

## Editorial

Welcome to another 2005 and another series of newsletters.

We have changed the format a little this year to make it easier for you to digest the information we put together for you.

First we have put things into 2 main information sections"

### **From the News and Ideas.**

*From the News*, is a section of stories we have found that we think will be of interest to readers.

*Ideas* are generally short articles with ideas, tips and suggestions that we hope you will find interesting.

### **Twenty/Twenty**

The other changes are that we will try and limit the content to about 20 pages on average and aim to produce 20 editions per year.

### **New Web Site**

Finally! After a few false starts and a seemingly interminable gestation, we are about to launch the new website in about 10 days. Against all modern trends, it will remain content heavy and will get bigger – not smaller.

Let us know what you think

Brian Monger  
Executive Director

## Quotations

"The reason that clichés become clichés is that they are the hammers and screwdrivers in the toolbox of communication."

- **Terry Pratchett**

"Marketing is not an event, but a process . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely."

- **Jay Conrad Levinson**

"It's not whether you get knocked down, it's whether you get up."

**Vince Lombardi**

"Words give you a medium, if you will, and make your message part of the human thought process. Words are as portable as the human being who hears them."

- **James J. Jordan, Jr**



# THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep."

**Scott Adams**

"Give people a taste of Old Crow, and tell them it's Old Crow. Then give them another taste of Old Crow, but tell them it's Jack Daniel's. Ask them which they prefer. They'll think the two drinks are quite different. They are tasting images."

- **David Ogilvy, Ogilvy on Advertising, 1985**

"The world is divided into people who do things and people who get the credit. Try, if you can, to belong to the first class. There's far less competition."

- **Dwight Whitney Morrow**

Faith consists in believing when it is beyond the power of reason to believe. It is not enough that a thing be possible for it to be believed.

**Voltaire**

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The claims follow a sensational civil lawsuit in which Optus was outed as the middleman in the trade of internet porn from the Pacific island of Vanuatu to customers in the US and Europe.

The phone company was also shown to have hosted computers in its Australian data centres from which Gilsan served graphic sex photographs and videos directly to its mostly US and European customers.

This week Gilsan's lawyers argued Optus should pay Gilsan between \$US9 million and \$US13 million because they had successfully argued during the September trial that Optus had under-reported the number of minutes Gilsan's clients were on the phone to Vanuatu to get their porn in 2001. Sources close to Optus say they believe it will have to pay substantially less than this.

Gilsan concedes it owes Optus \$800,000 in rent for housing its computers in Optus's Australian data centres.

Optus got a cut of the \$US4-a-minute call rate that customers paid to call Telecom Vanuatu. NSW Supreme Court judge Robert McDougall, who decided the legal issues in November, has reserved his decision on pecuniary matters.

During the 14-day trial the court was told Gilsan's total revenues were over \$US100 million, shared between Optus, US carrier AT&T and Greek carrier Pan Hellenic.

An Optus spokeswoman would not say how much the company made from the porn trade, nor how much money it was claiming from Gilsan.

Optus also declined to reveal how much it had earned from Gilsan as a customer or how much it had earned from other such customers.

However, the spokeswoman claimed the company's revenues from international "audiotex" traffic - which includes premium sex chat lines, horoscopes, and stock quotes - had decreased by more than 90 per cent since 2001.

*The Australian*

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### **Telstra Plans Upgrade**

Telstra management will in coming months present to the board a blueprint for a \$1.5 billion upgrade of the company's core residential voice and data network.

The project - known as Broadband Multi-Services - will be Telstra's biggest residential upgrade for a decade and enable a suite of new high-speed consumer services.

It will include a network platform to serve technologies such as wireless broadband, faster ADSL (broadband over copper wires), cable, internet-based voice services and video offerings.



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The project will represent the most significant overhaul of Telstra's residential network since it replaced its analog exchanges with digital equipment in the early 1990s.

Telstra Technology managing director Andrew Johnson said high-speed data and internet connections were "going to be ubiquitous - this is going to be the main way we relate to our customers".

The BMS project consists of three parts: A core internet protocol network that would see all residential services - the so-called triple play of voice, video and high-speed internet - offered on one platform for the first time; applications, such as video and voice over IP; and operations and maintenance. The cost could be as much as \$1.5 billion.

But it was unclear whether the project would squeeze into Telstra's annual domestic capital expenditure budget of about \$3.2 billion.

Telstra has asked its equipment suppliers to make their submissions for the project by Friday after issuing a "request for information" last month.

Companies which have been working on the RFI include Telstra's broadband suppliers Alcatel and NEC, as well as Cisco Systems, Ericsson, Juniper, Lucent Technologies, Marconi, Nortel Networks and Siemens.

Telstra's project mirrors a number of similar network upgrades which have been given the green light by large offshore telecommunications companies over the past 12-18 months. The most advanced of these are the former incumbent British Telecom and Verizon and SBC in the US.

*The Australian*

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### **Sony To Drop Plasma For LCD**

Sony plans to withdraw from the plasma television business as early as the first half of 2005, a news report said.

The consumer electronics giant instead will devote its flat-panel TV operations to LCD (liquid crystal display) versions, Japanese business daily Nihon Keizai Shimbun said without citing sources.

By consolidating its business resources and concentrating its investments in LCD TVs, Sony is aiming to enhance its price competitiveness in the global market and recover its profitability, the newspaper said.

As part of its plan to withdraw from plasma TVs, Sony would phase out manufacturing these units at production sites in the Japanese city of Ichinomiya, Spain's Barcelona, China's Wuxi and the US city of Pittsburgh, the report said.

The company was considering a plan to stop selling these sets as early as the first half of next year but would continue to provide after sales services to customers who purchased them.











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We are not talking about the job description, and we are not talking about how you do a job. We are talking about what a particular person has to do to be successful. Make a list those qualities. It could be two or three things; it could be 10. Whatever those things are, you have to go out and find people who have a giftedness to match those qualities so that you put the right people in the right place.

### **2. Failure to know the skills and the giftedness of the person.**

Sometimes we know what gifts and skills are required for success in a particular job, but we do a poor job evaluating the giftedness of the person we place in that position. Maybe we know a particular job needs someone who is detail-oriented, but we fail to recognize that the person we're putting in that position breaks out in hives when overwhelmed with details.

### **3. Failure to move people when either the job or the person is changing.**

While it's common for people to get promoted out of a job that really fits their skills, it's also possible for them to stay in a position so long that they no longer do it well.

As a leader, you might place someone in a position that is a great match with that person's uniqueness and giftedness, only to look up later and realize that the person's productivity has fallen sharply.

#### **What happened?**

Something changed. Maybe the job changed. Maybe the organization changed. Maybe the person changed. Maybe you changed. Maybe everything changed.

I have found many people end up in the wrong place only because they stayed in the right place too long. They were in the right place in the beginning, but the right place becomes the wrong place if the job changes or if the person changes. So the right place can become the wrong place over a matter of time.

### **4. Failure to be patient.**

Sometimes the person is in the right place, but they have to grow into it. And not only do they have to grow into it, but they also have to be trained and developed into it. You know they have the giftedness, they have the ability, they have the passion; but they need time and someone to help them. Smaller organizations often can't afford to hire the best, so they have to hire young people with great potential and then train them.

In "The 17 Indisputable Laws of Teamwork" John Maxwell writes about the 'Law of Dividends', which is, "Investing in the team compounds over time." As you invest in your team, especially if you have them in the right place, the team is going to compound in a very positive way for you. Of course, if you don't have the right players in the right place, time isn't going to do it.

### **5. Failure to prepare.**

Many times we haven't done enough front-end homework as leaders, so we aren't prepared to place people where they can grow and can blossom.

When we consistently fail to place people in the right place within the team, several things inevitably infect our team like an angry parasite. Morale suffers, people lose their willingness to play as a team and confidence erodes. As a result, potential goes unrealized, progress is hindered and our competitors benefit.



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On the other hand, organizations do best when the people within them are carefully put in the right places. People are encouraged and fulfilled, growth is ensured, teamwork is increased and victories are secured. And, for leaders, there is a huge reward in seeing your players in the right place, doing the right thing for the right reasons.

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### Does your Brand Register Abroad?

*By Sergio Beristain*

In branding, a name means business. If we get it wrong from the start, we are doomed to face many different problems that will affect the way we do business.

Unfortunately sometimes you have the perfect name, only to find that someone already trademarked it. Corona, the Mexican beer producer, had its share of problems when it had to negotiate in different countries to secure its name, which means crown in Spanish.

In Spain negotiations proved to be tough; Corona eventually adapted its name to Coronita as a compromise. "We fall into the same category as the wine Corona," explains José Pares, spokesman of the beer maker. "This is why we had to negotiate with the company Vinos Torres. After some talks with them, they allowed us to use the name of Coronita, which is the one we use in Spain [now for] 11 plus years."

For Corona it was a good compromise, allowing the company to retain association with its global name. "After all there wasn't a great disparity with the brand name we use around the world," continues Pares. "In fact, the smaller version of the beer in Mexico is called Coronita."

Obviously finding an open trademark is not the only reason to be unique and differentiated; in the pharmaceutical industry naming a product is literally a matter of life and death. According to the US Food and Drug Administration (FDA), 13 percent of medication errors stem from communication errors and 13 percent stem from name confusion (May 2002).

Naming companies generally develop a "name safe" test to make sure that an anti-depressive does not sound too similar to a strong tranquilizer, or that the name does not get lost in the doctor's handwriting.

In addition with making sure that the product name does not sound similar to other brands, organizations such as the FDA, make sure that the name is not misleading or too similar to other pharmaceutical products.

It's not always successful however. The list of names that sound similar in medicine (not to mention look similar in packaging) is long and causes concern among medical practitioners who may prescribe or administer a drug that sounds similar but is completely inappropriate for the symptoms. For example Endocet, a narcotic analgesic, is similar in sound to Indocid, which is a non-steroidal anti-inflammatory; Kaletra, an antiretroviral, can be mistaken for Levitra, a genitourinary; Lexapro, an antidepressant, should not be prescribed in place of Loxapine, an antipsychotic, and so on. (A list of similar sounding drug names can be found at the site of USP, United States Pharmacopeia.)

Another potential landmine is translation or association issues across countries or regions.

Ford faced its share of culture clash when it had to change the name Pinto to Corcel in Brazil. The word literally means dick in Portuguese, which could result in giggles at best and off-putting to



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### **The Way We Were... and the Way We Are Now**

In common with just about every other Internet innovation, search engine optimization (SEO) first emerged as a technique pioneered by the adult industry. Its new, mainstream proponents were desperate to gain respectability and credibility. For all their hard work in establishing standards, and despite the search engines' efforts to foil the tricksters, SEO has retained its slightly shabby reputation.

But things have moved on. In 2003 the Web is vast, and most search engines now offer a paid "express inclusion" service. Getting discovered through a Web search is no longer a given; it's a highly competitive business. And anyone in business needs to be taking it seriously if they're not already.

Searching is still the number-one activity on the Web. (That's searching—not shopping.) It's worth remembering that e-commerce is still only a fraction of what people actually do online. Any of your stakeholders, actual or potential, could be investigating your company or your competitors at any time on the Web. What they find when they search can be, and should be, largely managed through intelligent search engine marketing.

### **Beyond 'Driving Traffic'**

Marketers would generally agree that after having invested in a decent Web site, it would be foolhardy not to use it as a tool for customer acquisition.

Before the advent of sponsored links on search engine results pages, there were basically two online methods of driving traffic to a site. The first was to make sure your site came up in search results (the "natural" way), and the second was to buy online advertising. Adverts were standard sizes, appeared in standard positions, and were paid for on a cost-per-thousand views basis. Everyone thought they knew where they were—except when advertisers began to understand the Internet a bit better and demanded more accountability.

Part of the problem with early SEO lay in the industry terminology—the very phrase "driving traffic" assumed a passive public, and the misplaced obsession with "hits" did nothing to reassure marketers that they were getting an effective ROI. As in the early days of Web design, cowboys spoiled the ground for the genuine experts by leaving a trail of dissatisfied client marketers behind them.

This was probably why search engine marketing didn't make the mainstream. That is, until awareness of pay-per-click kicked in.

Repositioned as "performance advertising" or "commercial search," pay-per-click has moved into favour. Heavyweight media agencies that once refused to touch it now routinely offer pay-per-click in their services portfolio. According to Piper Jaffray, the worldwide commercial search segment is set to grow from approximately \$2 billion by the end of this year to around \$5 by 2006.

### **SEO: Is It Worth the Effort?**

Despite the growth of pay-per-click, traditional search engine optimization is still a no-brainer. To be located through organic Web searches remains a basic goal of any business with a Web presence. All in all, SEO pays for itself over the long-term rather than the short-term. It is a measurable investment. But it's not simple.

The biggest factor affecting search engine placement is content—actual words on the page. This puts SEO at odds with an advertising-driven marketing environment where creative is usually synonymous





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were not mad at us – they were perhaps, instead, disappointed with themselves for allowing their dreams to die.

What they don't know, and maybe even you don't realize, is that dreams can never be destroyed. They can be battered and bruised, but they can never die. They just sink into a deep sleep in the back of your mind. They lie there, like Sleeping Beauty, waiting for the day when they will be realized. Well, We are here to help you wake them up!

It's time to remember the magic of our youth. It's time to remember the days when there were no impossibilities. It's time to awaken your dreams and start living the life you've always wanted to live. Each and every one of us was born rich. We each have, at our beck and call, 18 billion brain cells, waiting for us to give them some direction. The only limitations that exist are those we impose on ourselves. Otherwise, our brains do not know any limitations. Our minds will believe whatever we convince them to believe. So, why aren't we living out our dreams? What's stopping us?

Most people are not living the lives they truly want to live because they are not thinking big enough, nor are they focused on exactly what they want to do.

The key to having everything we want lies in expanding our definition of what's possible and focusing on what we want. That's it! Once we believe in the possibility of anything and focus in on exactly what we want to have, exactly what we want to do, then our minds can take us there.

If you were to choose just one part of your personality to develop that would virtually guarantee your success, I'd like to suggest that you place persistence at the top of your list. Napoleon Hill, in his classic Think and Grow Rich felt so strongly about this subject, he devoted an entire chapter to it. Hill suggested, "There may be no heroic connotation to the word persistence but the quality is to your character what carbon is to steel."

Think about it. If you took a quick mental walk down memory lane and reviewed some of your accomplishments in the past – large and small – you would have to agree that persistence played an important role in your success.

Napoleon Hill studied many of the world's most successful people. He pointed out the only quality he could find in Henry Ford, Thomas Edison or a host of other notable greats, that he could not find in everyone else was persistence. What I found even more intriguing was the fact that Hill made comment of the fact that these individuals were often misunderstood to be ruthless or cold-blooded and that this misconception grew out of their habit of following through in all of their plans with persistence.

It's both interesting and sadly amusing to me that, as a society, we would be quick to criticize people for realizing they had an unshakeable power within them and were capable of overcoming any obstacle outside of them. This power would ultimately move them toward a greater chance of achieving any goal they set for themselves!

Milt Campbell is a good friend of mine. He and I have shared many hours together...discussing the very topic of persistence. Milt was a Decathlete in the Olympic Games held in Helsinki, Finland in 1952. His goal was to capture gold for the US. Unfortunately, another fierce competitor who had taken home the gold four years previous in London wasn't satisfied with one gold, Bob Mathias wanted two; Milt had to settle for silver. That did not deter Milt one bit. He had formed the habit of persistence and four years later in Melbourne, Australia, Milt won the gold medal, earning him the title of the greatest athlete in the world.

On numerous occasions Milt has said, "There were many guys in school who were far better athletes

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than me, but they quit." I can recount story after story about individuals who overcame obstacles so great, but only did so because they dared persist. These individuals are no different than you and I.

Ultimately persistence becomes a way of life, but that is not where it begins. To develop the mental strength – persistence - you must first want something. You have to WANT something so much that it becomes a heated desire ... a passion in your belly. You must fall in love with that idea. Yes, literally fall in love with the idea and magnetize yourself to every part of the idea. At that point, persistence will be virtually automatic.

Persistence is a subject I have studied all of my adult life and I can tell you one thing I know for certain: very few people ever, mentally or verbally, say to themselves ... this is what I really want and I am prepared to give my life for it, and thus, they never develop the persistence to achieve it.

Persistence is a unique mental strength; a strength that is essential to combat the fierce power of the repeated rejections and numerous other obstacles that sit in waiting and are all part of winning in a fast-moving, ever-changing world. As Napoleon Hill found out, there are hundreds of highly successful men and women who have cut a path for others to follow, while leaving their mark on the scrolls of history ... and every one of these great individuals was persistent. In many cases it was the only quality that separated them from everyone else.

It is generally believed that a lack of persistence is a consequence of a weak willpower. That is not true. A person could have a highly evolved willpower and still lack the persistence required to keep moving forward in life. In more cases than not, if a person lacks persistence, they do not have a goal that is worthy of them, a desirable goal that excites them to their very core.

Though willpower is important in moving a person toward their goal, if there is ever a war between the will and the imagination, the imagination will win every time. What that means is: you're powered by desire and fuelled by the dream you hold. Once you start to use your imagination to help you build a bigger picture of your dream, to define and refine it until you get it just right in your mind, the emotion that is triggered by that desire far outweighs any force that may be caused by sheer will alone. I am not suggesting the will does not have to be developed, it does. It must become highly developed in order to direct you toward the image with which you are emotionally involved.

Your intellectual factors hold the potential for enormous good when they are properly employed. However, you must remember that everything has an opposite and any of your intellectual factors can turn, without warning, into destructive lethal enemies when they are directed toward results that are not wanted. It is easy to find individuals who are persistently doing what they don't want to do and achieving results that they do not want. A lack of persistence is not their problem; that person is persisting to their own detriment. Ignorance and paradigms are the enemy that we must defeat. Everyone is persistent. Our objective must be to put persistence to work for us rather than against us.

Vision and desire have to be the focus of your attention if you're going to develop persistence into the great ally it can become.

Another excellent example of persistence was demonstrated when, in 1953, a beekeeper from Auckland, N.Z., Edmund Hillary and his native guide, Tenzing Norguay, became the first two people to climb Mt. Everest and return, after having tried and failed the two previous years.

Hillary had two obvious character strengths that took him to the very top—vision and desire. Even despite the seemingly insurmountable challenges, he had no trouble persisting with the strenuous acts that were required because every act was hooked into the image of him standing on top of the mountain. They were expressed because of his persistence, but he was persistent because he was















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### Action Plan

Work with your team to build a strong close into the plan for your next session. In your closing segment, define next steps. Suggest these in a logical, systematic manner. "Script" yourself to specifically ask for a decision and make it as compelling as possible with a sense of urgency.

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## Up coming MAANZ Sponsored and Supported Events

### Innovate!

**February 27 - 1 March**

ESOMAR **Paris, France**

The best in innovation from around the world, The hub for progressive thinking on all cutting edge research innovations (technological or not) that are moving business and research to the next level. [conference@esomar.org](mailto:conference@esomar.org)

### ESOMAR Asia Pacific Conference

**March 13 – 15**

Integrating consumer insights into decision-making

In cooperation with JMRA, JAAA and JMA ,

This annual conference focuses on cross-industry best practice in this continent. It also stimulates presentations of the state of the art in research and creates a networking platform for clients and providers in the region. [conference@esomar.org](mailto:conference@esomar.org)

### Insight 2005

**March 22 & 23**

IQPC - Extracting and Actioning Insights to drive profitable consumer-focused business decisions

Rydges Jamison, Sydney

**MAANZ Supported Event. Members Discounts Apply**

[www.iqpc.com.au/AU-3028-001](http://www.iqpc.com.au/AU-3028-001)

### Winning at Product Innovation

**April 4th & 5<sup>th</sup>**

Sydney Harbour Marriott Hotel

Marcus Evans

**MAANZ Supported Event. Member Discounts apply**

[Australia.marketing@marcusevansau.com](mailto:Australia.marketing@marcusevansau.com)

### Mobile Marketing Summit

**April 13 - 14**

Sydney Convention and Exhibition Centre Australia

**MAANZ endorsed – Members Discount Applies**



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### Stakeholder Communications

May 9 -10

#### **MAANZ endorsed – Members Discount Applies**

Engaging stakeholders with consistent, honest, effective and trusted organisation wide communication Through a series of award winning international and local case studies and expert advise Stakeholder Communications, (12th & 13th May, Melbourne) will provide key insights into achieving stakeholder buy-in through precise, honest, consistent and audience specific communication. MAANZ Member discounts apply MAANZ members receive 10% discount; please see [www.marcusevans.com.au](http://www.marcusevans.com.au) or contact Chris Low at marcus evans on 61(2) 9223 2137: Australia [marcusevansau.com](http://marcusevansau.com)

### **yOUTH-SM@RT! Youth Marketing Conference 2005.**

Sydney:

30 May 2005:

Workshops

31 May - 1 June 2005: General Conference Days

2 June 2005:

Focus Conference Day: Mobile and eMarketing

IIR's Youth Marketing Conference focuses on marketing to young adults: the assortment of people for whom connectivity is vital. Understanding what they want and how to get in the loop are the key challenges facing youth marketers today.

yOUTH-SM@RT! 2005 will feature the hottest issues in youth marketing at the moment including understanding the fragmented market, predicting & reacting quickly to rapidly changing trends, interactive media, mobile marketing, co-branding and partnerships, innovations, market research strategies, and continuing ethical and legal challenges. The comprehensive program will include case studies from a variety of brands, making it the all-comprising event of the year in youth marketing!

Featuring Brian Monger delivering a key note speech and chairing day 1

#### **MAANZ Sponsored Event - Member Discounts Apply**

### **The Brand SUMMIT**

Driving Consistently Engaging & Experiential Brands to Build Brand Value & Optimise Business Growth  
28th and 29th June, 2005

Hear from an unparalleled line-up of thought-leaders and brand owners on how to:

- Create powerful and authentic experiences for consumers that cut-through the advertising clutter
- Delight consumers and win loyalty through innovative and emotionally resonating brand strategies
- Convince internal stakeholders of the real business benefits and necessity of long-term brand-building
- Unlock the hidden potential of the brand portfolio to discover huge revenue-making opportunities

