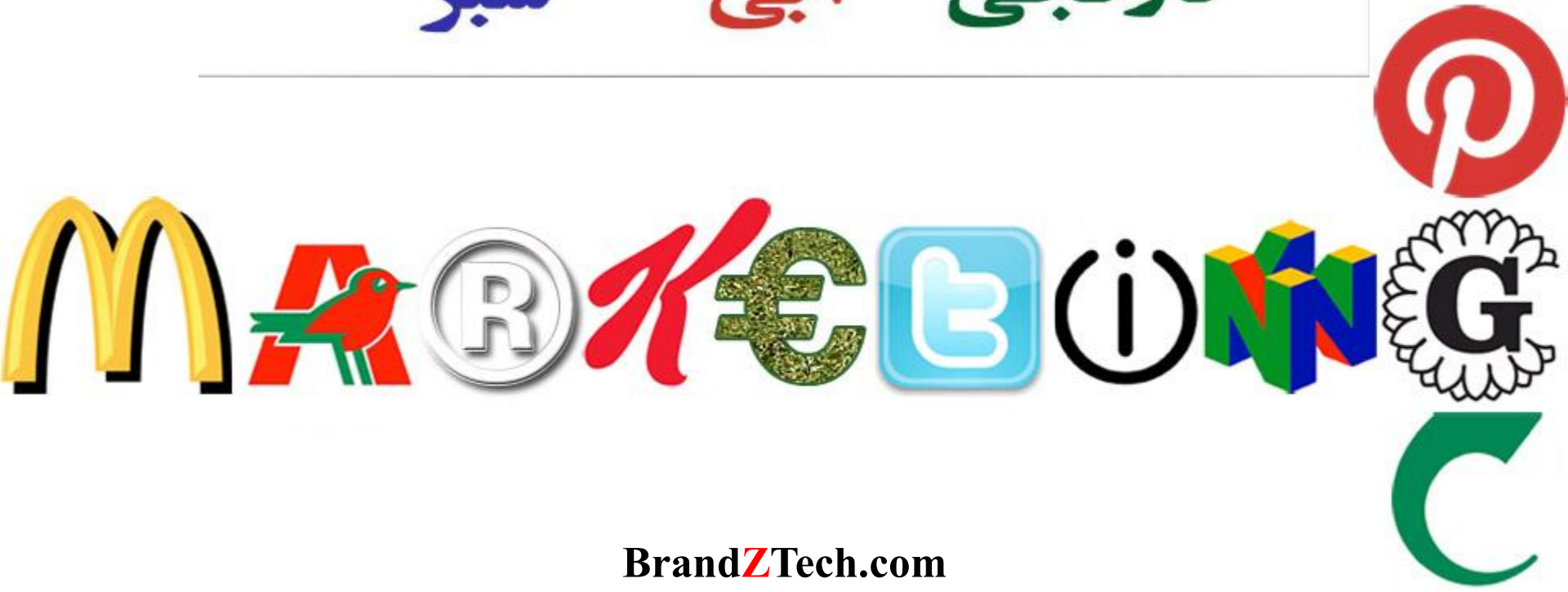
نارنجی	آبی	زرد
سبز	قرمز	مشکی
قرمز	زرد	بنفش
مشکی	سبز	نارنجی
بنفش	قرمز	آبی
نارنجی	آبی	سبز



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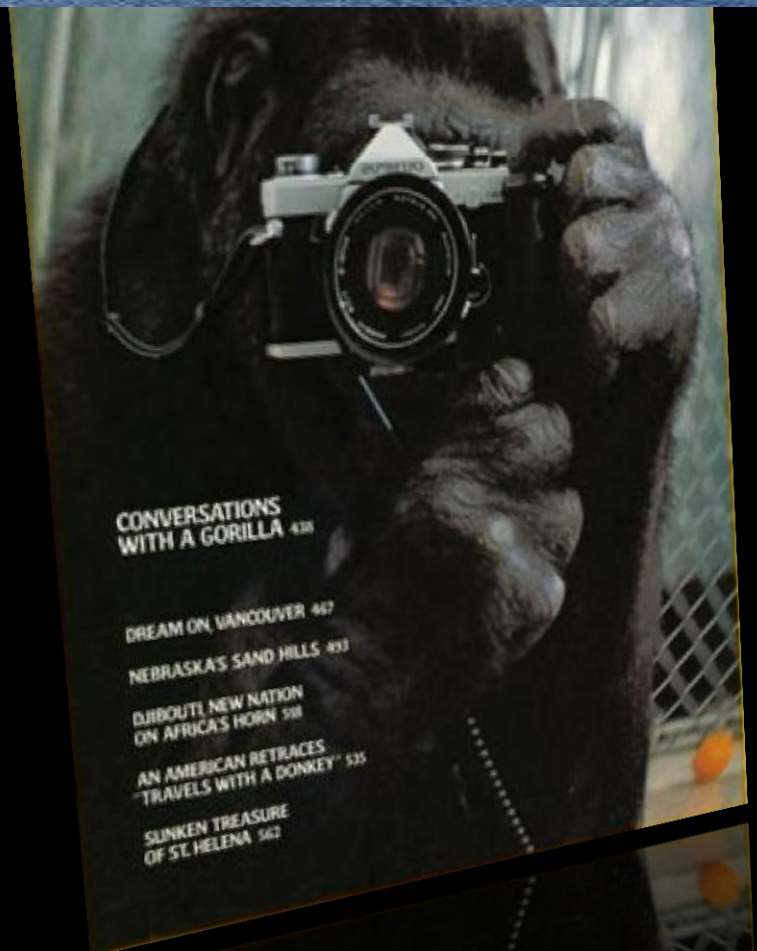

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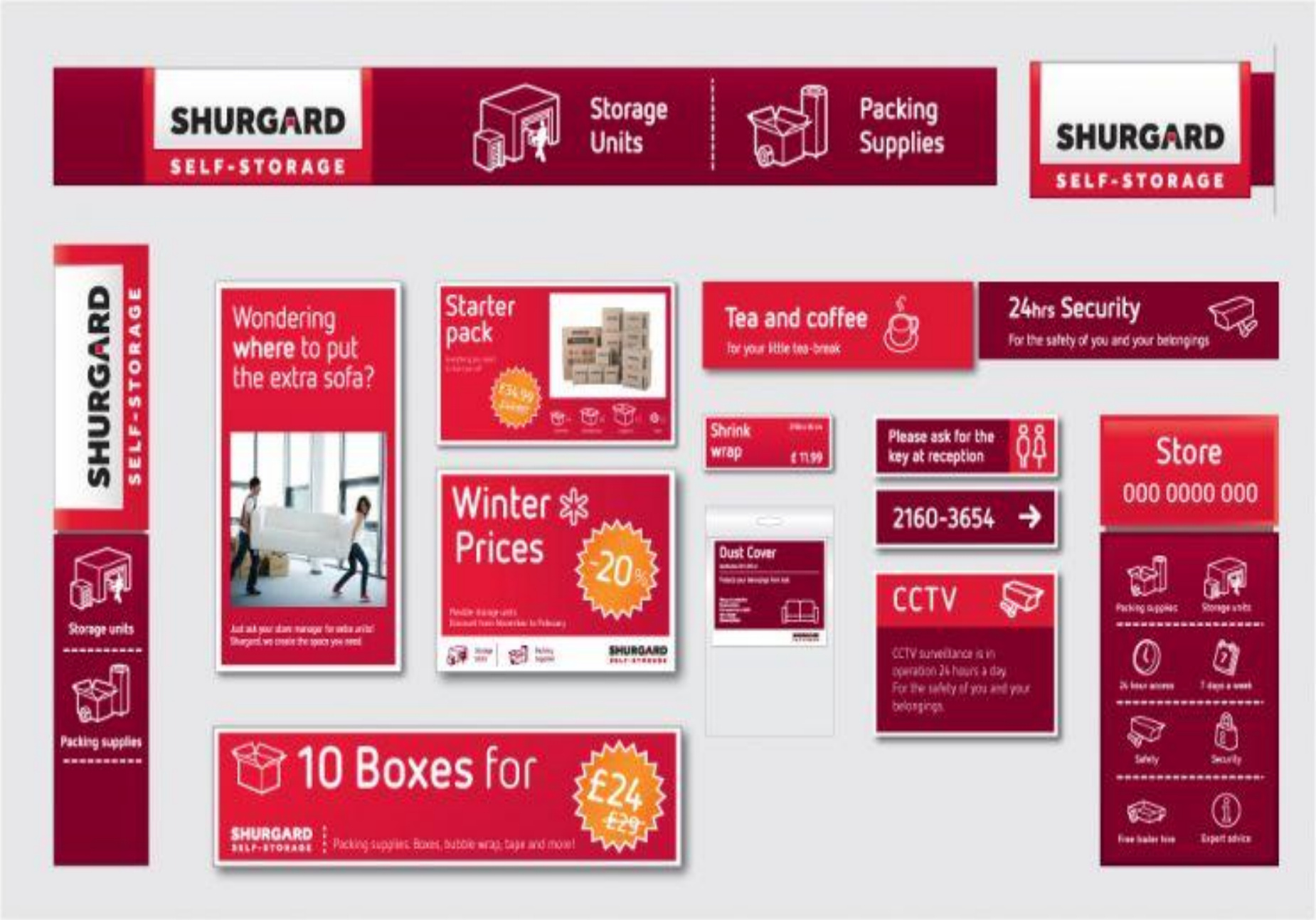

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06-1690-003

- 3-hand
- Silver-coloured dial with rose gold-coloured floral-effect decor and crystals
- Rose gold-coloured seconds hand with skeletonised flower
- Faceted crystal glass
- Rose gold-coloured steel case with crystal bezel
- [illegible] gold-coloured steel bracelet with butterfly clasp

06-1693-003

- 2-hand
- Pink mother-of-pearl dial
- [illegible] steel case
- Steel-coloured inner bezel
- Crystals embedded on the notched perimeter

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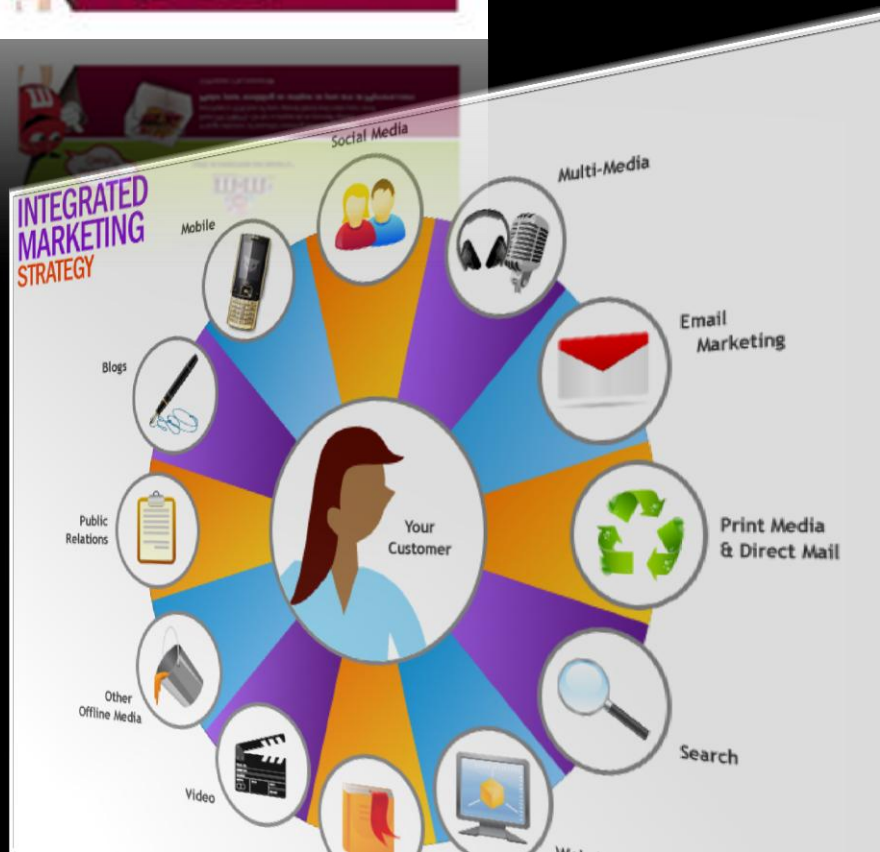

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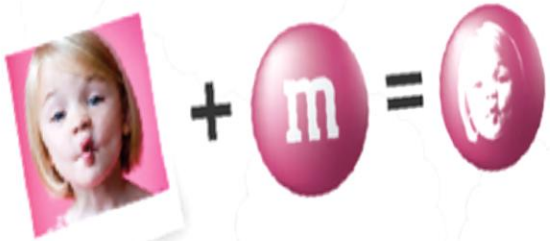
It's time to

get your face on



you've got the cutest little baby face.

get your face on.

put your favorites faces on your favorite candy.

your face

your photo

your m&m

get your face on

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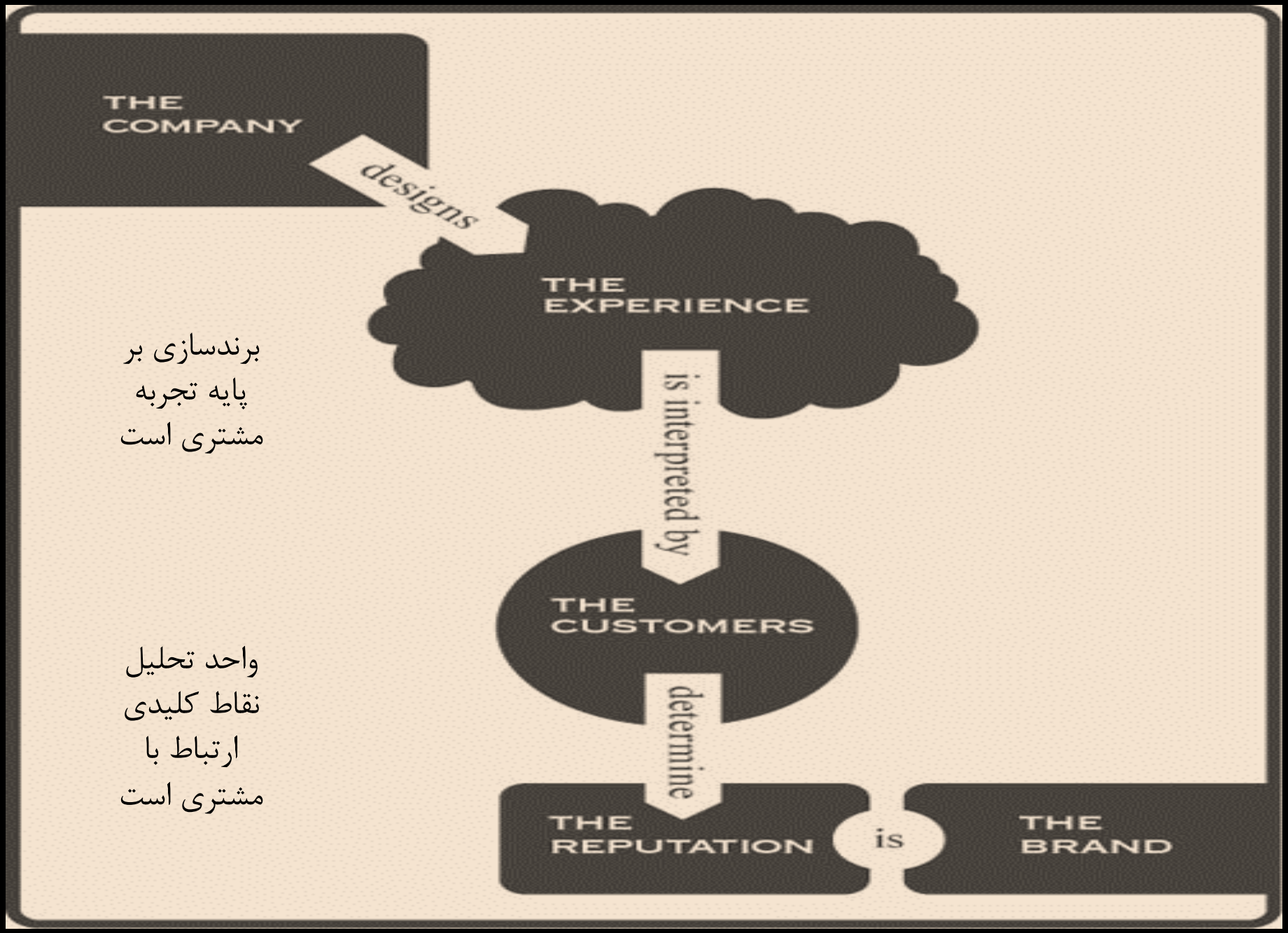
زیبایی شناسی ویکپارچگی و ارزش مداری پیشنیاز شخصیت آفرینی است

Franken Eshtein

BrandZTech.com



برندسازی بر
پایه تجربه
مشتری است

واحد تحلیل
نقاط کلیدی
ارتباط با
مشتری است

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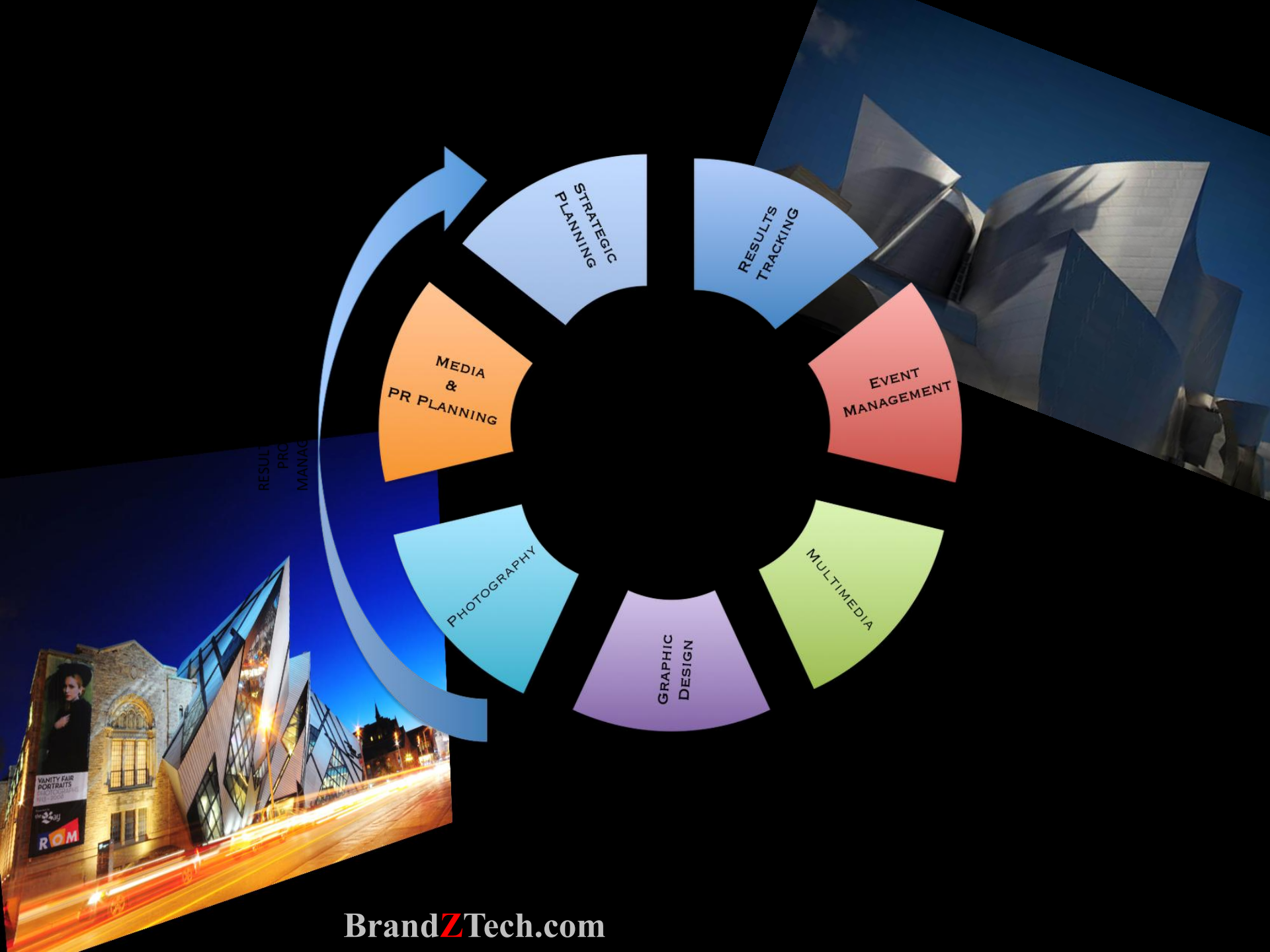

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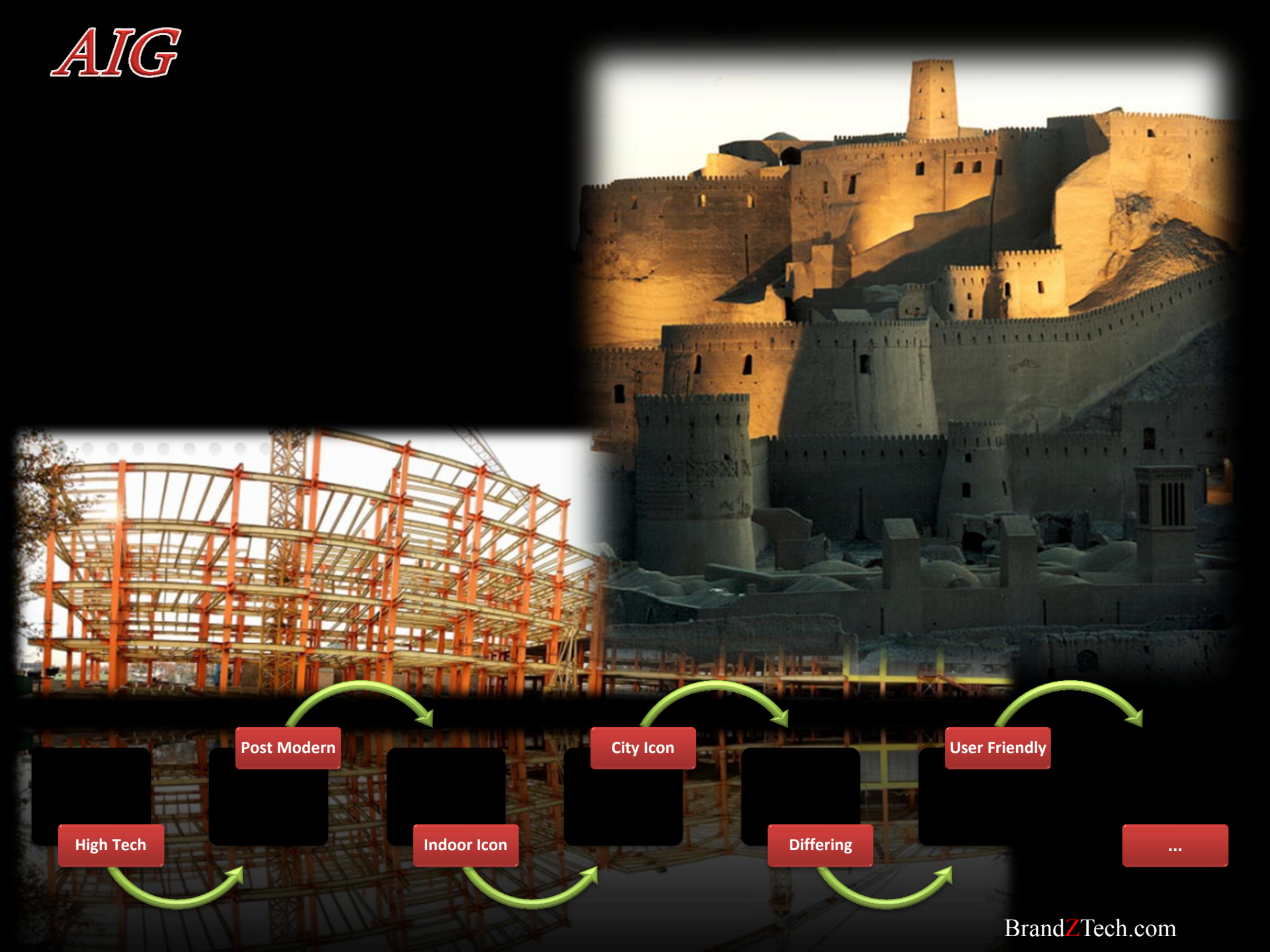
AIG



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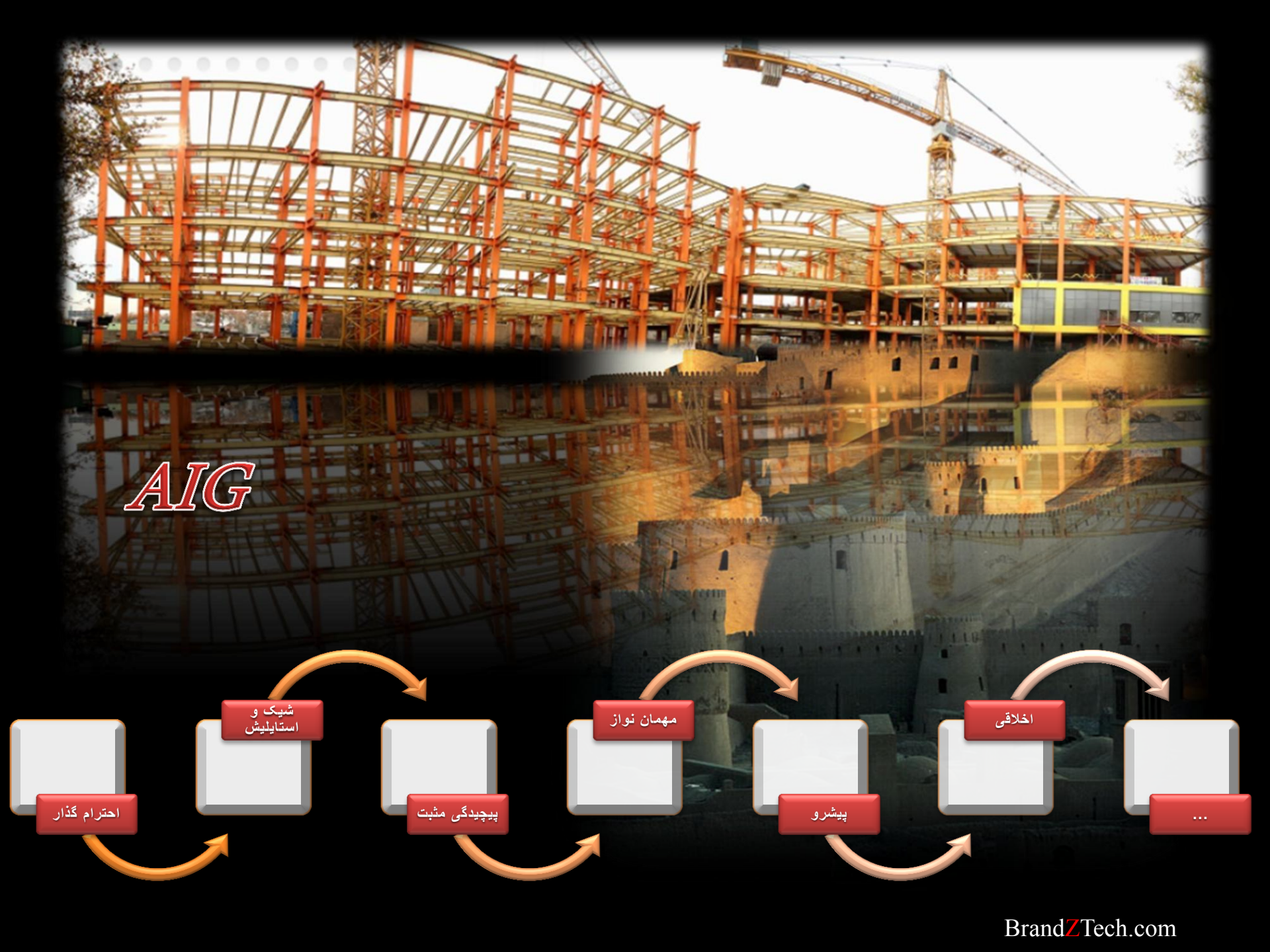

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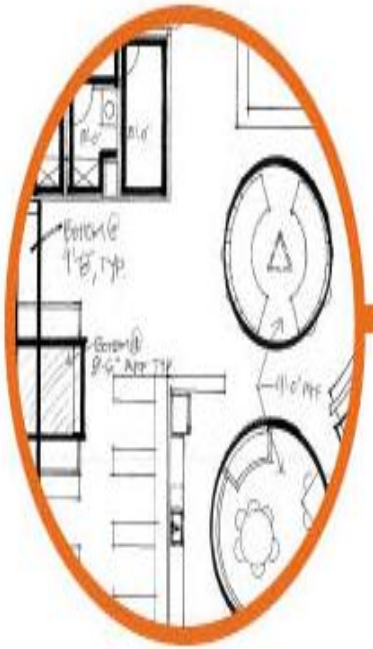
CULTURE

- Evaluate who the client is...

Perception
People
Collaboration
Service Driven
Without Ego

BRAND

DESIGN



- Design incorporated...

Sustainable
Constructible
Efficient
Functional
Inspired
Artful

REALITY

- A new space realized

Local Identity
Design Inside Out
Represents Our People
Enriches Our Goals
Aligns with Future Direction
Uplifted Corporate Morale

- Expressing their voice in form...

Simple
Straight line
Flexible
Open
Progressive

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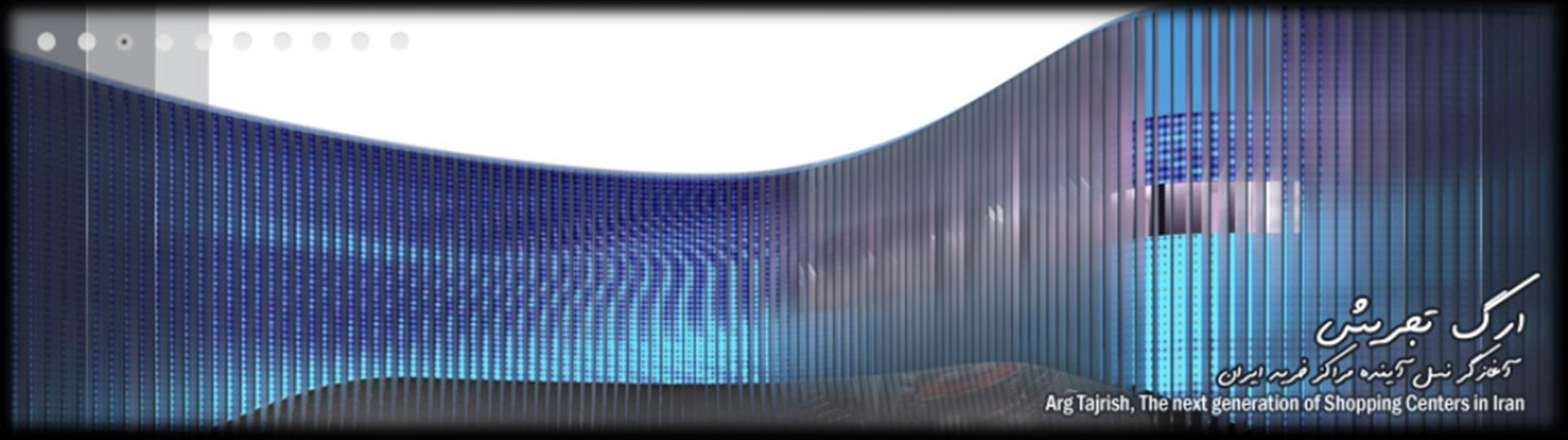

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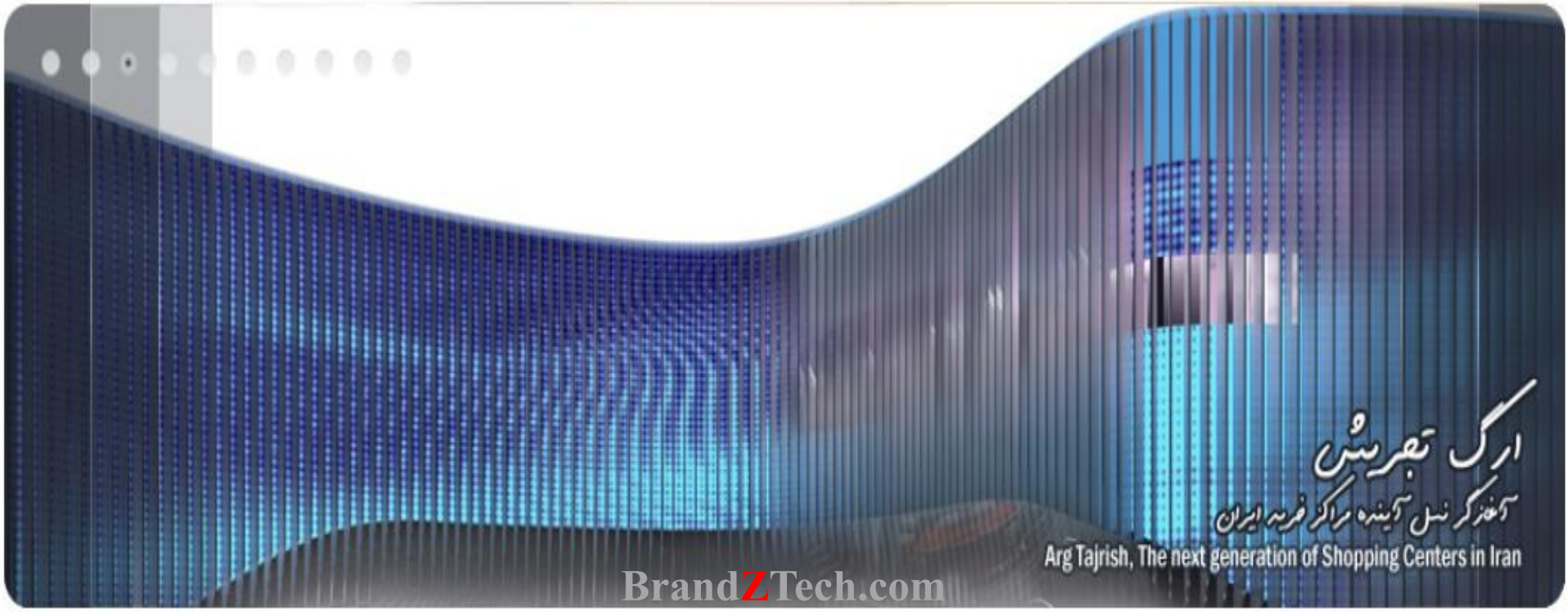

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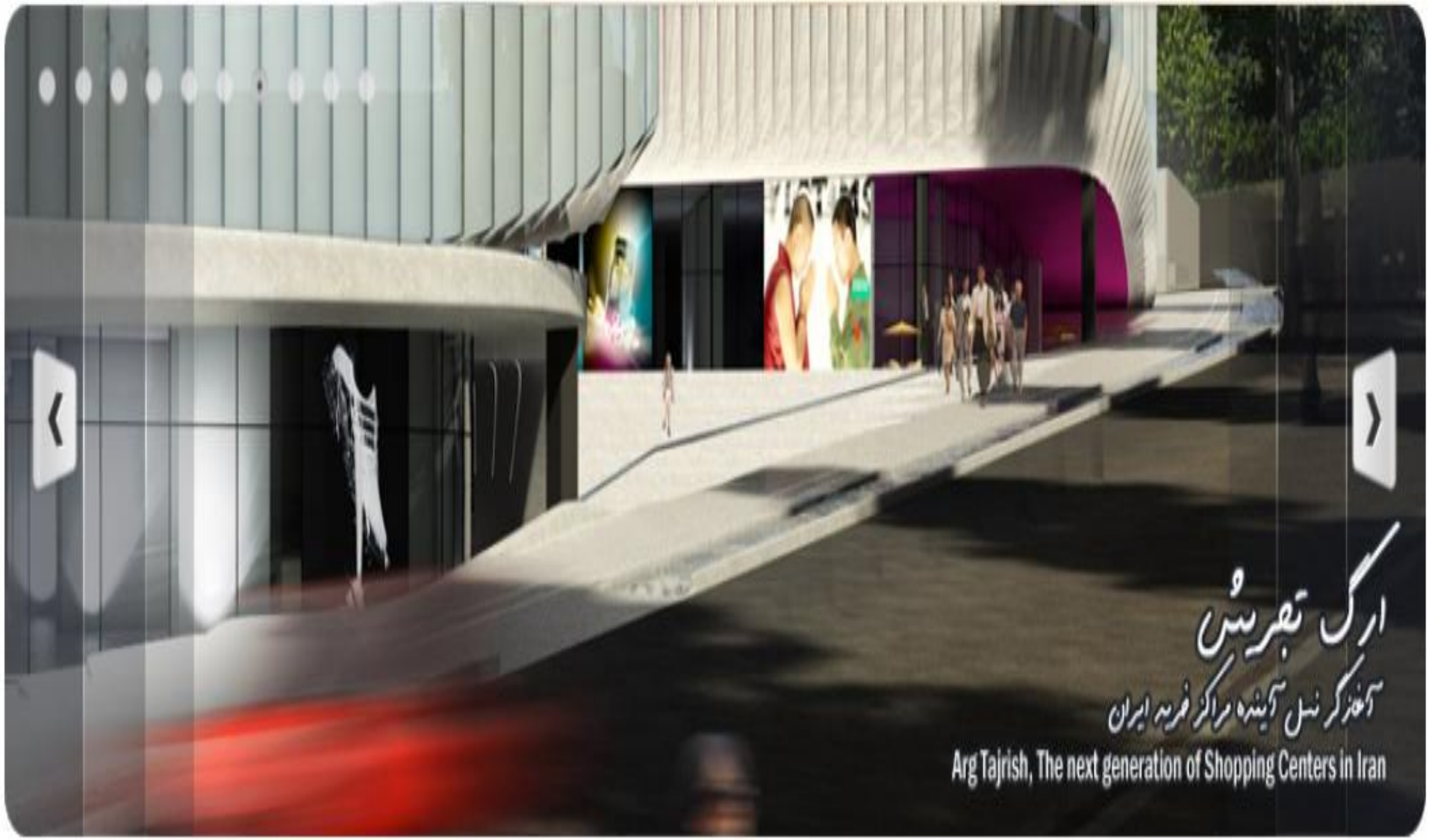

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Dominant Behaviour

trust trust trust

In 2010, the UK's Association of Online Publishers investigated dimensions of website engagement which had the strongest relationship with consumers' behaviour towards advertising. The dominant dimension was…

In this respect, original content sites were seen to perform well ahead of portals and social networking sites

BRAIN WARS

A NEW FAN FILM

BrandZTech.com

مورد کاوی

چلش یکپارچگی برند

ارتباطات برند IMBC

مکانیزم تاثیرگذاری برندها

فضای جدید

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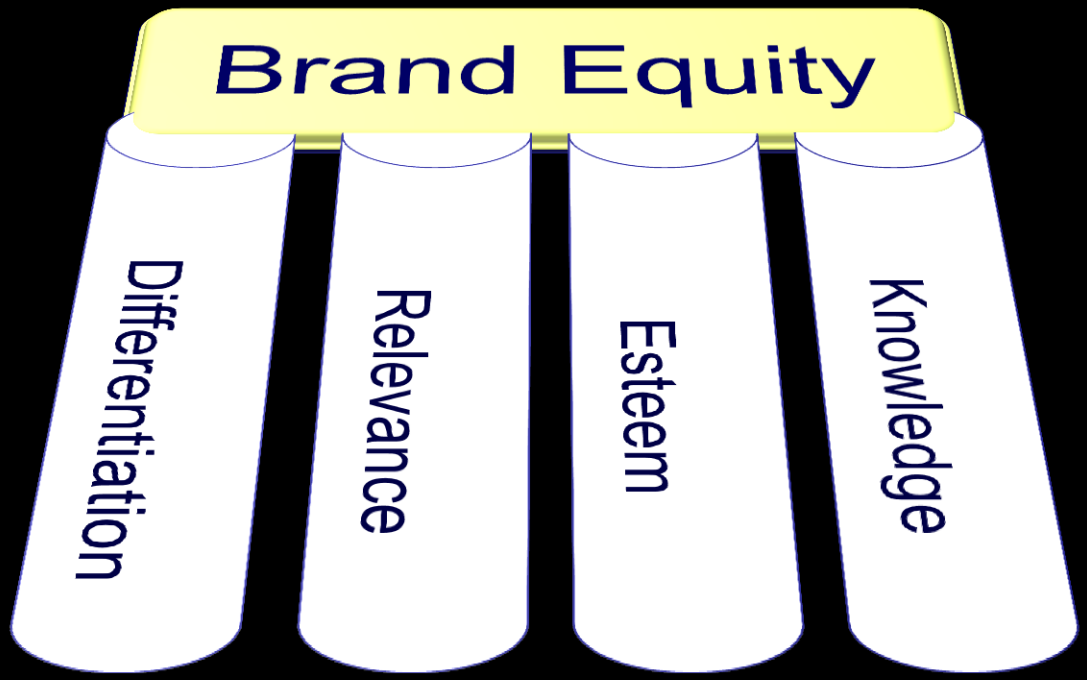
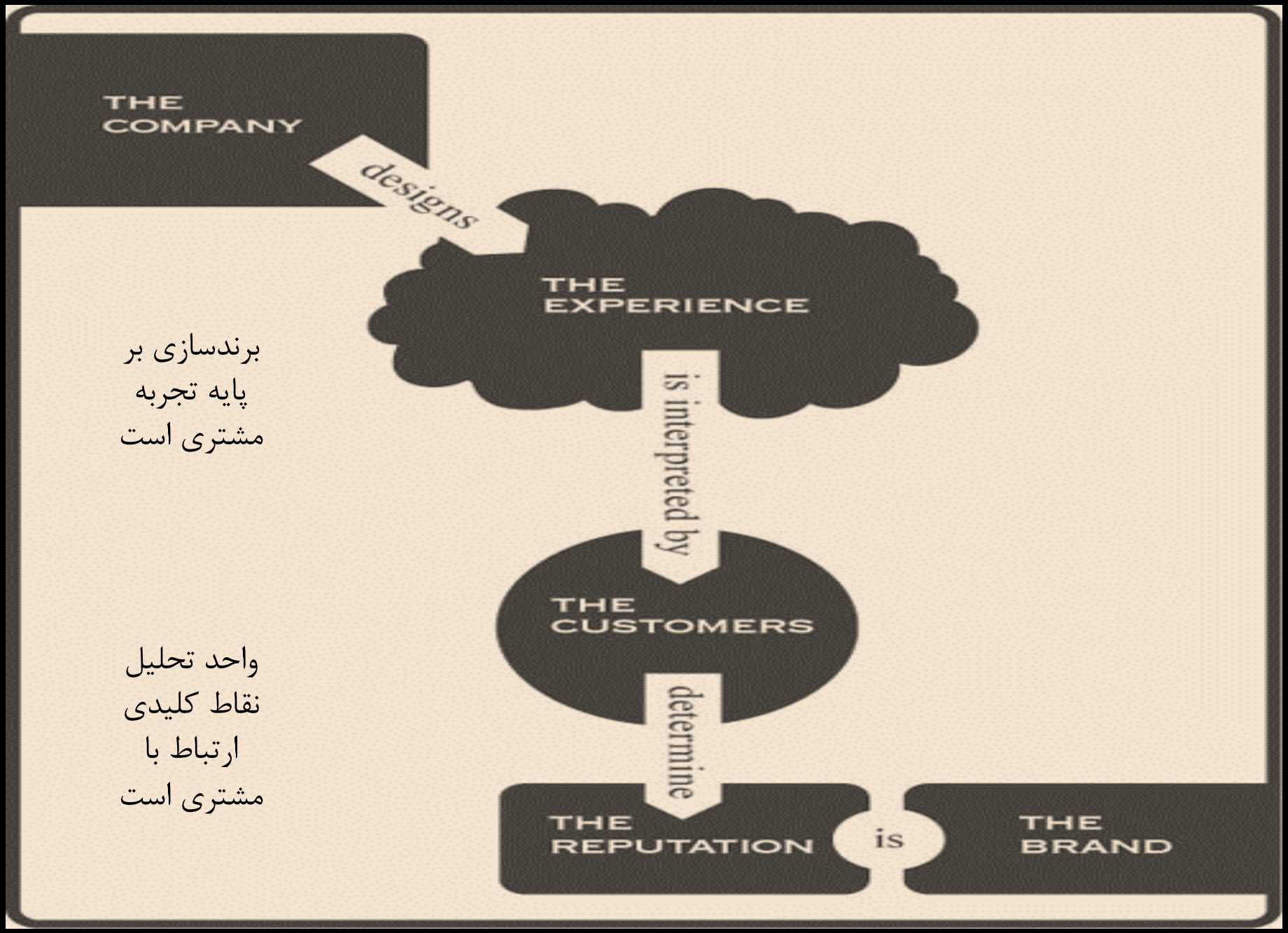
Brand Asset Valuator (BAV)





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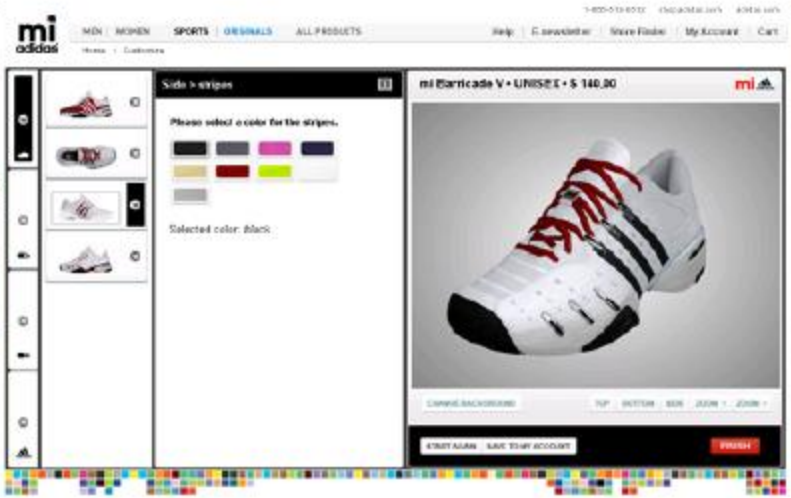
From Product to Services – Offer Selection!!!

Better Selection!!!

Customization!!!

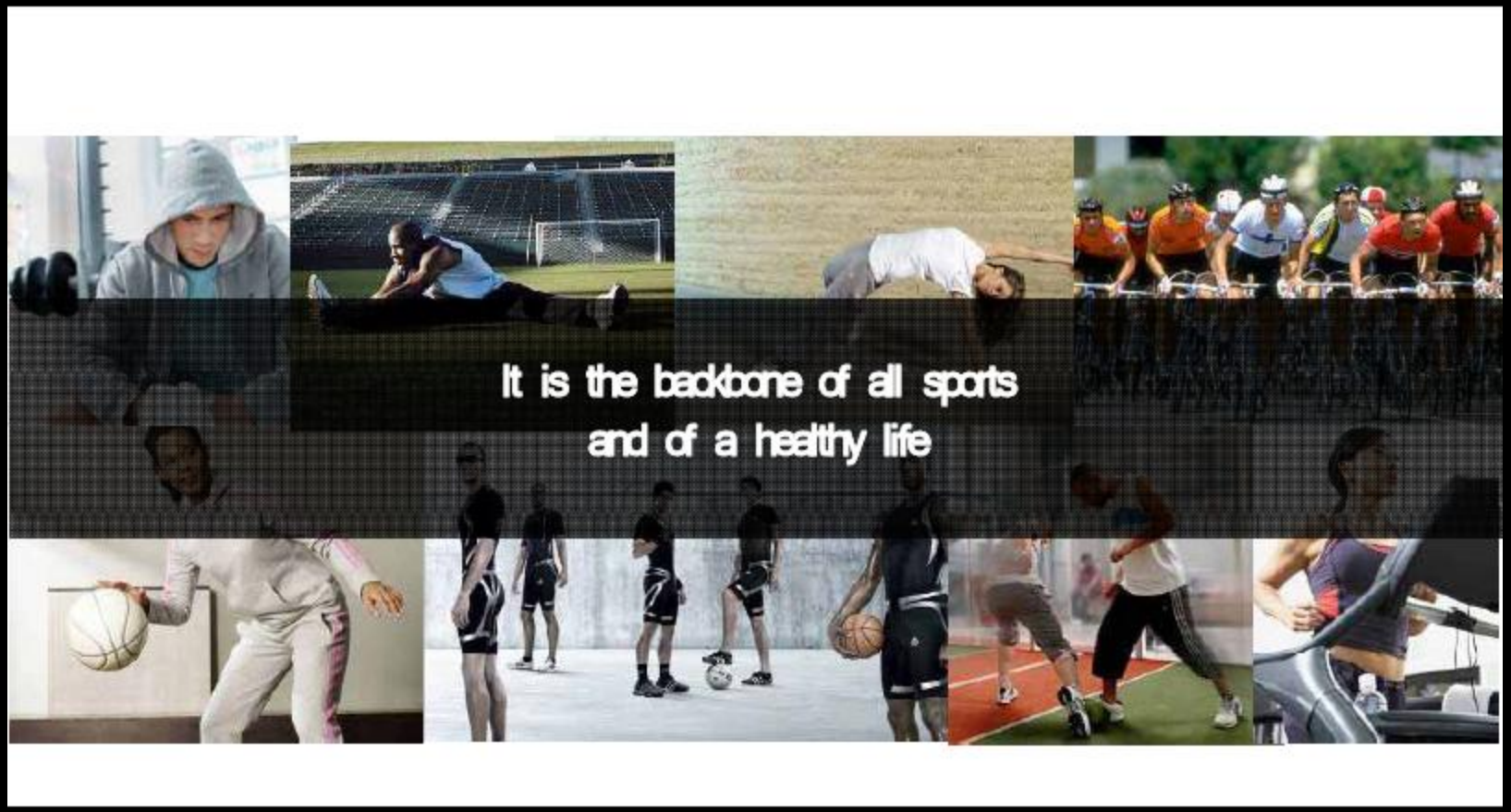


From Service to Experience – Offer Customization!!!

From Service to Experience – Offer Customization!!!

Changing the Daily Life of People – Transform them

By becoming a coach!!!



My Coach is....

micoach

An intelligent web platform..

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My Coach is....

Enhanced by cutting edge technologies...

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My Coach is….

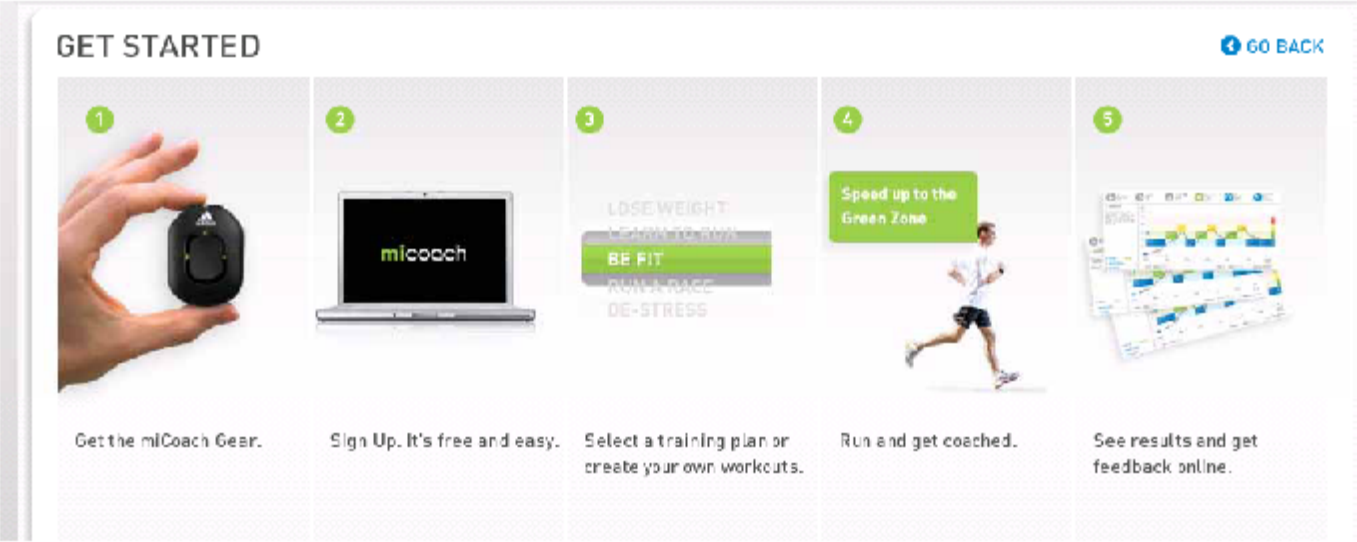
Heart Rate Sensing Apparel

My Coach is....

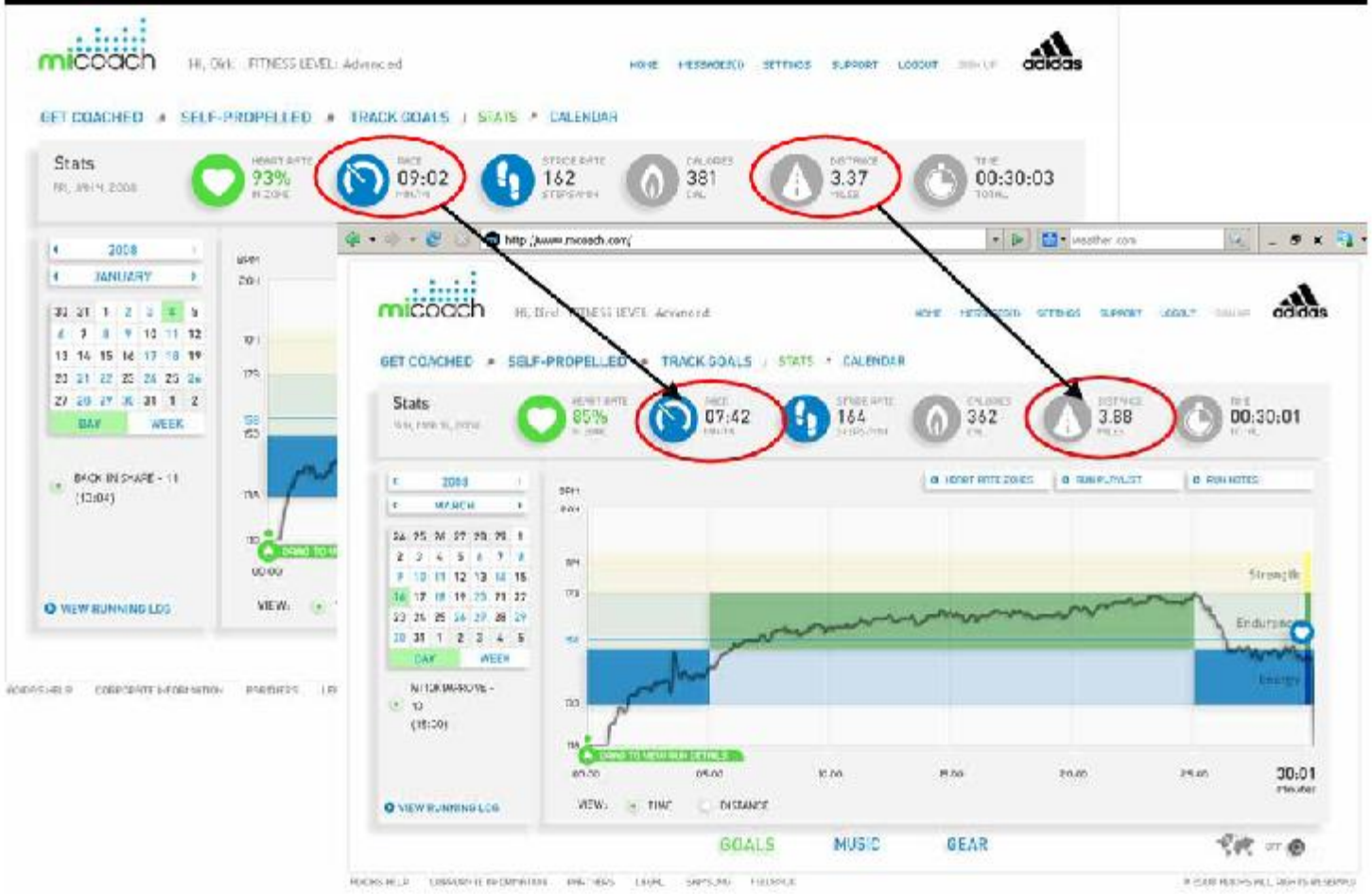
The 360⁰ package

Why My Coach....

- To make our consumers better
- To unify product with expertise
- To connect with our consumers at an unprecedented level



Focus on Running



Improve People's Life

SOLVE SOMETHING.

ENABLE PEOPLE.

DELIVER VALUE.

HELP MANAGE THEIR LIVES.

FIT INTO THEIR LIVES.

GIVE PEOPLE TIME BACK.

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Strong Iconic Brand

QUALIFY	DIFFERENCE	EMOTIONAL TOUCH	REAL CONNECTION
Functional attributes	Functional attributes	Functional attributes	Functional attributes
	Points of difference	Points of difference	Points of difference
		Emotional values	Emotional values
			A strong brand

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چالش فضا و طراحی

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FARS
BrandZTech.com

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ميلان

ZUCCA

سمفونی : از کف تا سقف

PRADA
PRADA
PRADA
LOUIS VUITTON

JESUS
LOVES
YOU

تم ۹: حرکت به شرط ثبوت

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Zadig & Voltaire

ARMANI

ARMANI

GERARD DAREL
Zadig & Voltaire
BIORIA
ESTÉE LAUDER
CLINIQUE

GIVENCHY
GUERLAIN
CHANEL

CHANEL
Dior
Dior
Dior

BURBERRY
TOM FORD
HERMES
CHANEL
LANCÔME
ESTÉE LAUDER
GUERLAIN
Dior

GIVENCHY
NINA RICCI
GUERLAIN
CHANEL
TOM FORD
HERMES
BURBERRY
ESTÉE LAUDER
ISSEY MIYAKE
JEAN PAUL GAULTIER

LANCÔME
CHANEL
Dior
LANCÔME
Jean Paul GAULTIER
ISSEY MIYAKE
GUERLAIN

تم 5: ویترین فروشگاها بخشی از زیباسازی شهری است که باعث ایجاد تنوع منظر و نشاط می شود

BVLGARI
CÉLINE
CÉLINE
CÉLINE
CELINE

Tel. : +377 93 50 64 00
PERSIA
Email : persia@persia.mc
BY THOMAS MAJIDI

BY THOMAS MAJIDI

Pop
Pop
Bavaria

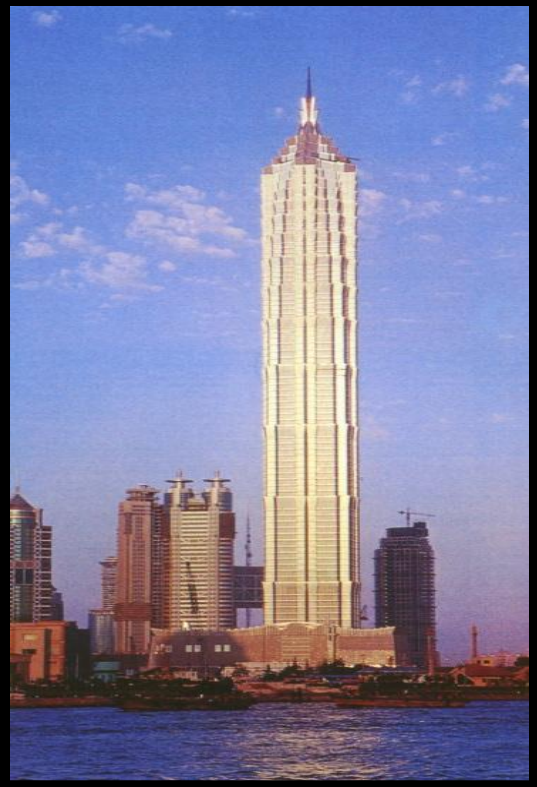
IRIÉ
GIVENCHY
CHANEL
GUERLAIN
LANCÔME

IRIÉ
GIVENCHY
CHANEL
GUERLAIN
ISSEY MIYAKE

Pudong 1990

Pudong 2003

Notable projects in Shanghai



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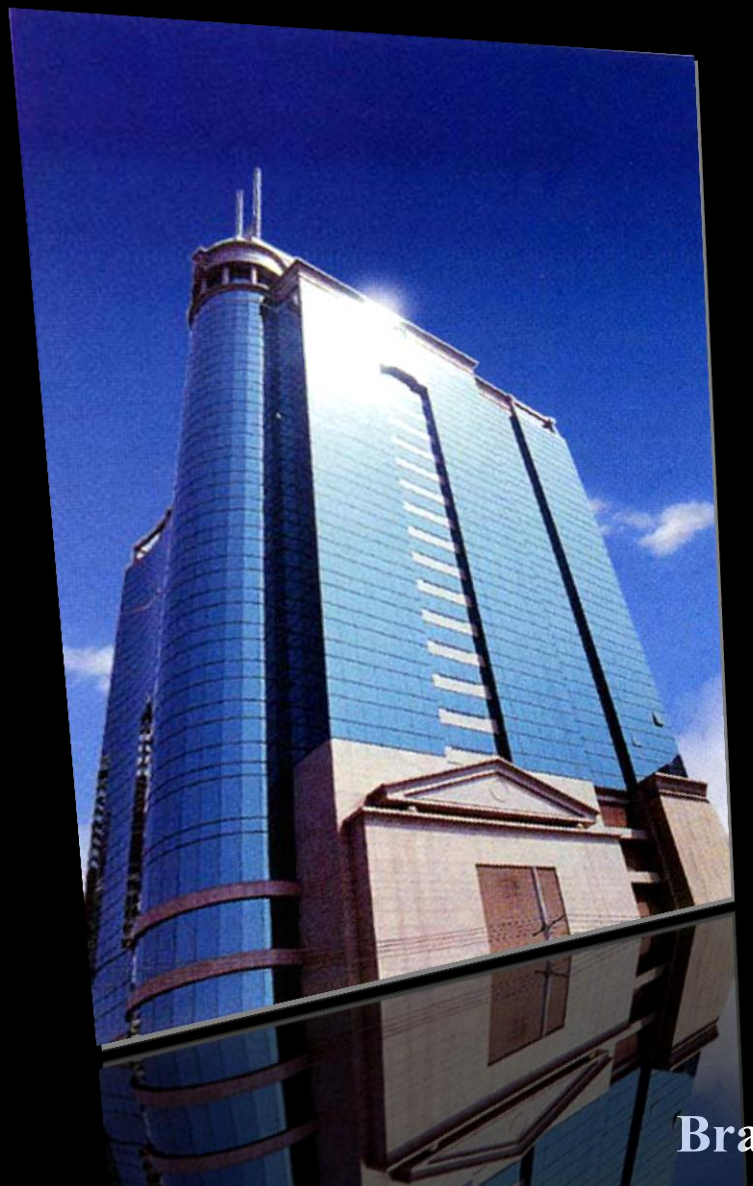
Notable projects in Shanghai



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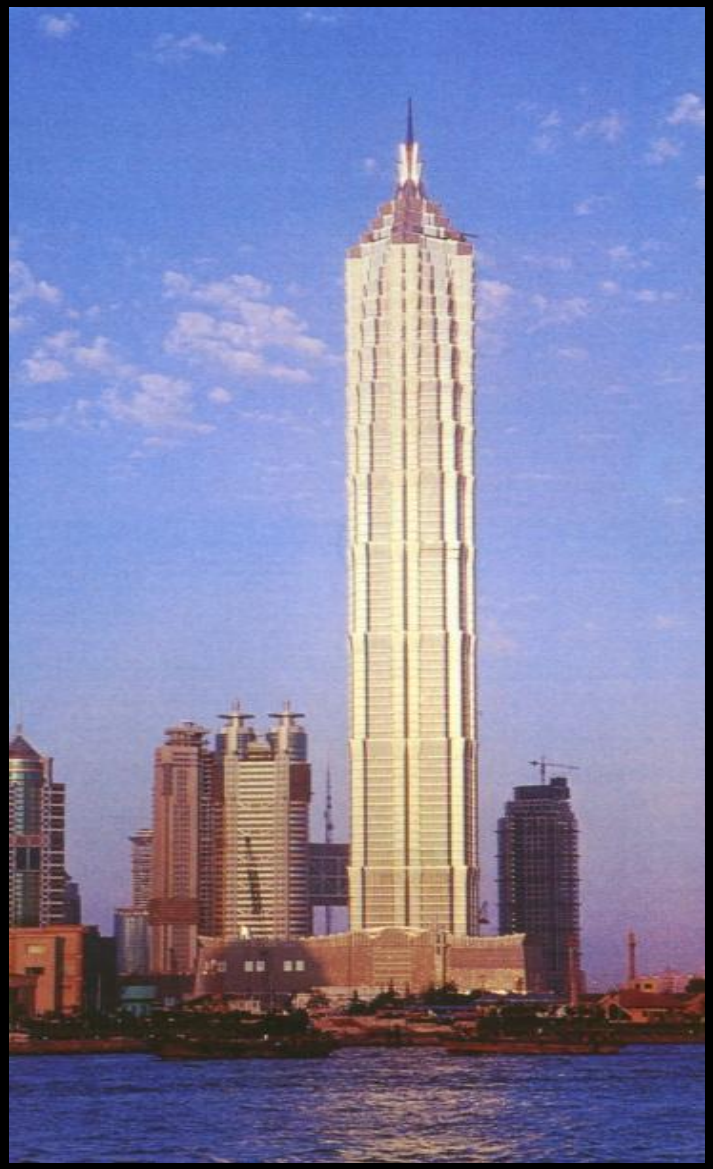
Notable projects in Shanghai



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Some of the Recent Beijing Projects

Shanghai

BRAND IDENTITY

How the owners want the brand to be perceived

BRAND POSITIONING

That part of the value proposition communicated to a target group that demonstrates competitive advantage

BRAND IMAGE

How the brand is perceived

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به امید موفقیت روزافزون همه سازندگان برندهای ایرانی

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BRANDTech

2B Hi-Tech

BrandZTech.com