

There are many other different types of company BUT
the most successful are brand lead.

SERVICE LEAD

Focussing on better customer
service, a personal touch
[Southwest Airlines]

PRODUCT LEAD

Engineering Companies,
specialist manufacturers
[Intel & Dyson]

BRAND LEAD

EMPLOYEE LEAD

Co-operatives and Employee
owned
[John Lewis]

PURPOSE LEAD

Focussing on an ethical issue
[Body Shop]

Fashion Lead - Acquisition Lead - Advertising Lead - Technology Lead

BENEFITS OF BEING BRAND LEAD...

PROFITABILITY

A brand lead company can charge more for a product because people perceive it to be worth more.



BAND LEAD

**91% OF GLOBAL
SMART PHONE PROFIT**

231.5 Million units sold



PRODUCT LEAD

**1.7% OF GLOBAL
SMART PHONE PROFIT**

319.7 Million units sold

BENEFITS OF BEING BRAND LEAD...



STAND OUT

Provides a point of difference from competing products.

Gets products preferred.

Provides a competitive advantage.

BENEFITS OF BEING BRAND LEAD...



BE REMEMBERED

Consumers very quickly understand what does/offers, if there's is a single, clear essence.

BENEFITS OF BEING BRAND LEAD...



LOYALTY & ADVOCACY

Customers do the selling for the Brand
[It, doesn't even need to advertise!!!]
Customers advocate to their friends,
make repeat purchases,
anticipate new products

BENEFITS OF BEING BRAND LEAD...



EFFICIENCY

Brand lead companies have more focus. They waste less time and they are more efficient.

They focus on their core, don't get as distracted and have better employee engagement.

BENEFITS OF BEING BRAND LEAD...

EXTENDIBILITY

Gives a brand the ability to more EASILY break into different sectors, with the same idea.

