

# Consumer Software Brand Management

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# What is Branding?



“An orange is an orange...is an orange.  
Unless...that orange happens to be  
Sunkist, a name 80 percent of consumers  
know and trust”

*Russell Hamlin, CEO, Sunkist Growers*

# What is a Brand?



- A brand is more than what it appears to be
  - It's more than a name
  - It's more than logo
  - It's more than the product



# Brand – A Key Differentiator



“I don’t know who you are.  
I don’t know your company.  
I don’t know your company’s products.  
I don’t know what your company stands for.  
I don’t know your company’s customers.  
I don’t know your company’s reputation.  
Now—What was it you wanted to sell me?”

*McGraw Hill Magazine Ad*



# Building a Brand



# Role of Marketing in Branding



- Customer segmentation
- Positioning and pricing
- Messaging and naming
- Packaging
- Imagery and communications

**Marketing is the steward of the brand.**

# Customer Segmentation



**Indifferent  
to Security**



**Mature  
& Secure**



**Wired**



**Digital  
Families**



# Why is Positioning Important in Branding



- Focuses meaning and relevance of the brand in the minds of the target market



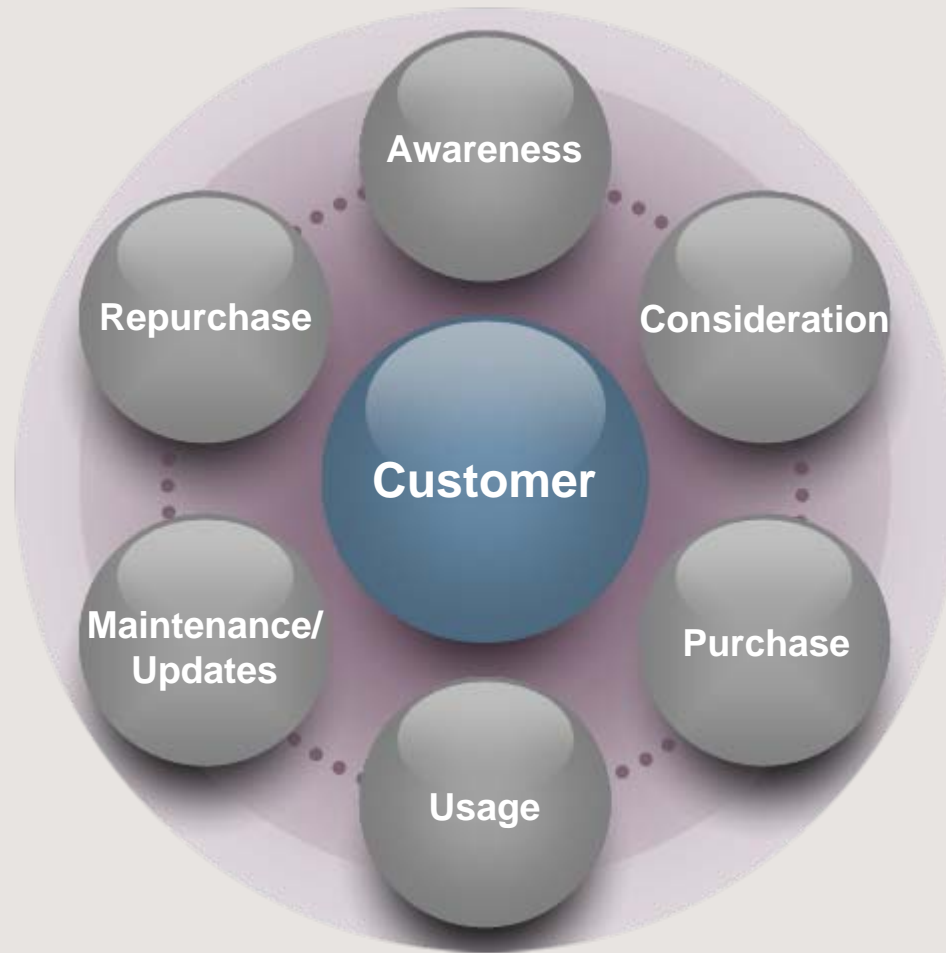
**BMW means ultimate driving machine for performance-oriented drivers**



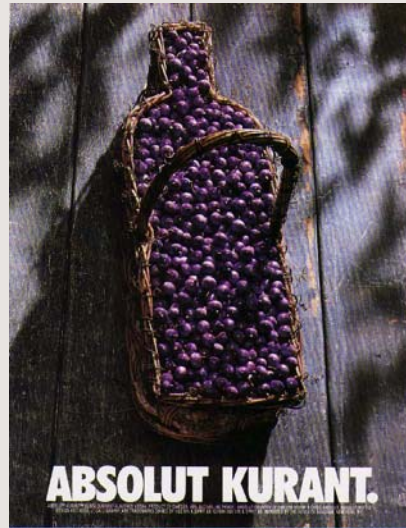
**W Hotels mean hip comfort for trend-oriented business and leisure travelers**



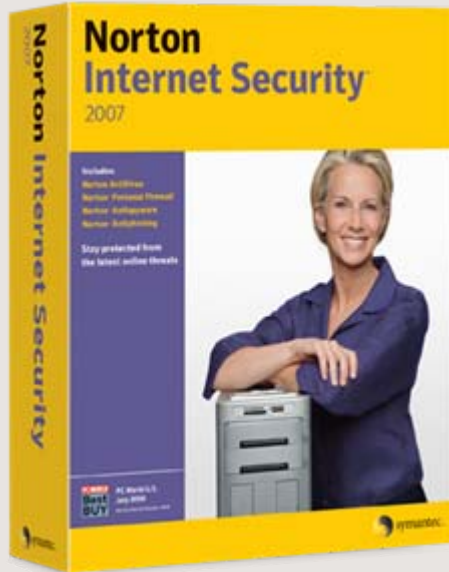
# Importance of Lifecycle Messaging



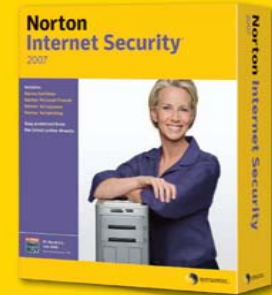
# Customer-centric Packaging



# Brand Imagery & Communication

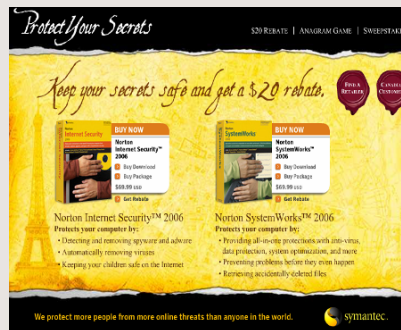


## Online bodyguard.

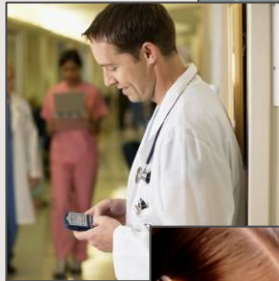




# Interacting with the Brand



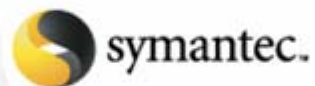
# Norton Brand Promise



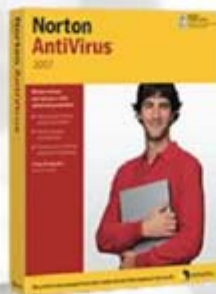
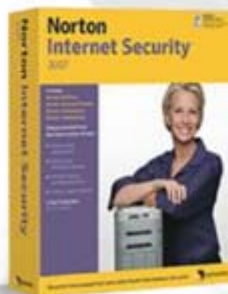
Norton gives you the  
freedom to work and play  
in the connected world—  
On your own terms



# Communicating the Brand Promise



We protect more people from more online threats than anyone in the world.



# Brand—Extend or Not?



# A Tale of Two Brands



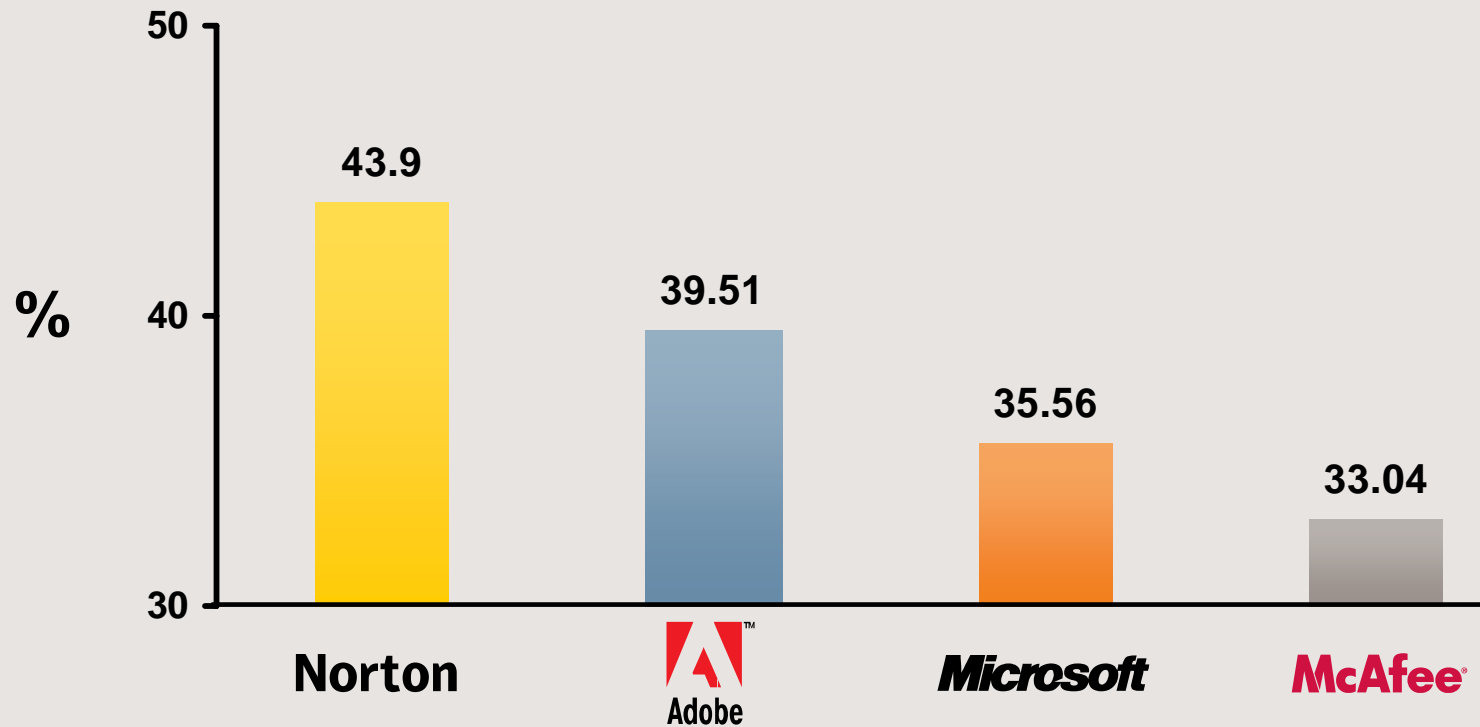
# Norton

# Brand Extension Failures

- Bic perfumes
- Harley Davidson wine coolers
- Levi's tailored classics suits
- Domino's fruit-flavored bubble gum
- Microsoft security software



# Leadership & Brand— Customer Loyalty



Net Promoter Scores by Company—Highest to Lowest



# Product Management Role in Branding



- Product
- Features
- Quality
- Differentiation

# Summary



- Successful branding starts with the product
- Marketing—Stewards of the brand
- Brand promise must scale to business aspirations
- Huge benefits for doing it right!

# Thank you

