

Brand and CISM

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CISM Symposium
Sofia, Bulgaria

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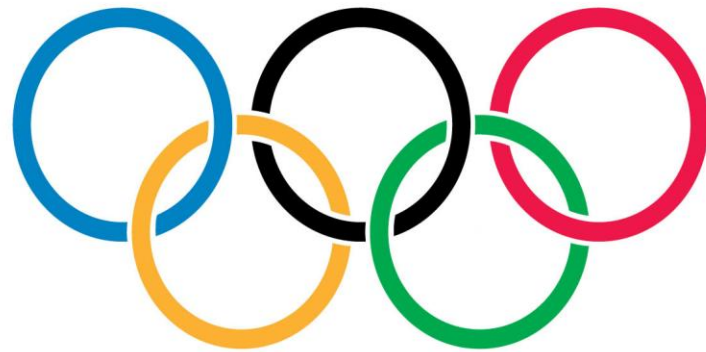


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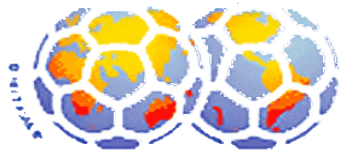
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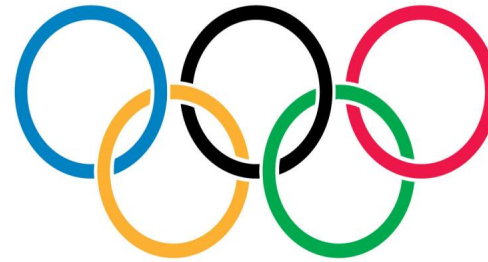






FIFA

For the Good of the Game





Today

- What is a Brand
- Brand equity
- Case study – Olympic brand
- Brand building
- Brand tactics – name, visual, environmental identity
- Communication strategy
- Model for brand building using events



What is a brand?

A **brand** is a name, term, sign, symbol, or design which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. (Aaker, 1991)



Brand

- A brand
 - exists only from the outside, in fact, it represents what consumers think you are and how you fit with their values, needs, wants and desires.
 - is mental state of mind – the place your organization, product and services occupies in your audience's mind.
 - becomes a unique customer experience, reflecting every aspect of the organization
 - is an image supported by truth.



Brand essence

Brand Essence is the core value(s) that defines the brand and permeates all other aspects of the brand. The process of Brand Essence is that of defining the future direction and vision for the brand; how consumers, customers and management should view the brand in the future.



Brand equity

Brand Equity: A set of assets and liabilities linked to a brand, its name and symbol, that adds to or subtracts from the value provided by its product or service to a firm/or to that firm's customers (Aaker, 1991, p. 12).

“Customer-based” brand equity (Keller, 2003)

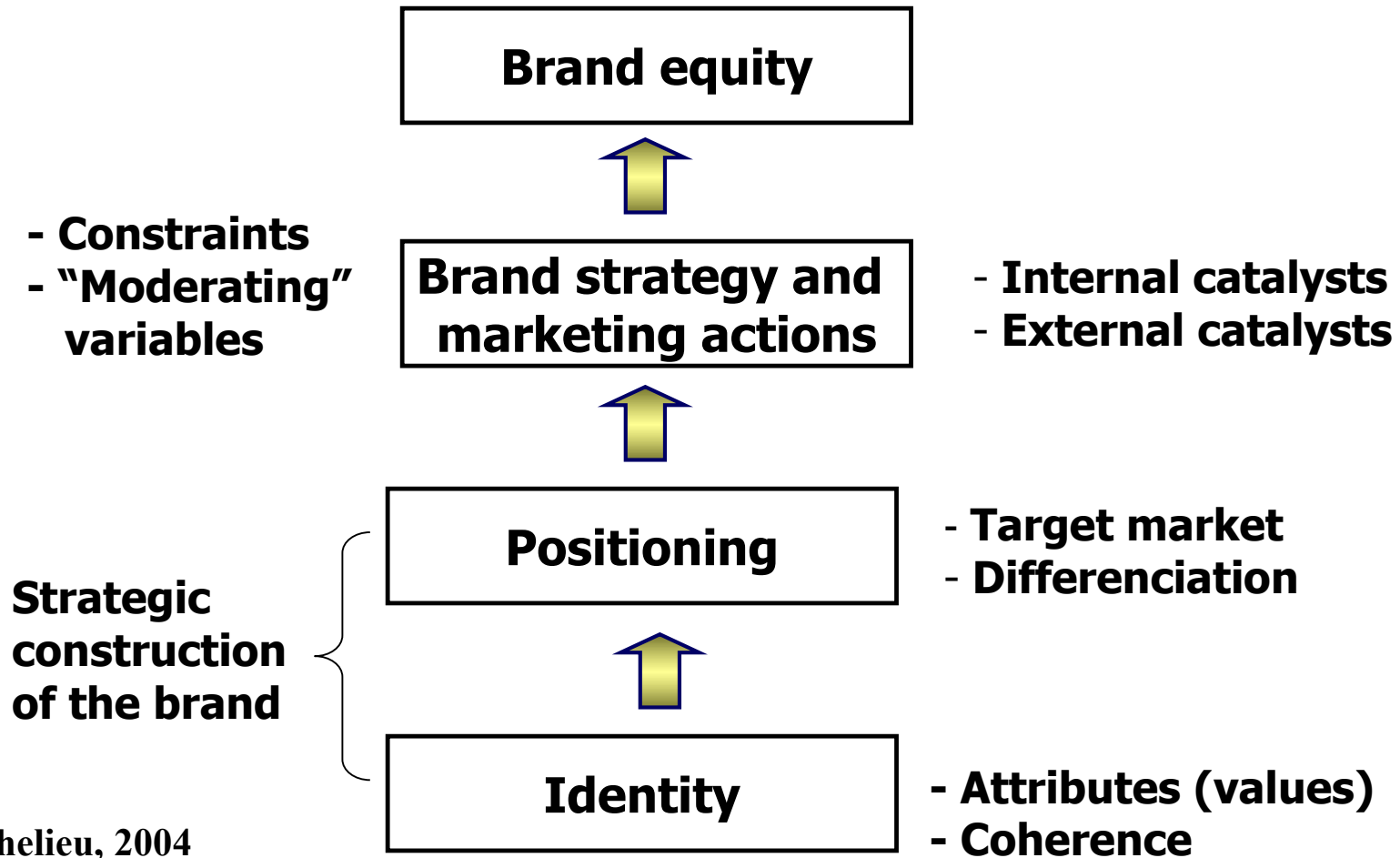
- Brand equity depends on what resides in the minds of consumers

**Strong brand
equity**

**Brand awareness
Positive brand association
Perceived quality
Brand loyalty**



Three steps to brand equity



Richelieu, 2004



Why important for CISM?

Protect

- Key values associated with Military sport
- Equities of the CISM brand
- Viability of the organization

Build

- Greater access to the CISM brand worldwide
- Close associations with sponsors, governments, non-commercial organizations
- Brand equity amongst member federations

Leverage

- Collective brand power to sustain the financial independence of Military sport worldwide



Case Study - Olympic Brand



Fundamental principles of Olympism from the Olympic Charter - 1896



Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental, ethical principles.

The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.

The practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity, and fair play.



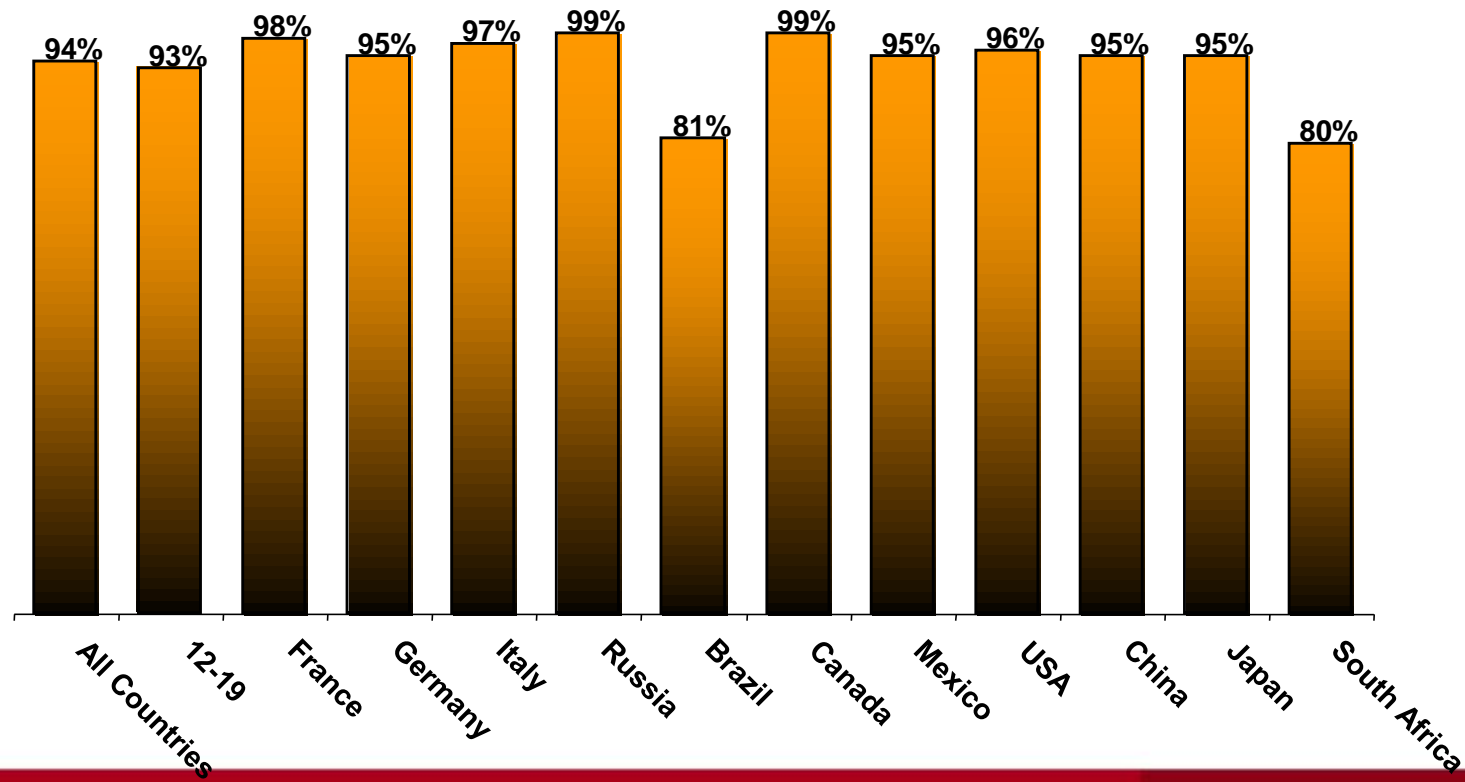
Defining Olympic brand

- The IOC began brand research at end of 1990s to define the Olympic Brand
- Composed of qualitative and quantitative studies conducted in over sixteen countries between 1999-2006
- Information provides resource for the IOC and sponsors, broadcasters, NOCs and OCOGs to use as part of the planning of marketing activities

Recognition of the Olympic rings



% answering correct *



Source: IOC research, 2006

What makes the Olympic Games appealing?



- The Olympic Games are special as they happen only once in a while
- No other event brings the world together quite like the Olympic Games
- The Olympic Games are a good role model for children
- The Olympic Games are as much about taking part as winning
- The Olympic Games exposes me to sports I wouldn't normally be interested in
- The Olympic Games is the pinnacle of all sporting events



Olympic brand attributes as defined by consumers



Being the best
Respectful
Trustworthy
Dynamic
Striving
Friendship
Participation
Eternal
Peace
Celebration
Unity

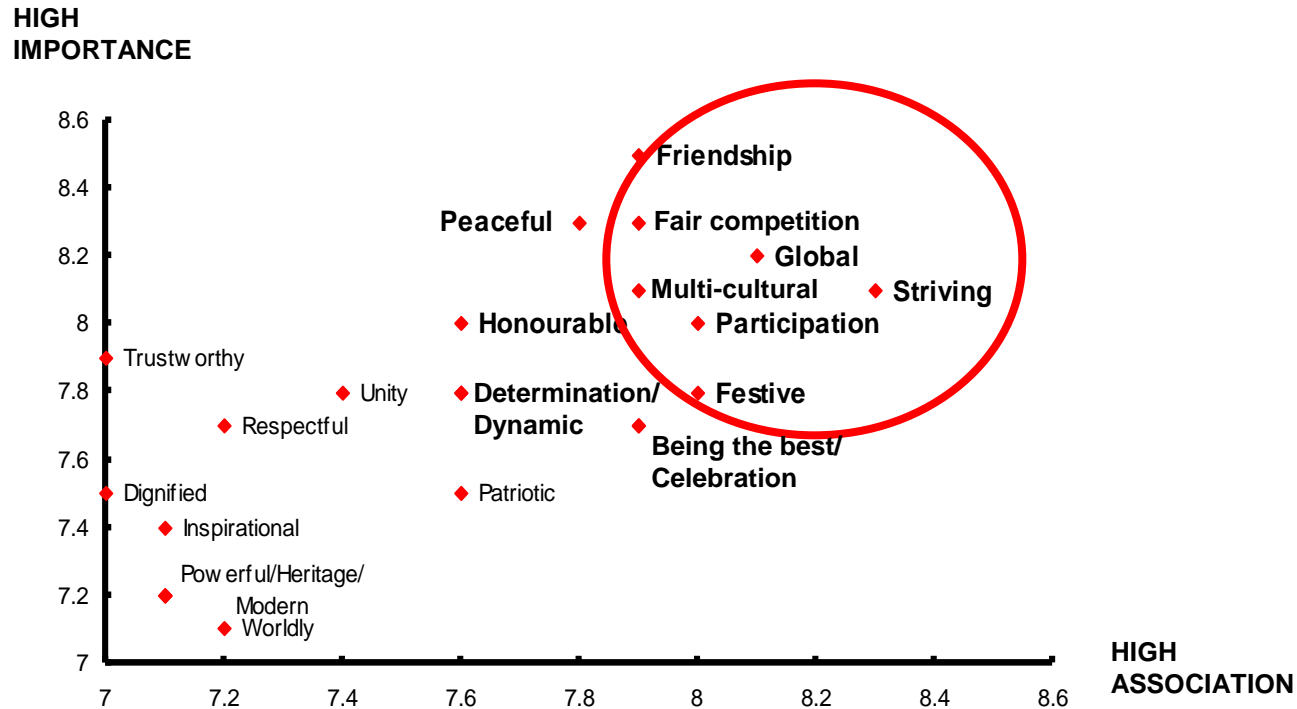
Inspirational
Fair play
Patriotic
Determination
Equality
Political
Too Commercialised
Global
Tradition
Heritage

Excellence
Festive
Optimism
Glamorous
Exciting

Inclusive
Authentic
Innovative
Spiritual

Source: IOC research, 2006

The attributes consumers deem most relevant to brand Olympic are highly emotional and aspirational

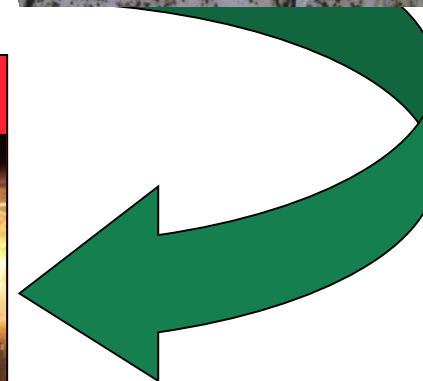
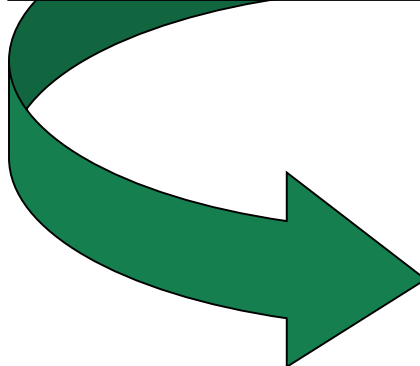


Scale: 0 = least important/associated
10 = most important/associated

= Highest importance and association

Source: IOC research, 2004

The Olympic brand derives its power from a diverse base of values and attributes



The essence of the brand positioning can be captured in four communication platforms



Optimism

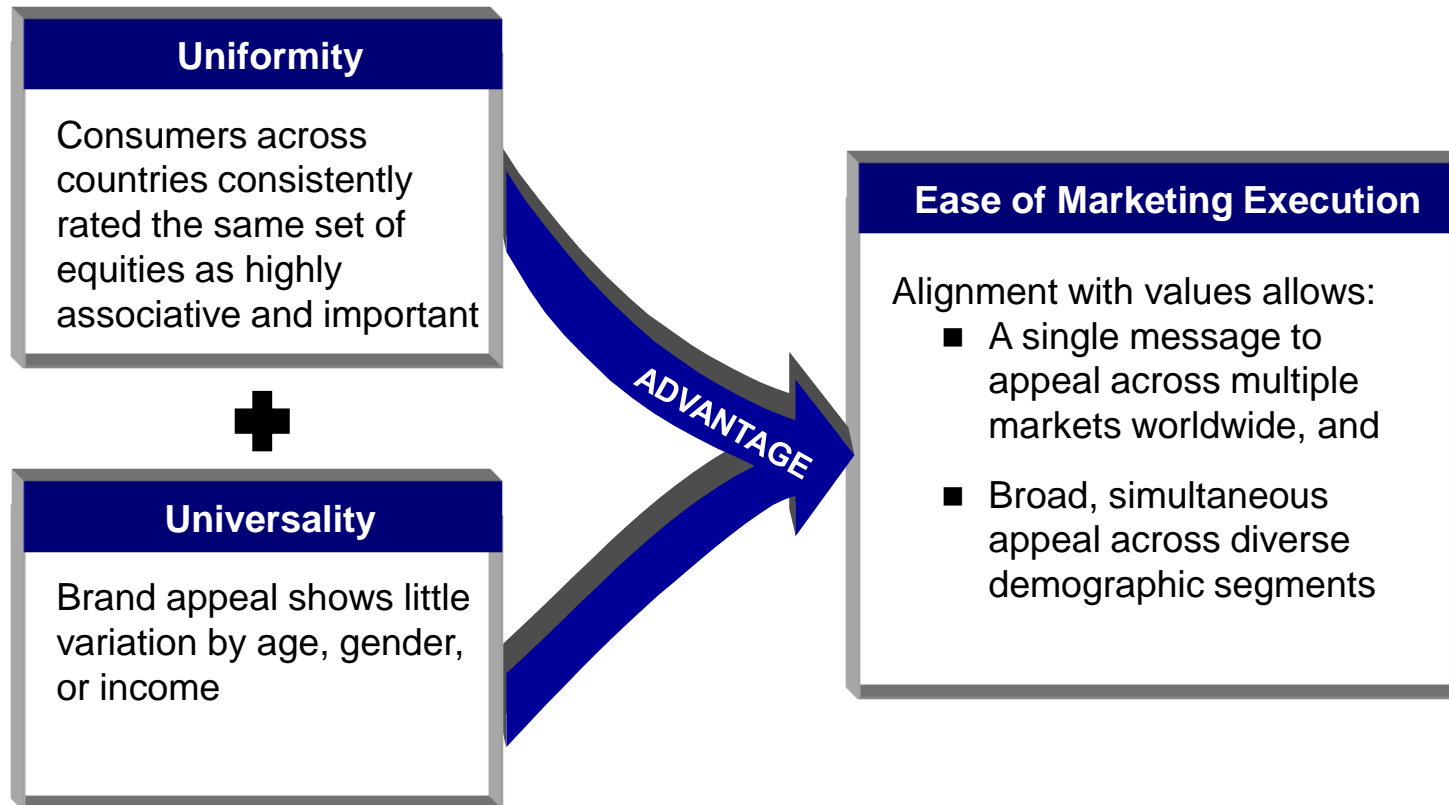
Dreams & Inspiration

Friendship

**Celebration of
Community**

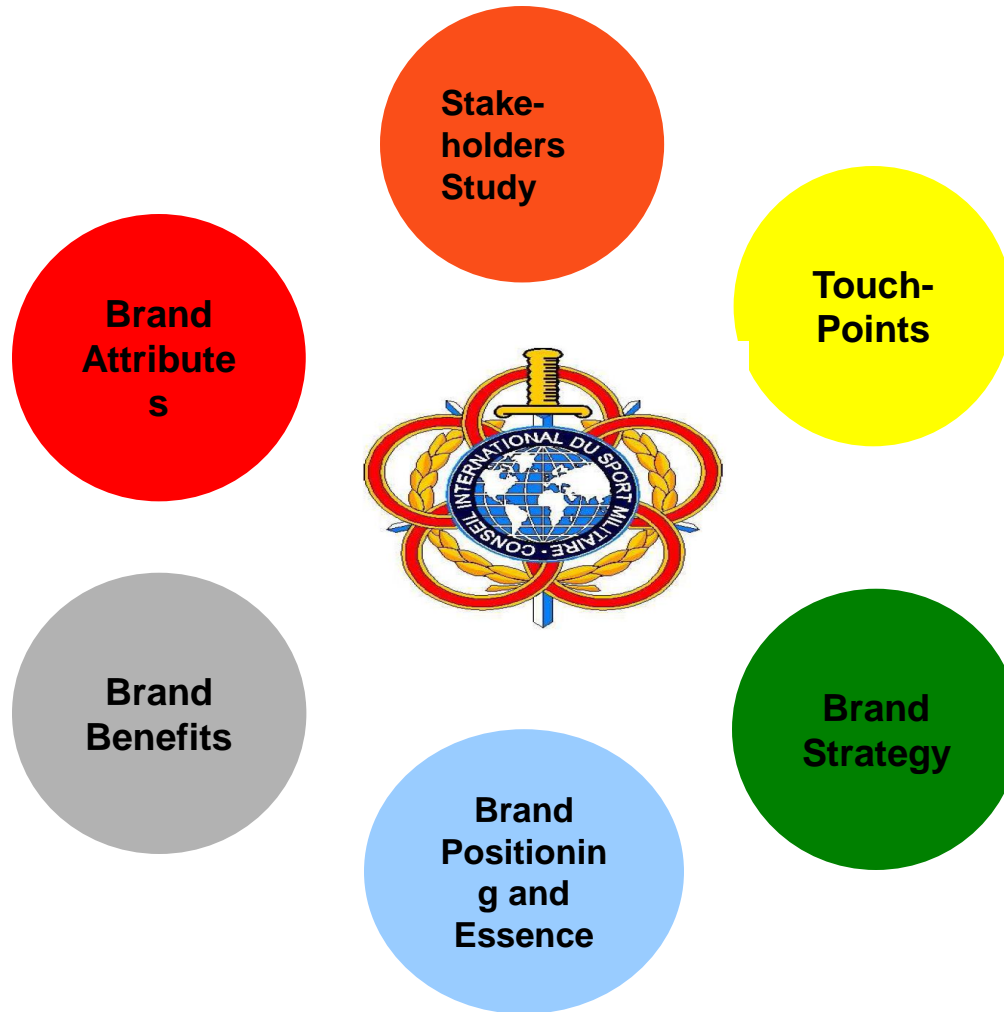


This combination of uniform and universal appeal





Brand building





Stakeholders study

- It is essential to complete a brand audit (a study of how stakeholders feel about CISM, its events and its brand) in order to assess the depth of the brand and to deliver on the CISM brand promise.
- Brand alignment - when your attributes are matching the consumer minds – you have a strong brand –
- Understand the motivational factors driving the appeal for CISM

Attributes

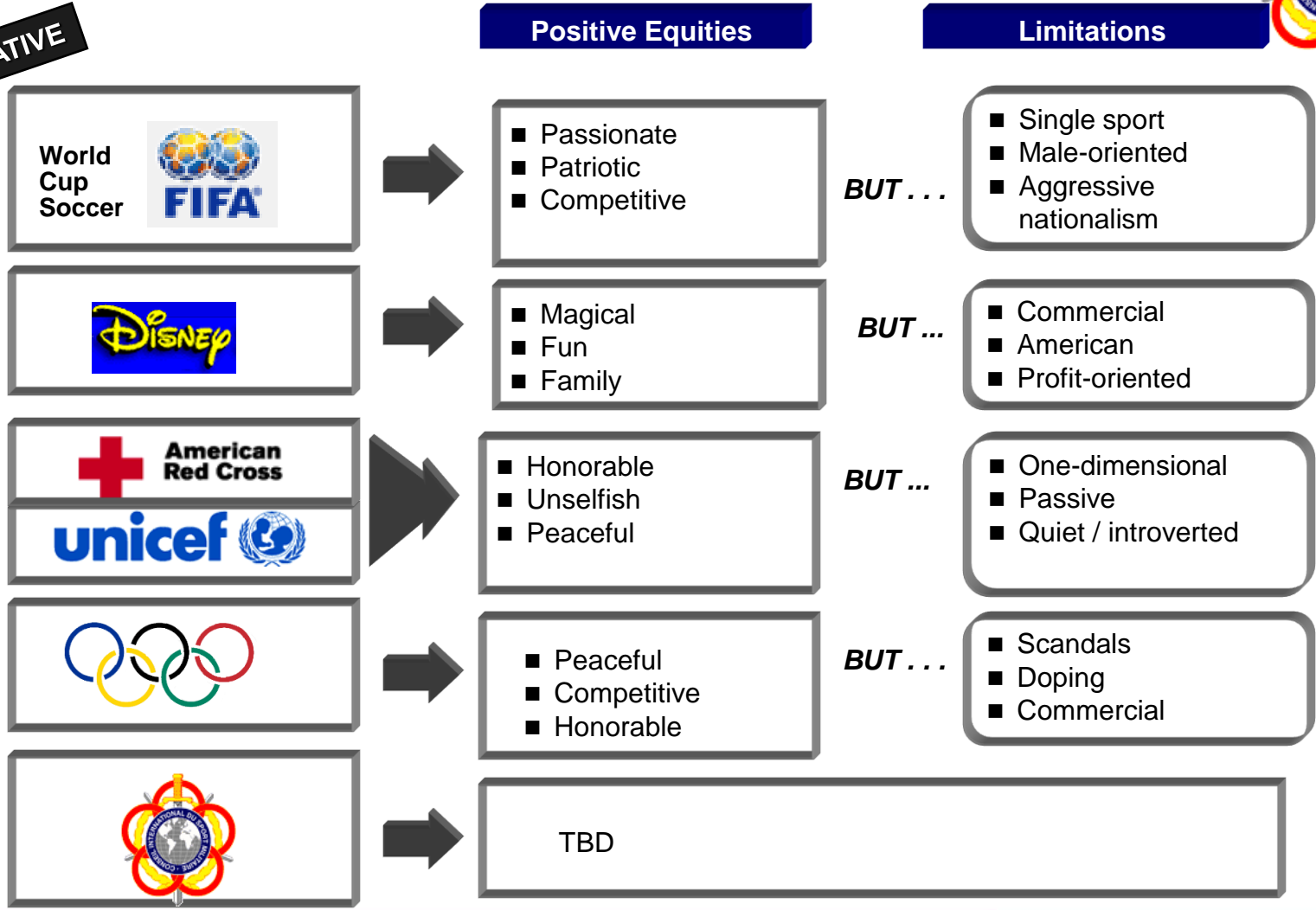


The attributes of the Sport will assist CISM in determining its relevance and alignment with target consumer groups and potential corporate partners.

Attributes of well known brands



ILLUSTRATIVE





Branding Tactics

- Tactics for claiming and owning brand attributes
- Principal tactics for branding include: name, visual branding, environmental identity (branding the experience) and communication tactics
- Very few sports / federations have been successful at branding because we have very little experience and have invested very little time – a serious branding process can be very expensive
- Some exceptions – NFL, IOC, FIFA



Name & Visual

- Visual Branding – need a unique international visual branding respecting national corporate identities – this can be a challenge and barrier to an international branding process
- Need to create a visual environment that can only belong to CISM
- Create a tag line that reflects the attributes: Friendship through sport
- Turn the visual environment into a central creative element - applied the visual for all marketing, communications and merchandising efforts
- Fully integrate the international visual identity to the national level (branding efforts must be integrated – CISM, Member Federation, Events)



Environmental Identity

- Environmental branding – branding the CISM Experience – Military World Games, 25 world championships, 131 member nations, CISM Sport International Magazine, solidarity, website, sport for peace, day run ... are good examples of what can be done collectively to develop, promote, provide a unique positive CISM brand experience
- Begin internally (members federations, events) and externally by identifying key stakeholders – IOC, UN, IFs, etc.
- Content delivery should be controlled and monitored through quality standards

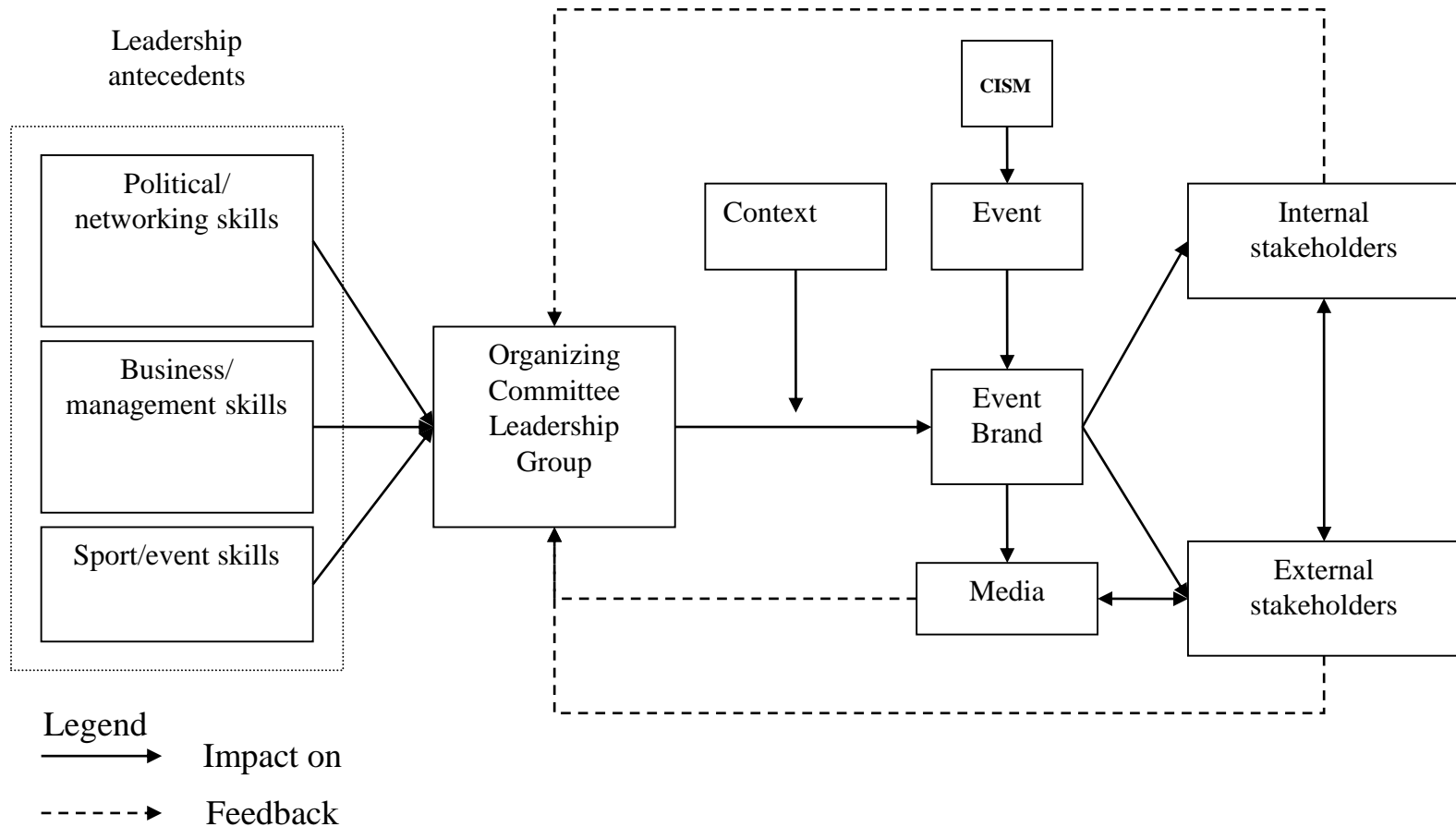


Communication strategy

- Utilize “mediums” that are relevant to key target audience
 - Member Federations
 - International Federations
 - Governments
 - Other international organizations (United nations)
 - Public
 - Mass media, Community Events, Education/Cause Related Initiatives
- Format/design communication materials to catch target audience’s attention

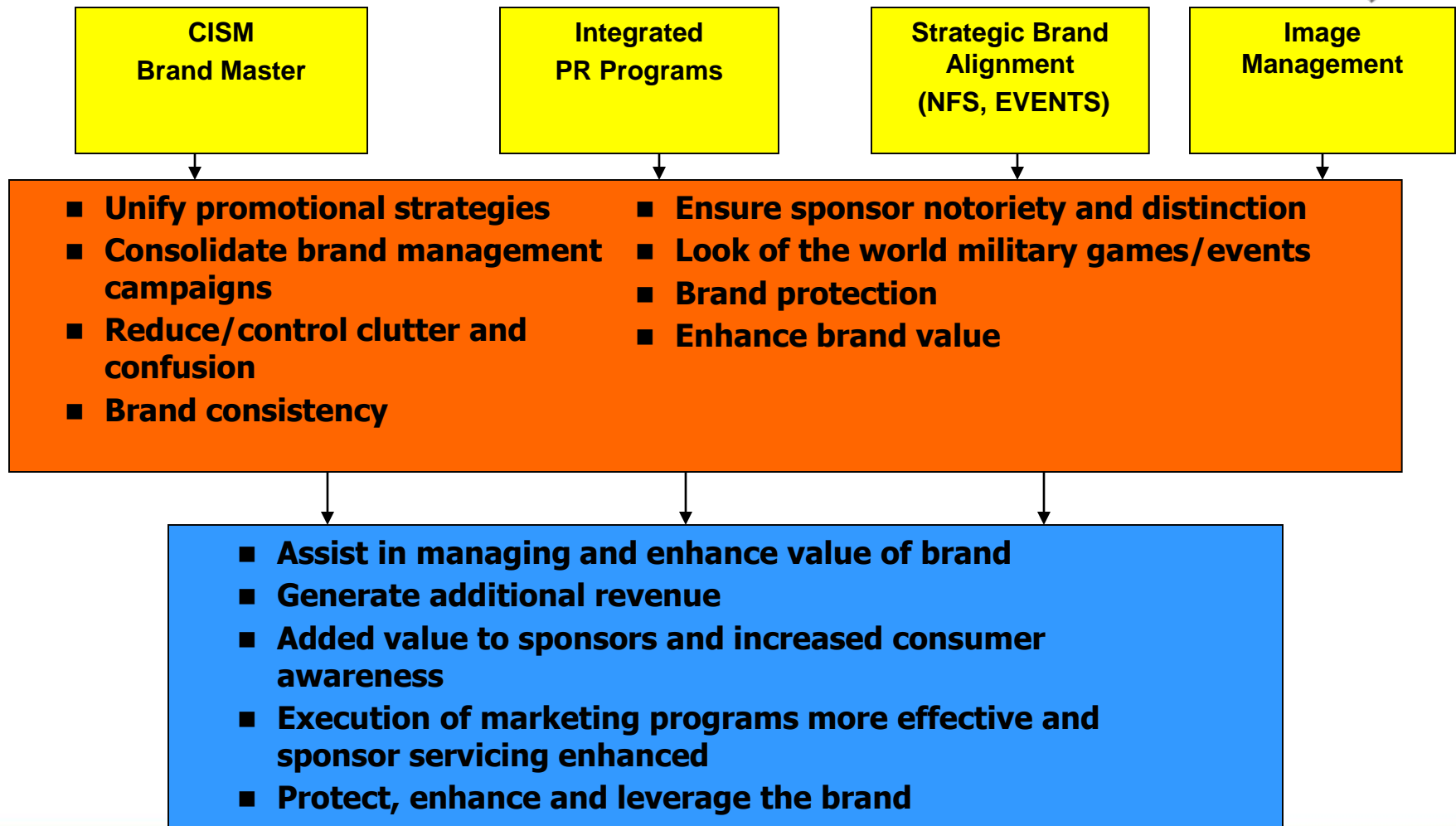


Brand creation for international events: Leadership, context and nature of event

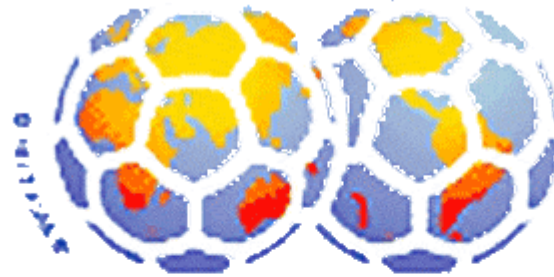


Parent & Seguin, 2008

Leverage CISM Brand



FIFA Branding



FIFA

For the Good of the Game



CISM Branding



The Swedish Armed Forces, CISM and the Norrbotten Regiment welcomes you to:

The 43rd World Military Shooting Championship

14 - 21 September 2008
Boden - Sweden



50th WORLD MILITARY
SKI CHAMPIONSHIP 2008

31st MARCH - 5th APRIL



HOCHFILZEN/FIEBERBRUNN
AUSTRIA





THANK YOU! Questions?

