



Food for the World – from Finland 23.8.2019

A portrait of Riikka Hackselius-Fonsén, a woman with blonde hair and blue eyes, wearing a white blazer over a teal top. She is sitting and looking directly at the camera.

Punda.
LIVE BRANDS

Brand Management in Global Operations

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Punda Brands

Training Center ○

Punda Global

Punda Nordic

Punda Europe

Punda Africa

Punda China

Consults

Designers

Brand Concept

Communication

Strategy

Team Leaders

Coordinators

Sales

123

Brand Management

Managers

Insight

More than **20** years in
market

4 offices in
Helsinki - Stockholm - Beijing
- Shanghai

clients
operate in
more than

60 countries

strategies for
companies

497

13

market leading
customers worldwide

customers'
total turnover
more than

7,2 b€

Certified benefits of brand

/ Brand helps the company to create products that full-fill customer needs in their target group.

/ Brand delivers a better product flow, higher volume, higher price, more satisfied customers and better social valuation.

Customer recognition.

Consumers are likely to choose things that they recognize over something unfamiliar.

Competitive edge in market.

Customers know why they choose your products and are more satisfied.

Easy introduction of new products.

Customers will be interested in your new products and anticipate them being released.

Customer loyalty and shared values.

Customers are attracted to brands that they share values with.

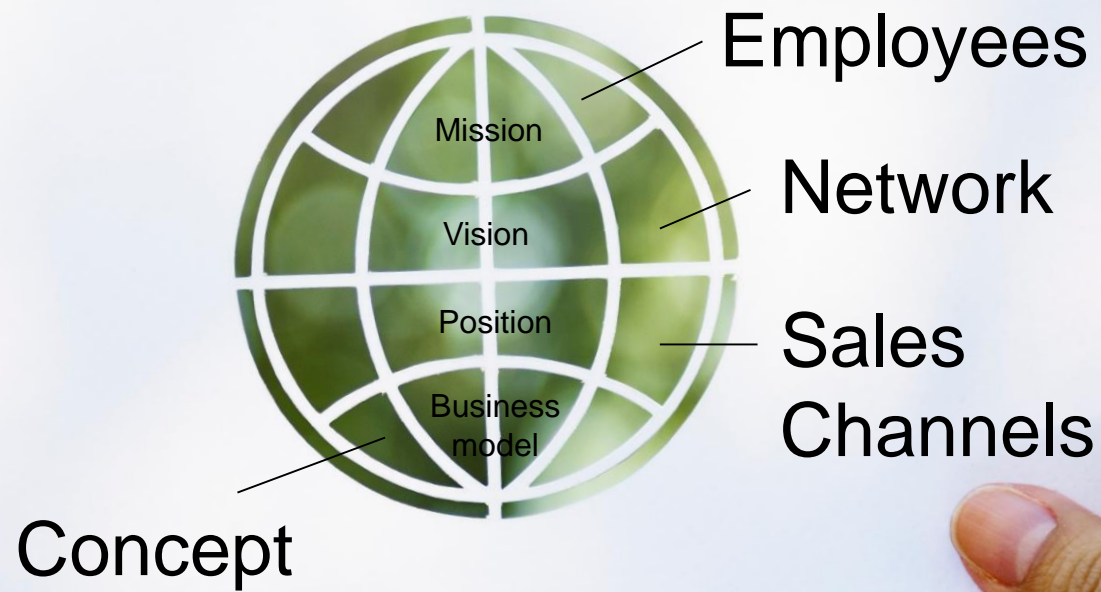
Enhanced credibility and ease of purchase.

Customer satisfaction of high quality brands is higher than of same products without a brand.

Brand is a shared understanding
about the organization's mission,
vision and ways to reach it.



Seed of Brand



Fruit of Brand



External activities

Promotion,
events,
advertising,
social media >
continuously
changing tools

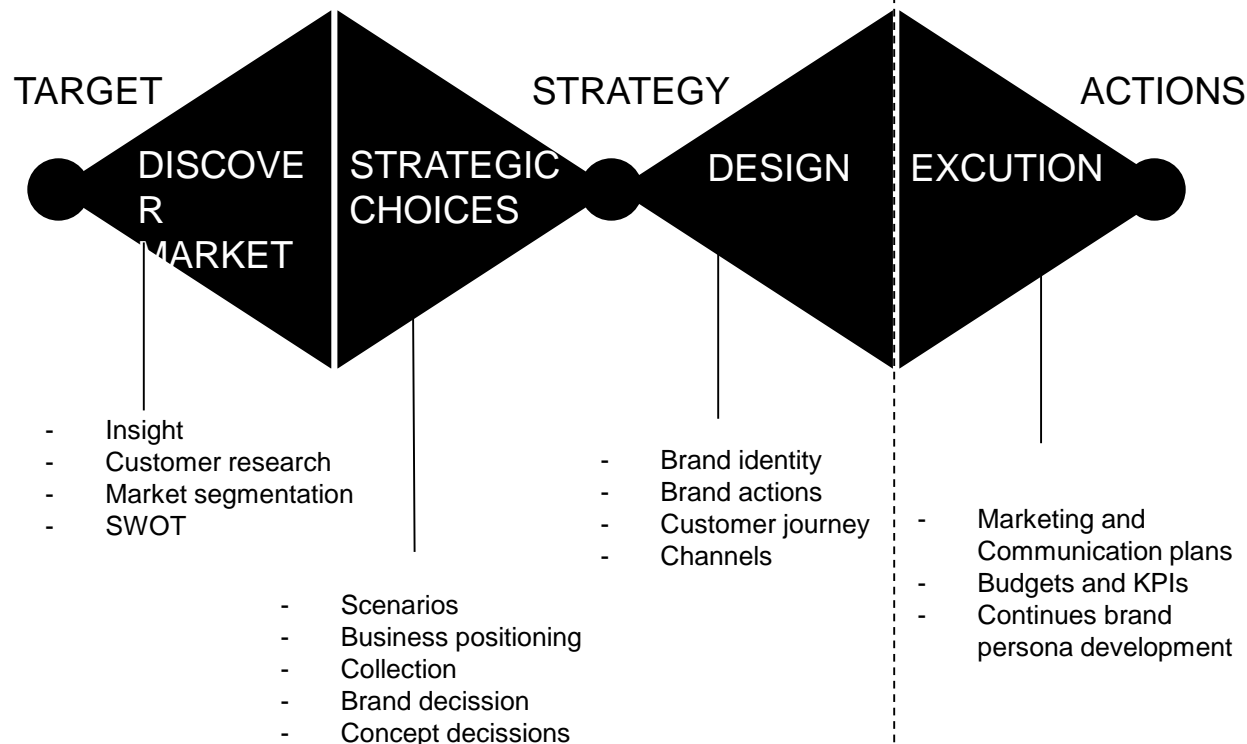
Peel of Brand

Brand is delivered in all actions

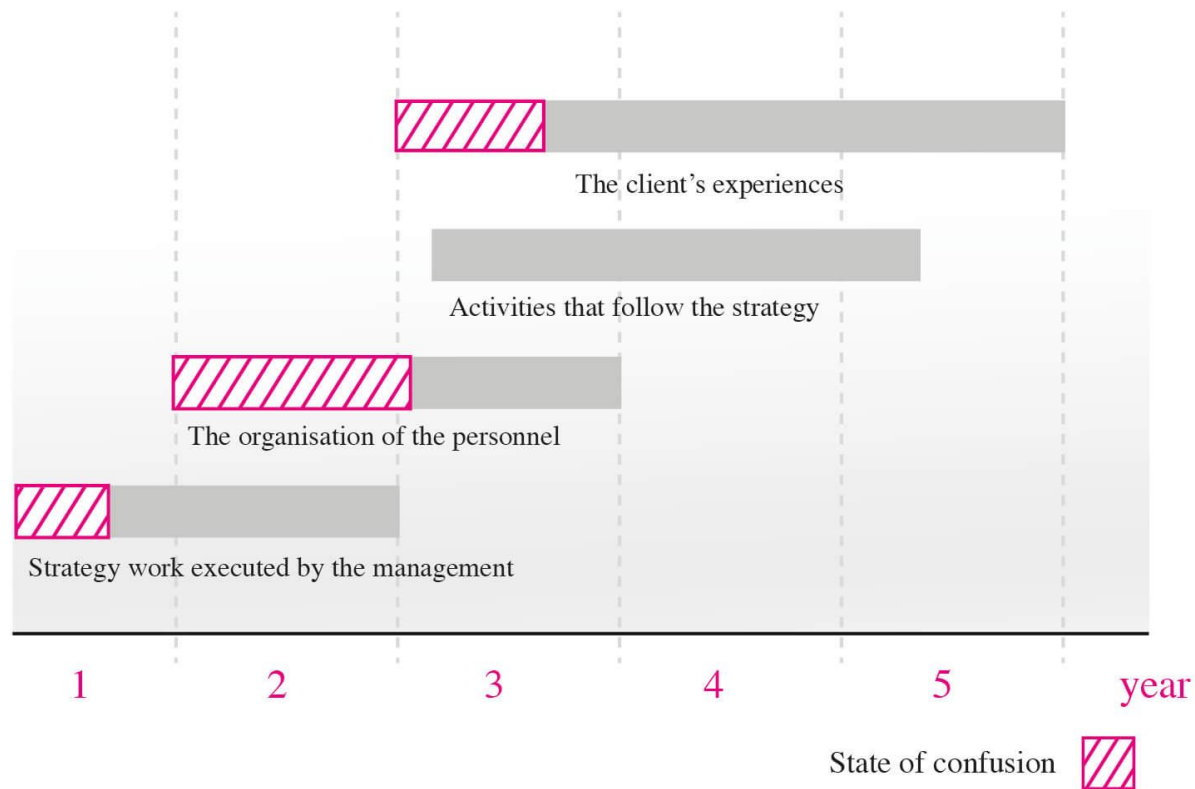


Manhattan

From 6 to 12 Months



Lifespan of the change in an organization



Source: "Growth with a change" Riikka Hackselius-Fonsen / Copyright2018 Punda

Form

How you do it?
Identity
Organization Structure
Offering
Processes
Pricing

Content

What you say?
Culture
Management
Service
Communication

Channels

Whom do you act with?
Distribution
Marketing
Networks
Suppliers
Partners

Brand Structure in 3D

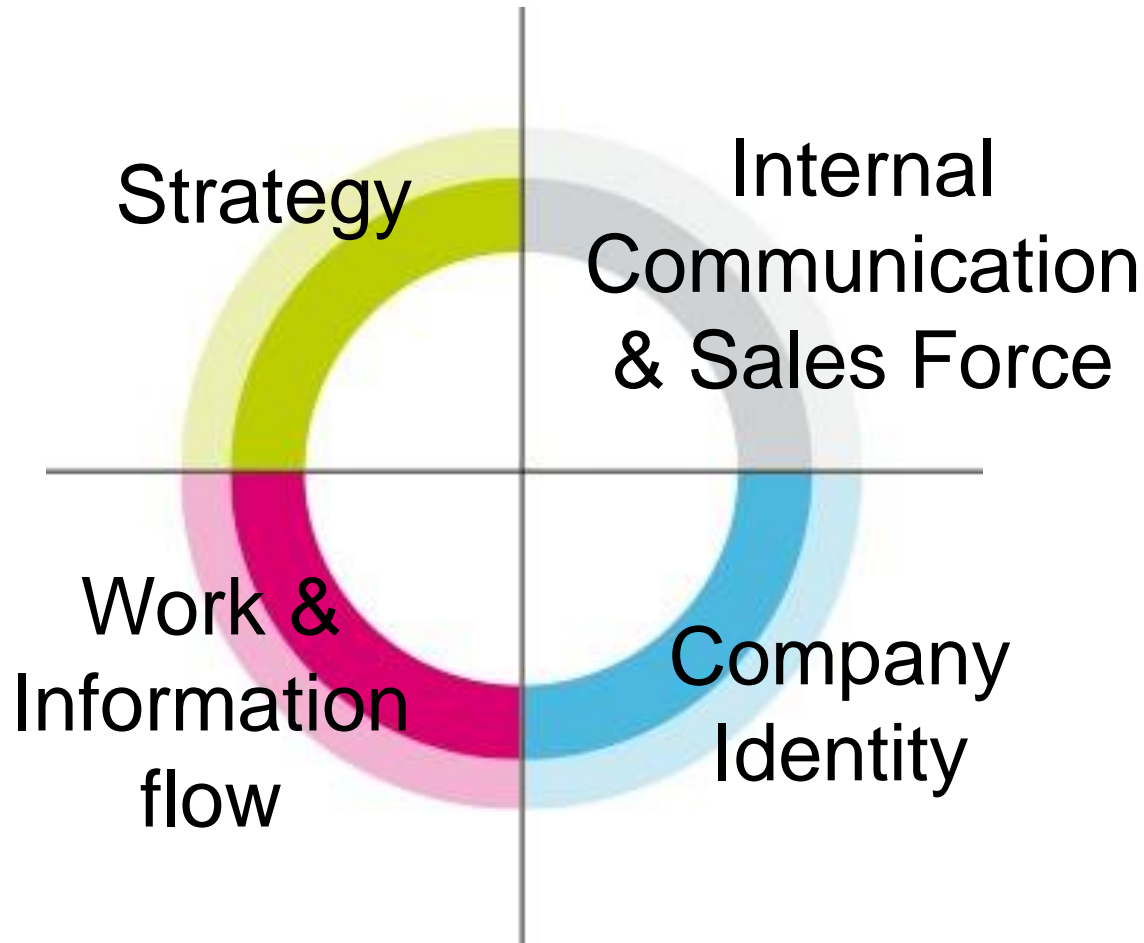
Four reasons to invest in expertise of brand development:

1. Higher sales
2. Higher price
3. Lower costs
4. Better customer loyalty

Still the brand is the hardest part to manage for most directors.

Tips for successful brand management

1. Collect a clear understanding about markets and their future
2. Decide to lead markets instead of following them
3. Trust your vision, do not redesign it all the time
4. Be logical in all your actions, markets (=people) need time
5. Use experience of professionals
6. Don't localize the brand, localize actions based on market maturity



We bring the World next to you.

We build up brands globally



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