

DISPATCH FROM A NEW BUSINESS HORIZON – WHY WE NEED TO BECOME THE CHANGE WE WANT TO SEE

INSPIRATO KONFERENZ ‘NEUES WACHSTUM’
HAMBURG, 26 NOVEMBER 2012



LET'S START
WITH AN EASY,
BUT POTENTIALLY
ODD QUESTION:



WHY THE F*
DO WE NEED TO
BE HERE TODAY?**

WE LOOK BACK ON
A PARADIGM OF:

GROWTH!

**BUT THIS GROWTH PARADIGM
CAME AT A TRADE-OFF
AND PRODUCED SOME
HUGE COLLATERAL
DAMAGE.**



SMOKING IS THE SINGLE LARGEST CAUSE OF CANCER DEATH.

By 2012 the value of the global tobacco market is projected to have increased by 23 % over 5 yrs, reaching \$464.4 billion.

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have that cool, soothing, pack after pack, and a flavor unmatched by any other cigarette. Make this sensible man: Smoke only Camels for 30 days and see how well Camels please your taste, how well they soothe your throat as your steady smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



ONE IN SIX
CHILDREN
IN THE
DEVELOPING
WORLD ARE
INVOLVED IN
CHILD LABOUR.

In 2011, 215 million children are still engaged in child labour.



One in three children are obese.

The issue is real in both the developed and developing world affecting lower socio economic groups.



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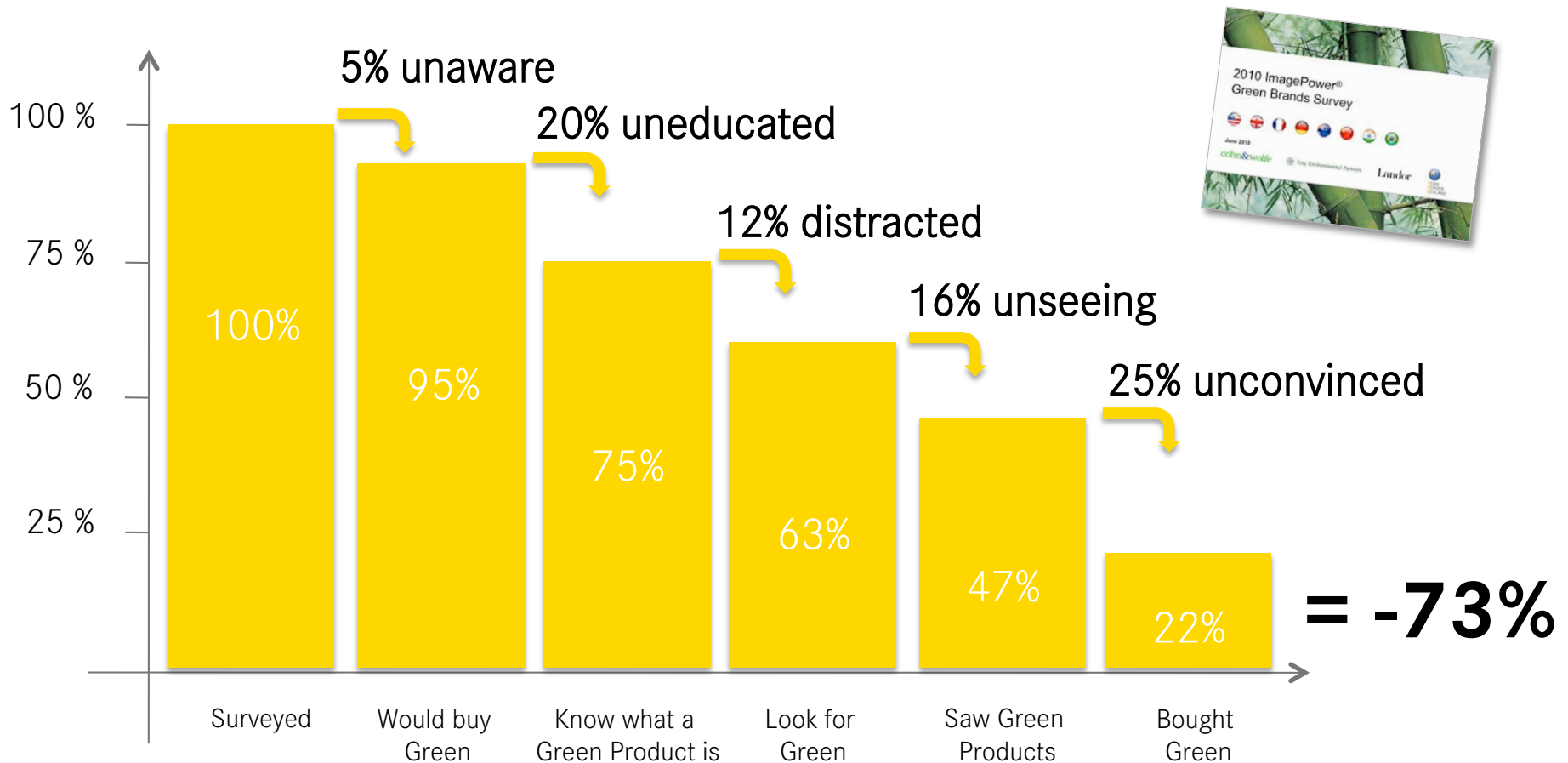
AND WE
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WE ARE **FAR AWAY** FROM ANY
KIND OF:

SUSTAINABLE
LIFESTYLE

WE HAVE GOOD INTENTIONS, BUT HESITATE TO CHANGE:



**NOW, THIS CONFERENCE
IS LOOKING TO IDENTIFY:**

**NEW
GROWTH!**

SO, THERE MIGHT
BE ANOTHER
QUESTION:



**WHAT THE
F*** IS GOING
WRONG HERE?**

HERE'S THE PROBLEM:



WHAT HAPPENS **TODAY:**

A. PEOPLE WANT TO LOOK
BEHIND THE SCENES,
AND THEY CAN!



WHAT HAPPENS TODAY:

B. PEOPLE WANT COMPANIES
TO HAVE A **PURPOSE** AND
HELP THEM LIVE A MORE
SUSTAINABLE LIFESTYLE.

WHAT HAPPENS TODAY:

C. SOME COMPANIES STRUGGLE
A LOT TO **REINVENT** THEIR
BUSINESS MODELS.

WHAT HAPPENS TODAY:

D. MOST COMPANIES HAVE NO ANSWER TO THE CHALLENGES THEY FACE AND HOW THEY CAN DELIVER AGAINST CHANGING EXPECTATIONS – STILL CONSISTING OF SILOS.

WE WON'T CHANGE THE WORLD OVERNIGHT.



SO, HOW CAN WE **CREATE**

**NEW
GROWTH!**

WE TALKED TO A LOT OF COMPANIES:



WHAT WE DID **DISCOVER**:



**CSR isn't
a fad.**

**There's
a clear
pathway
to
growth**

**There
are clear
principles**

THE MOST IMPORTANT FINDING:



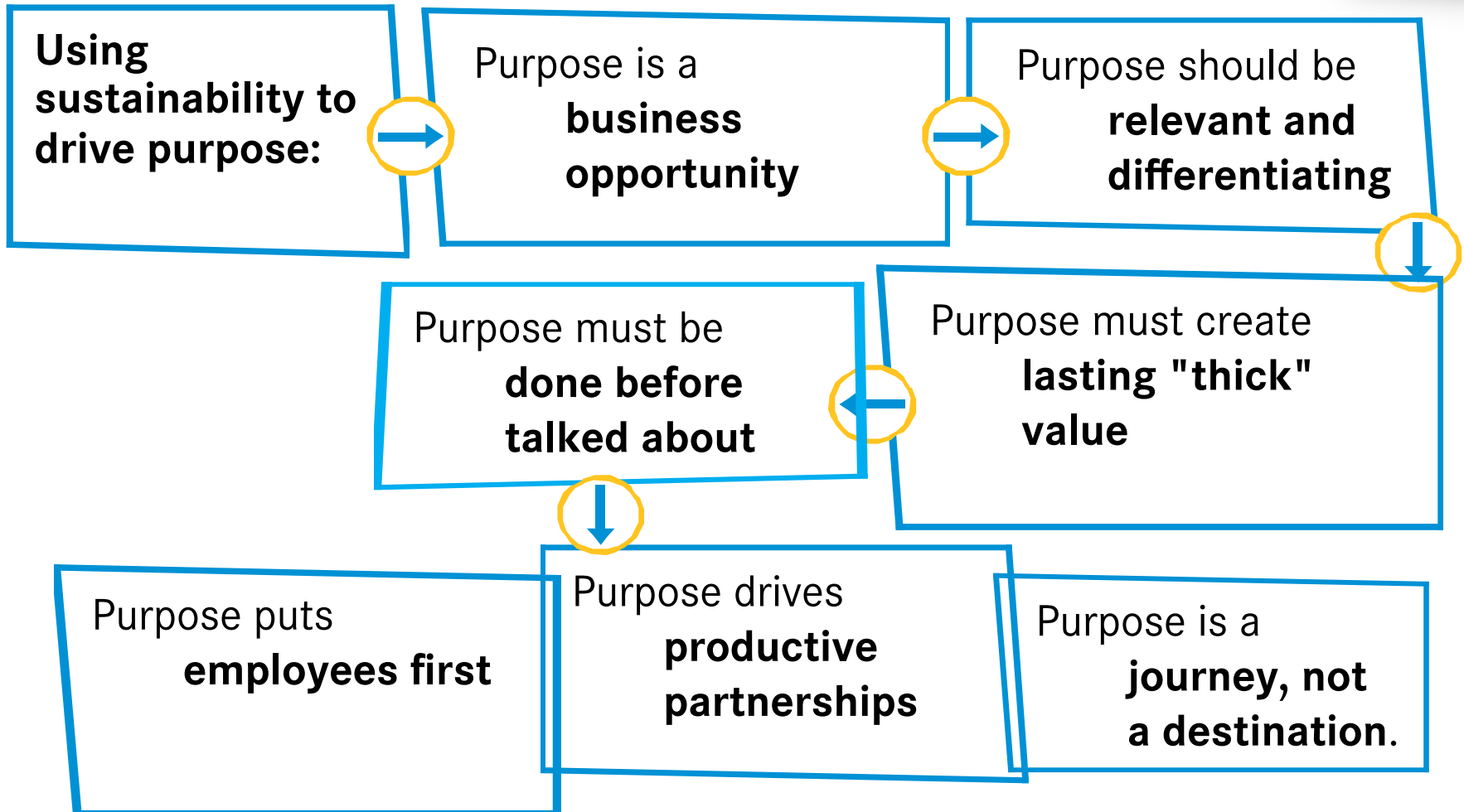
**SOCIAL GOOD =
BUSINESS GOOD**

THE CHALLENGE:



CORPORATE STRATEGY =
BUSINESS MODEL =
SUSTAINABLE OFFER =
BRAND STRATEGY

THE PRINCIPLES:



THE OUTCOMES:



*“We invested 180 million dollars in corporate citizenship globally, and we produced **three times as much in return.**”*



“One of the things we’ve learned through brand reputation research is that increasing HP’s employees’ community involvement results in employees being significantly more likely to stay at the company.”



“Our Purpose is really our Purpose – it’s not just about our brand or brand promise but who we are internally.”

*“Dell, the **invisible green company.**”*
(a blogger at the CAP Day)



*“It’s one thing to do **good for competitive advantage,** but it is amazing to see how **others want to be a part of our programs and initiatives**”*



*“Change the ‘I’m making a shoe’ to ‘I’m making a shoe that’s going to go on someone’s foot to go play sport, who **is going to be a better healthier individual.**”*

**SO, WHAT CAN WE DO TO MAKE
A DIFFERENCE AND GENERATE**

**NEW
GROWTH?**

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

1. DOES MY BUSINESS UNDER-
STAND THE **CHANGING**
NEEDS AND EXPECTATIONS
OF CUSTOMERS?

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

2. DOES MY BUSINESS HAVE A
PURPOSE? DOES IT PLAY
REAL A ROLE IN **PEOPLE'S**
LIVES?

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

3. DO MY PRODUCTS AND
SERVICES ENABLE A
SUSTAINABLE LIFESTYLE?

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

4. DO MY PURPOSE AND
OFFER TRANSLATE INTO A
RELEVANT BRAND STORY?

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

5. DO I DELIVER ON WHAT I
PROMISE, AND CREATE A
ATTRACTIVE **BRAND**
EXPERIENCE AROUND IT?

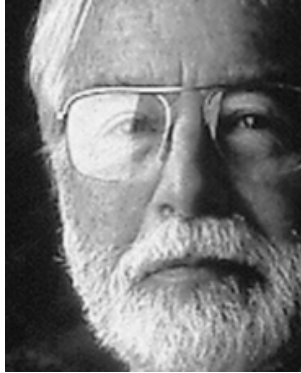
**THERE WILL BE NO NEW
GROWTH WITHOUT**

DOING GOOD!

ABOUT LANDOR



WALTER LANDOR INVENTED BRANDING. WE ARE REINVENTING IT EVER SINCE.



OUR OFFER:

A global community of experts committed to partner with clients to achieve brand-led business transformation.

OUR GOAL:

To turn your brand into the driver of your business – with tangible financial results.

OUR MISSION:

Creating brands that transform business.

Landor

WE NEVER SLEEP. YOU WILL FIND US WHEREVER YOU NEED US.

900 people, 23 offices, 18 countries: **One Landor**



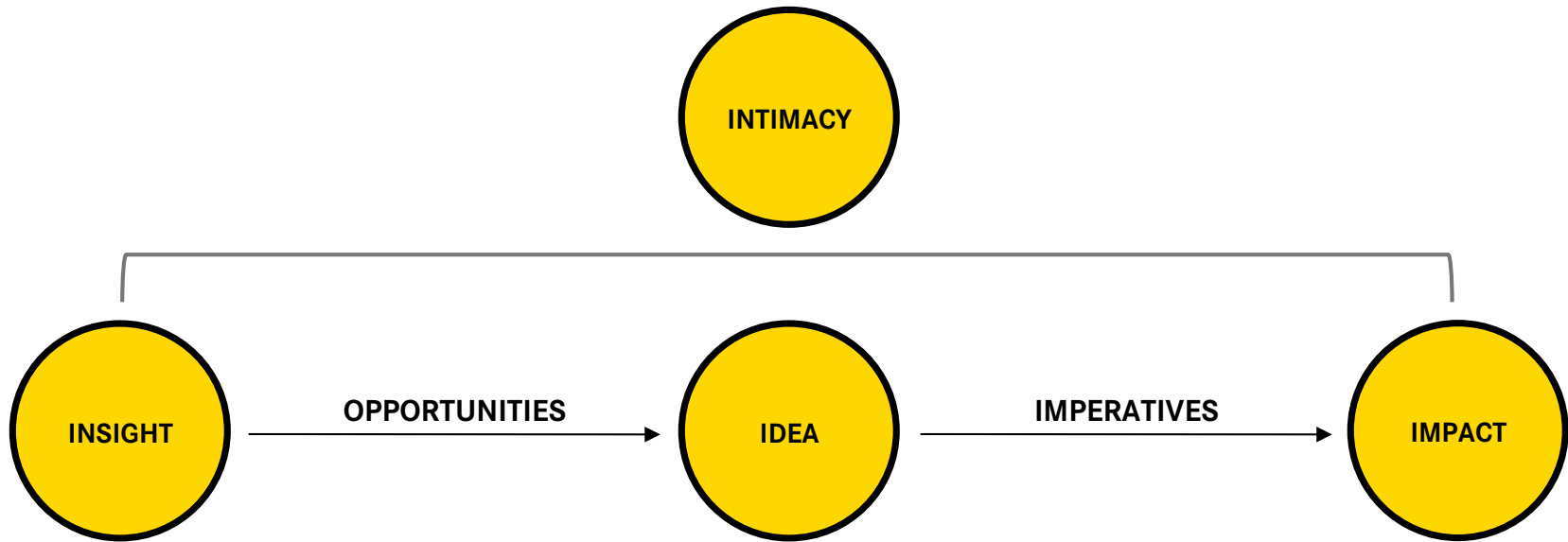
Beijing
Chicago
Cincinnati
Dubai
Geneva
Hamburg
Hanoi
Hong Kong
Jakarta
London
Melbourne
Mexico City
Milan
Moscow
Mumbai
New York
Paris
San Francisco
Seoul
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Sydney
Tokyo

Landor

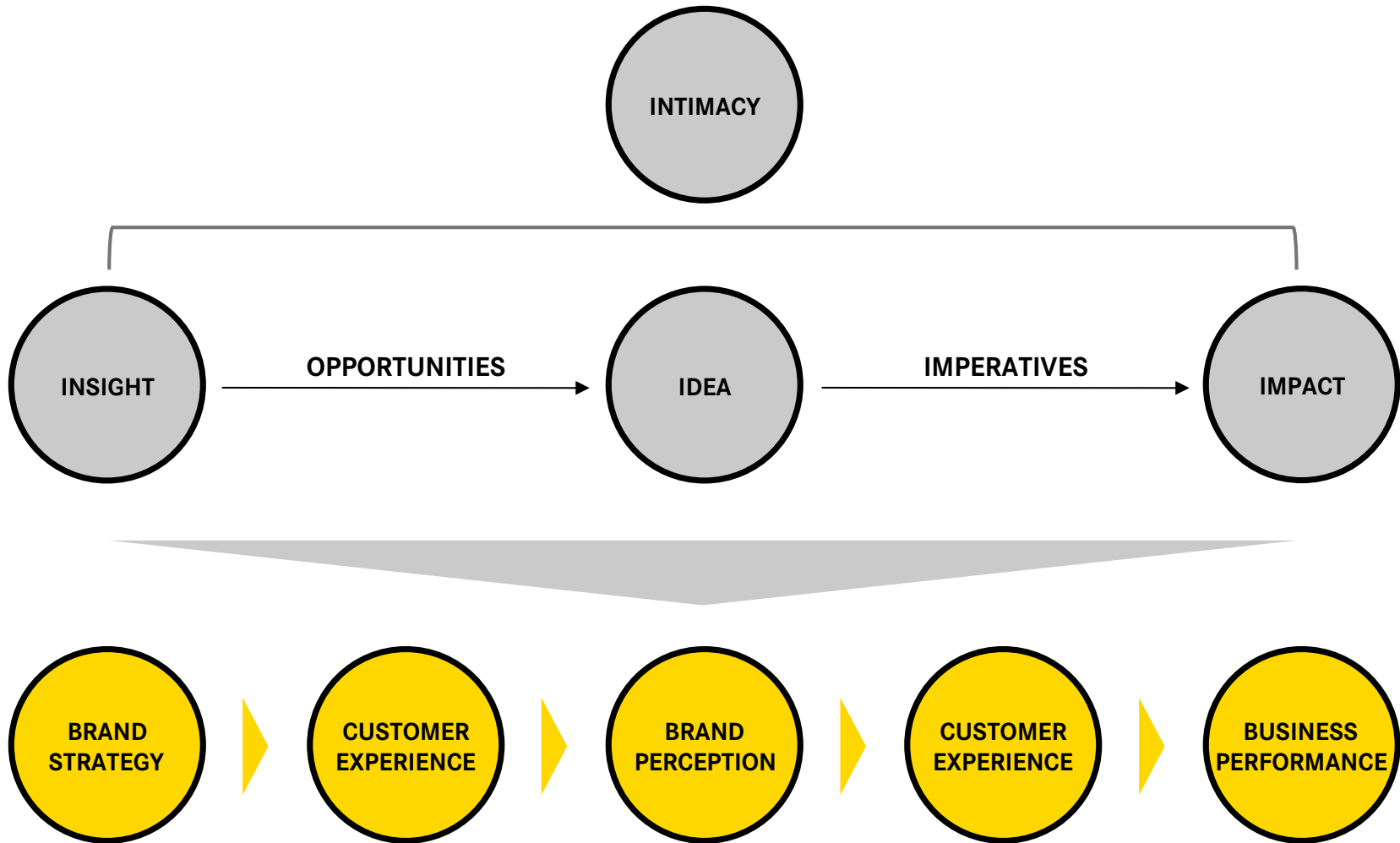
WE BELIEVE BRAND CONSULTING IS A PEOPLE'S BUSINESS.



WE ARE TRANSFORMATION EXPERTS AND CHANGE AGENTS ...



... FOCUSING ON THE IMPACT WE MAKE ON YOUR BUSINESS PERFORMANCE.



WE HAVE PROVED IT FOR SOME 50 OF THE TOP 100 MOST VALUABLE BRANDS.



WE ARE ONE OF THE MOST RECOGNISED BRAND CONSULTANCIES IN THE WORLD.

Award Recognition



Design Agency of the Year
Three years



Cannes Design Lions 2011
Design



Transform Award 2011
Best Brand Architecture Solution



WPPed Cream Awards 2011
Design & Branding/Hospitality
Design & Branding/Identity &
Branding Large



EFFIE Awards 2011
Products and Services



Fresh Awards 2011
Design/Applied Graphics

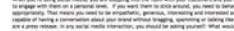
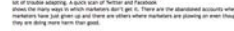
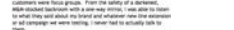


D&A
Design/Logos



Addy Awards
Eukanuba Pure: Silver
Global Handwashing Day: Silver

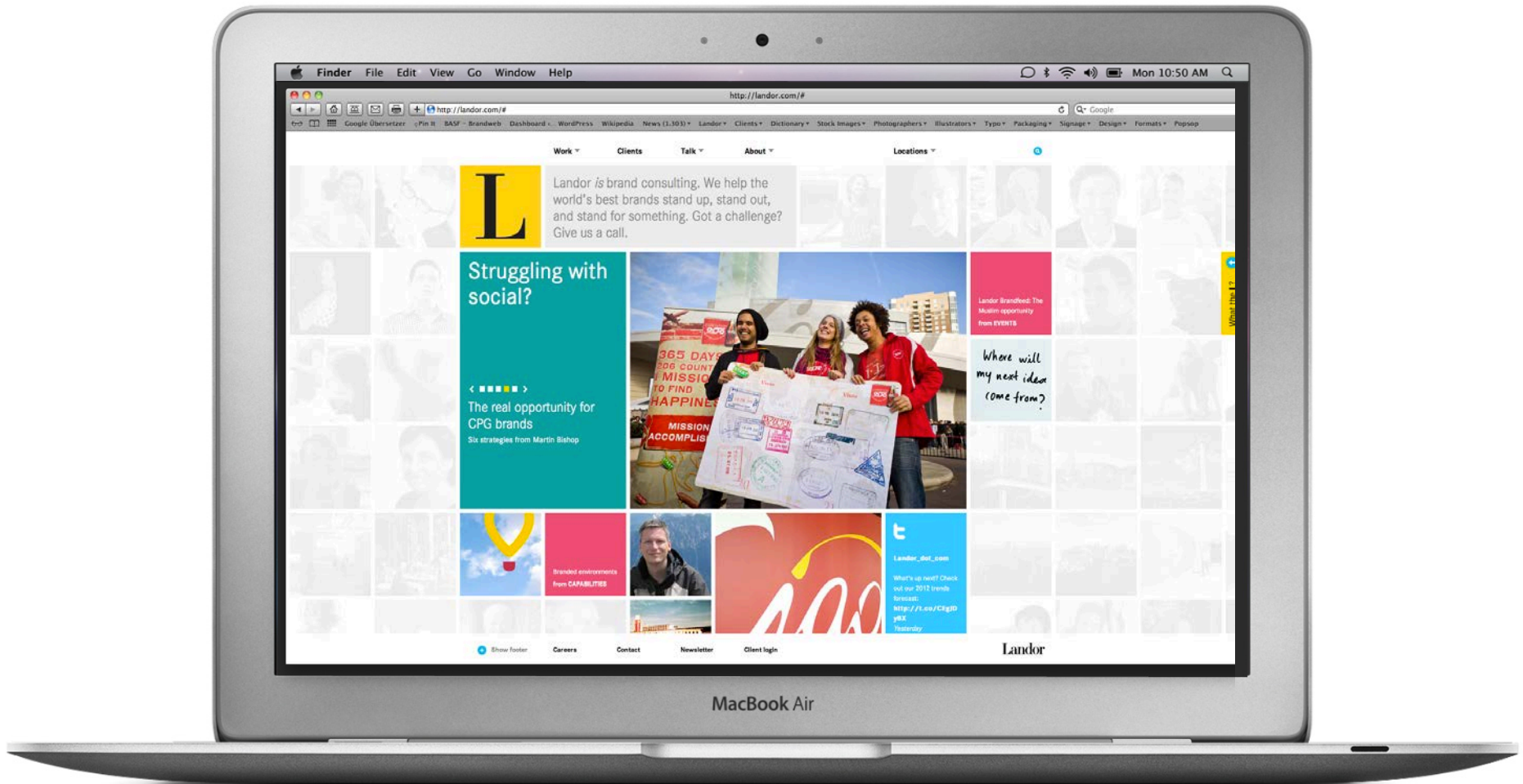
Reputation



Thought Leadership

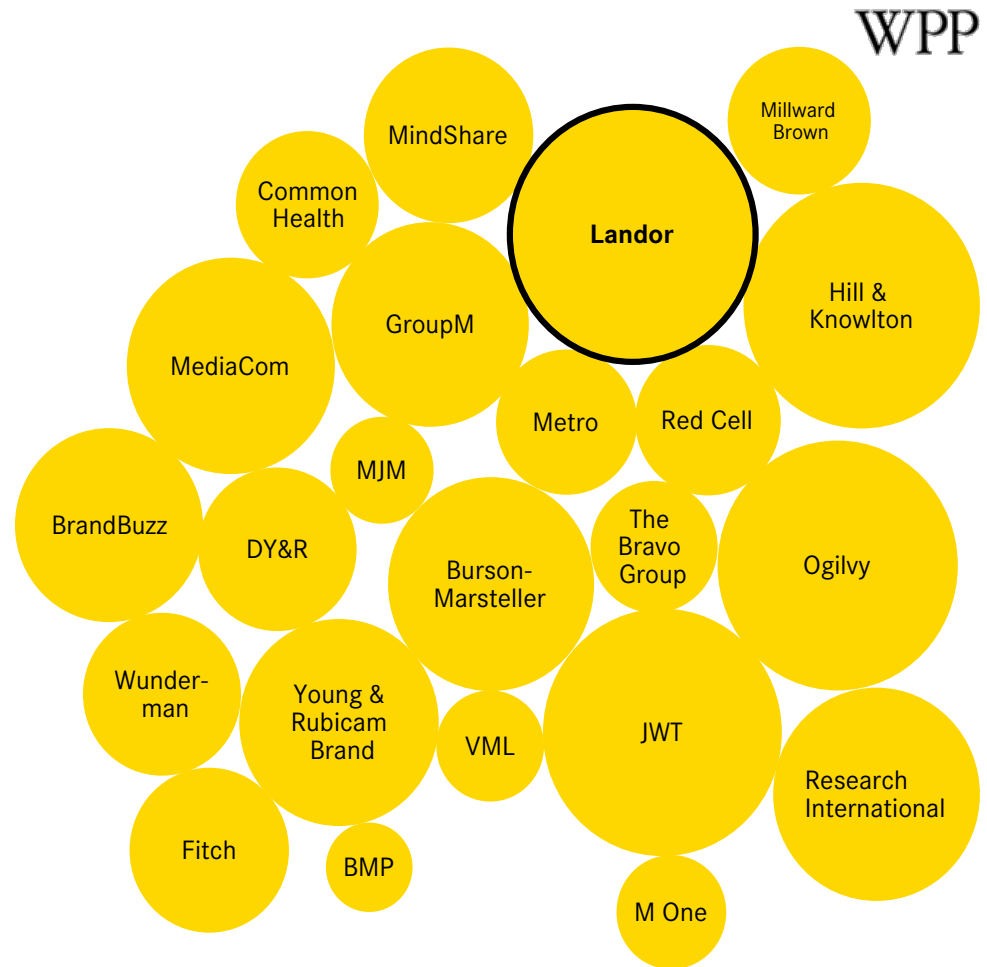


WE BELIEVE IN SHARING OUR KNOWLEDGE. INSIDE AND OUTSIDE.



WE'VE GOT MUSCLES. WE LEVERAGE THE STRENGTH OF THE WPP GROUP.

Advertising
Media investment management
Information, insight, and consultancy
Public relations and public affairs
Healthcare communications
Direct and relationship marketing
Specialist communications
Branding and Identity



THANK YOU.
LET'S MAKE A REAL DIFFERENCE.

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