



The Chartered
Institute of Marketing



QR Code for
Questions for Panel
Discussion:



Andy Rudd | ARC Commercial Solutions

Brands don't Matter – [until they do]

QR Code for event
feedback:



BRANDS
DON'T
MATTER



Hello!

Helo!



I have led customer & digital transformation for very large, complex private and public sector organisations:

- NHS COVID Vaccination Programme
- Accenture
- Kingfisher PLC [B&Q, Screwfix]
- Travis Perkins & City Plumbing Supplies

It's always about delivering meaningful change.

Strategic, pragmatic & achievable approaches to building **TRULY CUSTOMER LED BRANDS** that deliver customer, colleague & business benefit.



What is it that defines your organisation?



Is it your mission statement?



Is it your brand values, identity or footprint?



Is it your logo?

75% of brands
could disappear and
customers wouldn't
care

Source: Meaningful-Brands



What do these brands have in common?



NETFLIX

You can't behave
like a brand
strategy



BUILDING A CUSTOMER LED BRAND

Successful brands are TRULY customer led



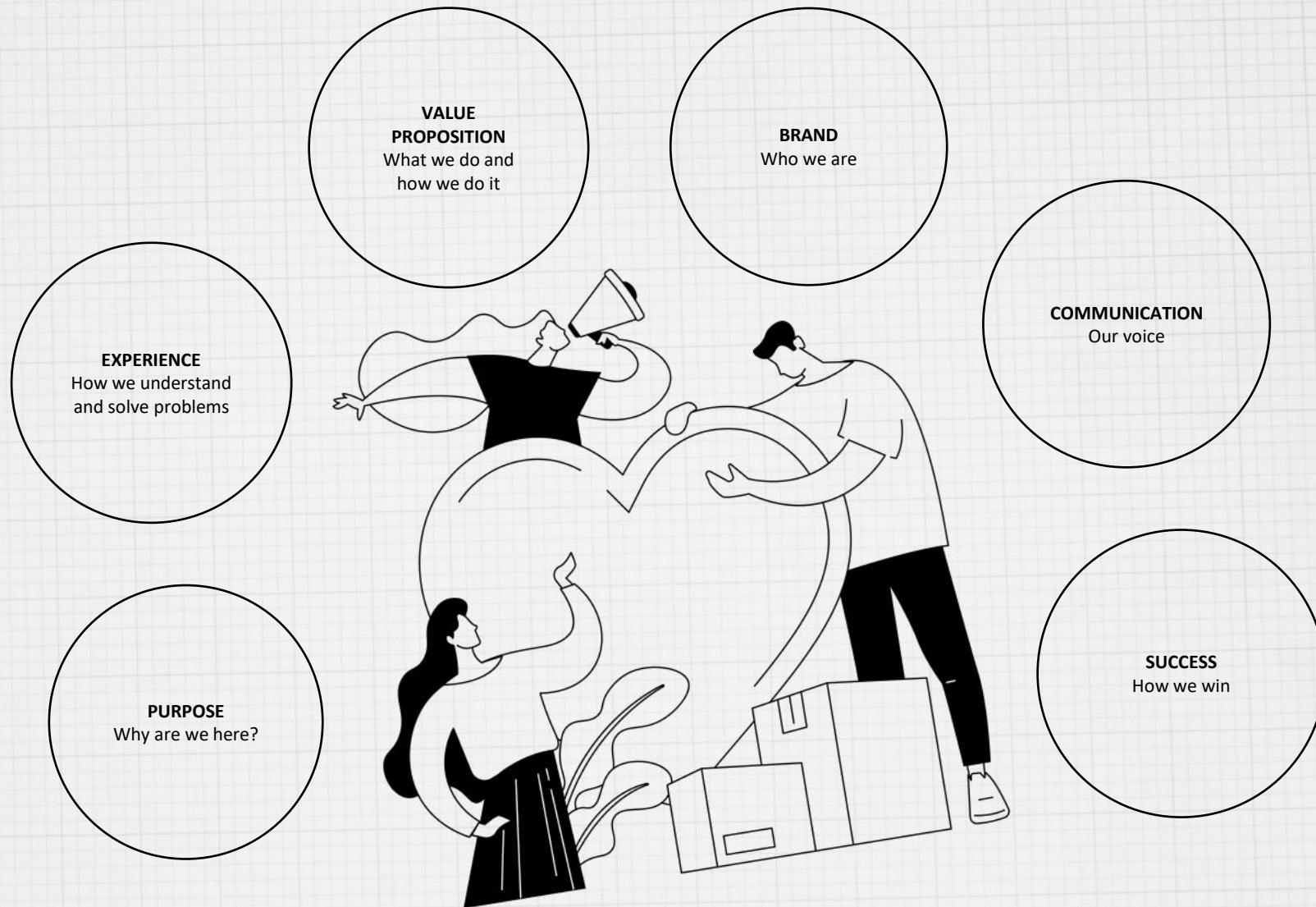
A customer led brand is one that grounds its strategy in the EXPERIENCE it wants to deliver for its customers & colleagues.

Whilst maximising business opportunity.

A photograph of a young woman with blonde hair, smiling warmly at the camera. She is wearing a dark green apron over a maroon long-sleeved shirt. She is standing behind a bar, with shelves of various bottles visible in the background. The lighting is warm and focused on her.

How does your
brand become
TRULY customer
led?

Six Pillars of Customer Led Brands



PURPOSE

Human problems we exist to solve

Our products & Services

Organisation Objectives

Social & Environmental

People



WHY ARE WE HERE?

EXPERIENCE

From Today's "as is" Journeys To
Tomorrow's "to be" Journeys

Competitive Advantage

Operational (Cost) Efficiency



**HOW WE UNDERSTAND & SOLVE
PROBLEMS**

VALUE PROPOSITION

North Star Product & Service Offer

Customer Interactions

Digital, Physical & Human Propositions

Competitive Advantage

Operational (Cost) Efficiency



**WHAT WE DO
& HOW WE DO IT**

BRANDS
DON'T
MATTER*

*Until they do



BRAND

Know why you exist

PURPOSE

Know what your customer values

EXPERIENCE

Know how you will solve your customers problems

VALUE PROPOSITION



WHO WE ARE

COMMUNICATION

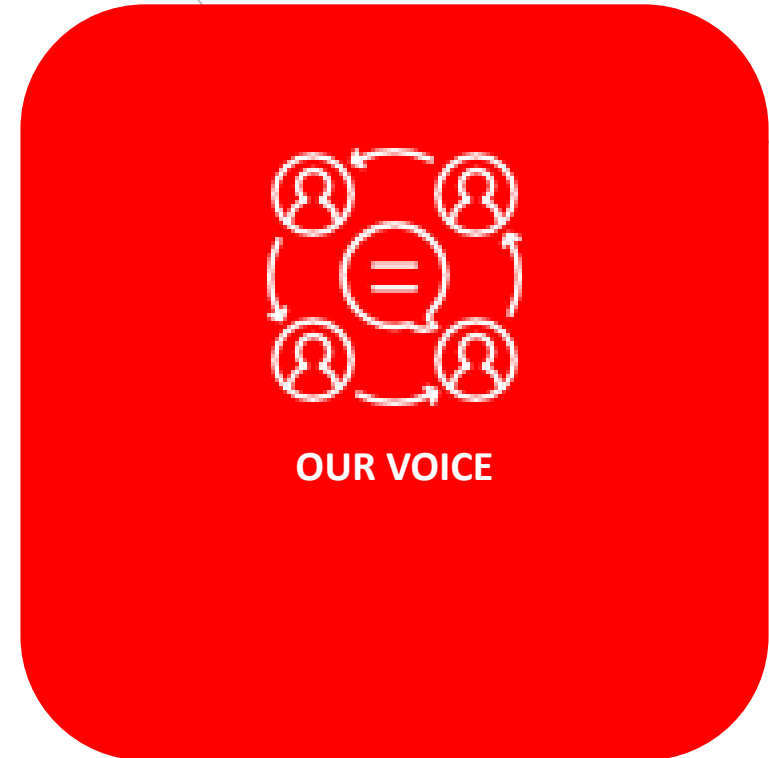
What We Say

Where We Say It

When We Say

Internal Narrative

External Voice & Message



SUCCESS

Adapting to changing customer needs

Metrics

Measurement

Learn

Iterate





IF you define your
brand by what your
customers really
value...

You will be **TRULY**
customer led

Thank-you & Questions!

Andy Rudd

andy@arc-cs.co.uk

0044 7793 918017

www.arc-cs.co.uk

www.linkedin.com/in/andy-rudd

<https://medium.com/@AndyPaulRudd>

