



Thirteen deeply disturbing brand facts

- Products are made and owned by companies. Brands, on the other hand, are made and owned by people ... by the public ... by consumers.
- A brand image belongs not to a brand – but to those who have knowledge of that brand. The image of a brand is a subjective thing.
- No two people, however similar, hold precisely the same view of the same brand.
- That highest of all ambitions for many CEOs, a global brand, is therefore a contradiction in terms and an impossibility.
- People come to conclusions about brands as a result of an uncountable number of different stimuli: many of which are outside the influence of the product's owner.
- Brands – unlike products – are living, organic entities: they change, however imperceptibly, every single day.
- Much of what influences the value of a brand lies in the hands of its competitors.
- The only way to begin to understand the nature of brands is to strive to acquire a facility which only the greatest of novelists possess and which is so rare that it has no name.
- The study of brands has generated a level of jargon that not only prompts deserved derision amongst financial directors but also provides some of the most entertaining submissions in Pseuds' Corner.
- It is universally accepted that brands are a company's most valuable asset; yet there is no universally accepted method of measuring that value.
- The only time you can be sure of the value of your brand is just after you've sold it.
- It is becoming more and more apparent that, far from brands being hierarchically inferior to companies, only if companies are managed as brands can they hope to be successful.
- And as if all this were not enough, in one important work on brands, the author says, "I found I had to accept that effective brand communication ... involves processes which are uncontrolled, disordered, abstract, intuitive ... and frequently impossible to explain other than with the benefit of hindsight".

Source: Posh Spice and Persil, Jeremy Bullmore, 2001 Brands Lecture

The voice for brands

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