The Value of a Premium Brand

August 1, 2012
Getting to know me

That’s me
P&G’s purpose

“We know that everything we do should always be about improving the everyday lives of the world’s consumers and the communities in which we live and work, now and for generations to come.”
My marketing teething ring
My marketing teething ring

- **Consumer Understanding**: Uncovers the unarticulated needs of consumers
- **Scale**: Drives efficiency and consumer value
- **Innovation**: Translates consumer desires into new products
- **Go-to-Market Capabilities**: Reaches retailers and consumers at the right place and time
- **Brand-Building**: Shapes purpose-inspired, benefit-driven brands

Boston Children’s Hospital
Until every child is well™
The products we market serve the customer.
Serving People = human insight

Human Insight = big ideas

Big Ideas = engagement

Engagement = participation
Participation = personal involvement

Involvement = loyalty

Loyalty = ambassadors = LOVE
#1 recommended dish brand

Find the right Dawn for you.

DISCOVER DAWN PRODUCTS →

- Extra Powerful Cleaning
- Antibacterial
- Grease Fighting
- Gentle on Hands
DILBERT’S MARKETING WISDOM

IF EVERYONE EXPOSED TO A PRODUCT LIKES IT, THE PRODUCT WILL NOT SUCCEED.

THE REASON THAT A PRODUCT "EVERYONE LIKES" WILL FAIL IS BECAUSE NO ONE "LOVES" IT.
Creating brand love yields the biggest success
## 2012 Top North American Brands

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<thead>
<tr>
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<th>Brand</th>
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<tbody>
<tr>
<td>1</td>
<td>Apple</td>
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<td>2</td>
<td>IBM</td>
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<td>McDonald’s</td>
<td>Toyota</td>
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<td>5</td>
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<td>Amazon</td>
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<td>6</td>
<td>Coca-Cola</td>
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<td>Honda</td>
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<td>10</td>
<td>GE</td>
<td>Volkswagen</td>
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Source: 2012 Milward Brown, 2012 Sync Force
Why do we love these brands?
Why do we ❤️ these brands?

• They are relevant in our lives
• They meet and exceed our expectations
• They are persistently consistent
The strong grow stronger

VALUE OF TOP 10 BRANDS

$409bn

VALUE OF BOTTOM 10 BRANDS

$46bn

$892bn

$83bn

2006

2012

Source:

MillwardBrown
Optimor
BrandZ™ portfolio continues to outperform the market

Source: Bloomberg, Millward Brown Optimor, BrandZ™ Data
In a nutshell

A premium brand has purpose and purpose leads to increased value and success.
The current chapter
Boston Children’s Hospital
WHY?
“A business that makes nothing but money is a poor business”

Henry Ford
Serving People = human insight

Human Insight = big ideas

Big Ideas = engagement

Engagement = participation
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Involvement = loyalty

Loyalty = ambassadors = LOVE
Our Premium Brand

Boston Children’s Hospital
Until every child is well