

2face the change

ALL IDEAS GROW OUT
OF OTHER IDEAS

Share strategies and content to deal proactively with new market scenarios

Alongside with the marketers who in the first issue presented the new approaches identified with the respective companies, with this white paper #2 we begin to talk about some names of national and international marketing, which will share their vision, sometimes disconnected from specific sectors, but cross and useful to better interpret the change underway, and to suggest a different interpretation suitable for the business of the future.

Let's start by hosting Tomas Vucurevic, brand consultant with experience in some of the most recognizable companies in the world, such as Gore-Tex®, Motorola and Swatch.

What he summarizes in the term of Ingredient Marketing®: the need not to act alone, to cooperate between "purpose driven" companies with a vision oriented towards shared and transparent values that meet the expectations of a much more sensitive and balanced consumer.

A sharing of vision, strategies and content in which the consumer will become a proper active part and in some cases not the addressee of marketing strategies, but a prompter of finding new ways to go along



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BRAIND® is the only Brand Consulting firm working exclusively in the development and management of systemic Brand Networks with a clear focus on Brand Partnership Models such as Ingredient Branding and Co-Branding. BRAIND® team has consulted on over 30 projects in 15 countries world-wide, serving companies of all sizes, from startups to global market leaders.

www.braind.co

Tomas Vucurevic

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The COVID-19 emergency has shocked businesses, organizations and consumers. What new scenarios will brands face now?

No matter how bad this situation is or will be, there have always been progressive forward-thinker who were trying to predict and create the future. And no question, if we will weather that storm, it must be clear to everybody, that there is no way back into the "old world", but only a "new forward" to overcome the weaknesses of our societies and economies, that became so brutally evident in these past weeks. It will be remembered forever that a country like China sent medical staff and aid to Italy and other countries, even before they could declare the situation in their own country as dissolved, while for example large member states within the European Union introduced at the same time export bans on exactly such products leaving many of its smaller and economically dependent member states alone.

The global climate crisis didn't get over the past years the same attention and particularly not the same rigid catalogues of measures as the COVID-19 crisis today, maybe because its devastating effects will hit mankind way after the current terms of elected politicians and appointed management boards have been terminated. But what we have seen already there, is that solving extremely complex global issues requires ever more collaboration and co-innovation.

Which brings us to the subject:

"The expected fundamental changes in our individual and societal value systems will lead to more collaboration and more good branding".

What do you expect from consumers? How will purchasing behavior change? On which pillars will brands build their new approach to the market?

We predicted that in the digitized world, companies will be increasingly less capable of developing and marketing all the required key technologies themselves. They will be forced to look for external innovation in order to open-up new markets and to increase agility and resilience. And one way of integrating outside innovation is by exploiting strategic cooperation models such as Co-Branding or Ingredient Branding.

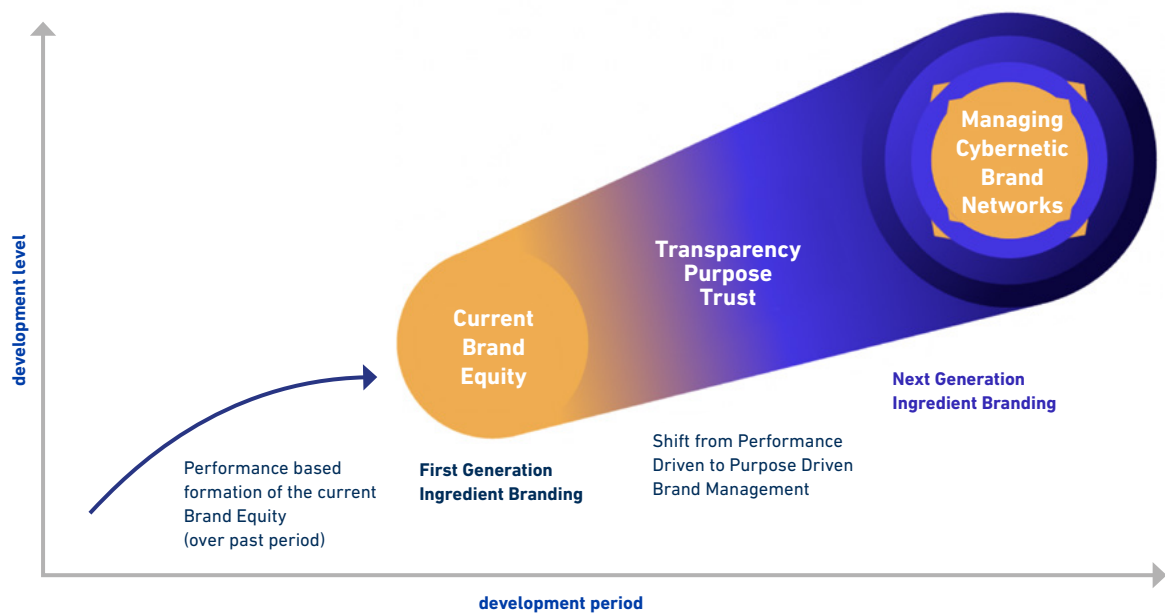
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We also learned throughout the past years that consumer expectations towards brands, products and components shifted from the purely performance based formation of brand equity towards a purpose driven brand equity build-up. We call that Next Generation Ingredient Branding.

1. We will see much more vertical brand collaborations than in the past, as the huge complexity of global environmental, health and economical challenges will be increasingly less solvable by individual companies or individuals. This will have a huge impact

on how companies need to look at things like protecting intellectual property and brand ownership. One current example for that is the search for biopolymers by various consortiums / brand collaborations.

2. Long, global supply chains will be rearranged and new buying criteria beyond the sheer monetary aspect of “costs” will emerge. The desire for less dependency and more flexibility will give local and regional companies more opportunity to extract more value out of their inno-



vation and to emerge from the role of a sheer supplier into a business partner with equal rights. Doing good for the local community will become an increasingly important buying criteria for end-users. A good application for that might be supplying locally produced “ethical batteries” for the increasing e-mobility requirements.

3. Who wasn't yet fully digitized before COVID-19 will probably not have the time to do so after. **We can observe an array of new digital services emerging** and as Start-Up's are urged by Venture Capitalists to have their brand story ready before they launch their first product, **using these digital services won't go without Co-Branding or Ingredient Branding**. A very successful example for that category is the Berlin based Start-Up Mimi hearing technologies, where you can personalize your sound with your Mimi hearing profile.

4. **Good brands.** Good brands emerge in many business areas. What they have in common is that they put their purpose over their profits. As their stories are so intriguing to early Influencers and first users, they grow a fan base even years before they have a product commercially available. **We can observe that on a large scale in the so called Biofabrication industry**, where companies like Ecovative Design, Modern Meadows or the German AM-Silk are introducing revolutionary materials and technologies, which are all co-branded or Ingredient Branded in their first prototypes and commercial applications.

5. **Movements & Collaborations.** “Parley for the Oceans” is a space, where creators, thinkers and leaders are coming together to raise awareness for the oceans and collaborate on projects (www.parley.tv). Parley collaborates with brand like Adidas or Corona Beer (what will happen to their brand name?), but also with artists like Doug Aitken. “Bojan Slats Ocean Cleanup program” is another movement, that tackles environmental pollution (ocean

plastic) with health issues (toxic pollutants into the food chain) and collaborates and cooperates with brands. Partnerships with companies, academic partners & official supporters enable them to reach their target to get rid of ocean plastic within 20 years.

In summary: what will be the relationship between brands and consumers from now on?

I think the post COVID-19 economic and ethical environment will allow inventors, idealists, brands and companies to develop solutions that address the newly evolved desires of customers and consumers. As their stories will be so intriguing to these new needs, they can create and grow an audience of enormous power. This will lead to more collaboration and more good branding”.

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Face the change together to adapt strategies and business models to the new market scenarios.

2FACETHECHANGE summarizes the experiences of entrepreneurs and professionals operating in various sectors and in international markets, to identify reading keys and business strategies adaptable to the new socio-economic context. Pubblimarket2 believes that strategy and content have always been the elements that can make the change, and today more than ever they remain fundamental. The project aims to facilitate the sharing of know-how and experiences, an open source consultancy for companies facing change, with the conviction that only by comparison can new ideas can be identified.

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BLU|WOM
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Pubblimarket2.

Founded in 1986, Pubblimarket2 is a strategic marketing communication agency that offers strategic consultancy services, integrated communication, trade marketing and web marketing. Together with Blu Wom, the press office, public relations and social media management division, it has a team of over twenty-five professionals. Pubblimarket2 deals transversally with the main product sectors, offering services on an international scale.



Would you like to share your ideas, opinions or experiences?

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