

# The Role of Brand Ideals in Customer and Employee Engagement



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# Agenda



Brand Ideals



Pampers



Method



Nike



# Brand Ideals

The higher purpose

What the brand stands for

Inspire employees

Sets direction for marketing

A photograph of a baby sitting on a white surface, wearing a white diaper. The baby has a distressed expression, with a wide-open mouth as if crying or screaming, and furrowed brows. The background is plain white.

# What's Wrong with this Picture?

The Pampers Story

**Rethink** marketing, branding and life.

# How an Everyday Brand Changed the World



**Rethink** marketing, branding and life.

# From Dry to Why

**Rethink** marketing, branding and life.



**Rethink** marketing, branding and life.

**Pampers: From \$4 to \$8 billion and still  
growing**

**P&G: From \$40 to \$83.5 billion**

**P&G billion dollar-plus brands: From 9 to 25**

**Marketing led employee satisfaction**

**{ yes, really }**

**An Ideal Takes Root**



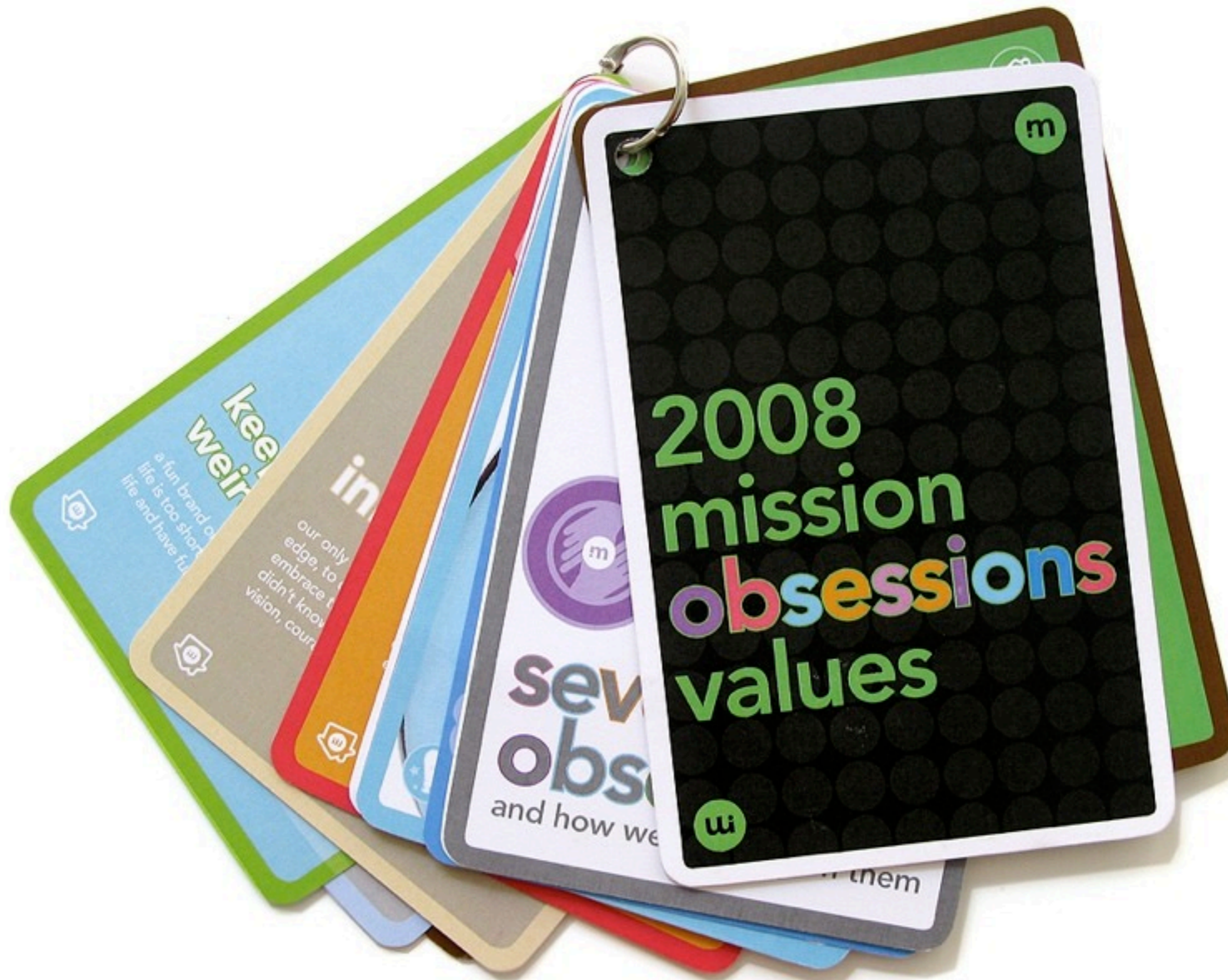
**Rethink** marketing, branding and life.





**Method: Creating an  
inside-out brand  
culture**

**people against dirty.™**



2008  
mission  
obsessions  
values

keep  
weird

in

sev  
obs  
and how we

method



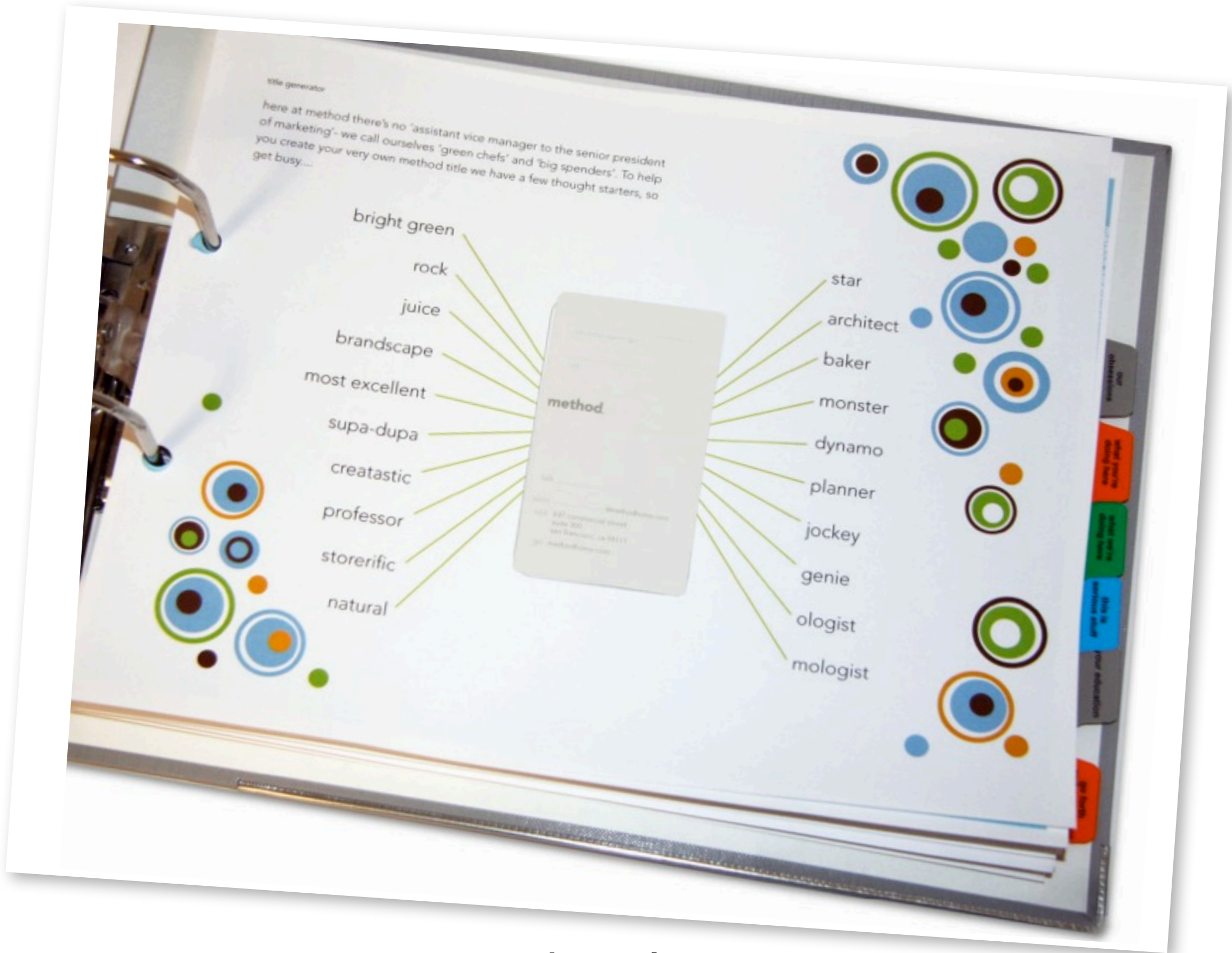
### Question # 3 How do we keep it weird?

A brand that is driven on innovation, authenticity creativity, fun and differentiation can only come from a culture that embodies the same.

Core to this is keeping method "weird" which is our wink for being different and unique in a world of corporate sameness.

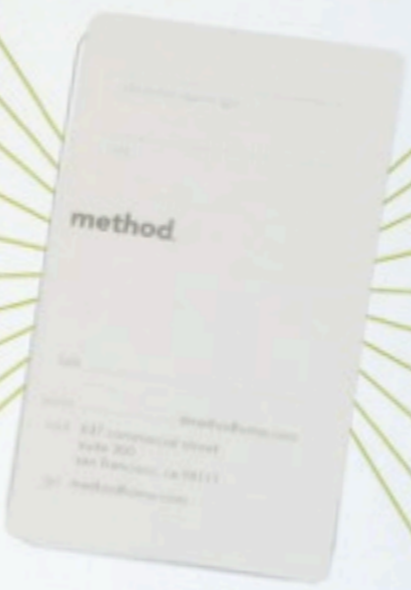
How will you personally help "keep method weird"?

## Interviewing and Onboarding



title generator  
here at method there's no 'assistant vice manager to the senior president of marketing'- we call ourselves 'green chefs' and 'big spenders'. To help you create your very own method title we have a few thought starters, so get busy....

bright green  
rock  
juice  
brandscape  
most excellent  
supa-dupa  
creatastic  
professor  
storerific  
natural



star  
architect  
baker  
monster  
dynamo  
planner  
jockey  
genie  
ologist  
mologist

# Job Titles



Workspace



# Staircases



Everyone is a  
receptionist



Operations becomes a marketing asset





## Nike's brand culture

- Phil Knight
- Winning and being the best
- Nike campus

**Rethink** marketing, branding and life.



**Rethink** marketing, branding and life.

Walt Stack.  
80 years old.

# The Brand Ideal: A higher purpose

## Analyze the company history

- What was the founder's beliefs?
- What are the key landmarks/events?
- What is the culture of the company?

## Analyze the brand-customer relationship

- What trends affect consumer behavior in the category?
- What are the most important values to our target customer?
- What one value should the brand never give up?

## Analyze the category

- Challenge the category status quo
- What is the customer experience in the category?