

## **21st Century Brands: More Than Advertising & Marketing Communication**

Remember any ads by Google? Or Apple? Or Harley Davidson? Or Cafe Coffee Day?

Some may remember the 'roar' of the Harley. And many will remember the signages / merchandise of Cafe Coffee Day. Few remember the advertising. So why is an advertising agency, like ours, having such a discussion. Simply to explain our thinking & approach to building brands. Allow us to call them 21st Century Brands.

Seagull's belief is that 21st Century Brands are built through consumer conversations – word-of-mouth. And it is every brand custodian's responsibility to ensure that consumers converse about their brands. To do this, it is essential to infuse the Branding Idea into each and every element of the Brand Flight Mapppppppp - Product Policy, Pricing Policy, Purchase Experience, Packaging, Placement, Prosumer Policy and of course through Promotion.

Word-of-mouth not only builds strong brands, but by getting the consumer to be the medium also brings in effectiveness (reduction) in advertising & marketing communication costs.

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