co-creating brand strategy

our perspective

Knowledge creates opportunities, often so many that we become paralysed by choice. Two things can occur, we either keep talking and the opportunity passes by, or we choose to take them all and in doing so go nowhere. The key to a successful brand is to make the choice and head in a direction that creates followership. Having a direction though is only part of it, following this with specific plans and actions is what generates growth ahead of the competition. All of this only makes a difference when people within an organisation choose to use this to influence what they do on a day-to-day basis. That is why we believe that the most compelling and effective strategies are created not only by the brand owners, but by the people who make the daily decisions that directly influence the brands performance.

Ballantine's

In July 2010 the Ballantines Global Brand Team recognised that the brand strategy introduced in 2009 was having a positive impact, but that the brand was not having as much impact in the digital channel as they wanted. They also recognised that the digital strategy required a greater degree of clarity and focus.

Devote were appointed to create and facilitate an event in London to co-create the digital vision and strategy for the brand with a selection of key markets. This was an innovative approach, as previously markets were not involved in the development of brand strategies, due to the structure and culture of the business.

1 focus

Devote initially worked with the Global Brand Team to clarify and focus their digital vision and strategy and to help source supporting examples.

Devote completed 1:1 interviews with all delegates to deepen understanding of their digital requirements and expectations for the event. This engaged them at an early stage before the event design was generated. This was used to define and agree the event scope and further refine the communication of the proposed digital strategy.

2 generate

The next phase focused on the design of the event including sourcing a venue, room layout, agenda design, detailed session structure, presenter briefs and delegate pre-work/logistics. It was important that the venue and design were innovative to capture and inspire delegates around the digital platform. Devote incorporated a number of new techniques that generated an inspiring environment within which the Brand Team could deliver their message and delegates could co-create the desired output.

3 deliver

Devote worked closely with the brand team to help create, shape and refine the input required for the workshop including all presentation materials.

Devote provided full facilitation which enabled the Global Brand Team to participate as delegates and therefore be fully engaged in the co-creation process with their partner markets. This approach not only generated the necessary output but also strengthened working relationships.

4 Complete

Following the event, Devote provided a full debrief with the Global Brand Team, including:

- Workshop output collation and presentation
- Review of actions
- Recommendation on future programme

The debrief session enabled the Global Brand Team to reflect upon the output generated and also explore how the new approach of co-creation supported their ambition of generating confidence and commitment within the community.

the results

The key workshop objective was to generate agreement on a digital vision and strategy for the brand that could be rolled out globally. The vision and strategy were unanimously agreed and an action plan put in place to support the rollout plan. Due to the success of the session the design of the workshop is being showcased as best practice within Pernod Ricard / Chivas Brothers and further workshops with other brands in the portfolio are currently being considered.

"Devote embodied their name in terms of their attitude towards the project. Their attention to detail, constant feedback, and ability to look at things with a wider perspective enabled us to work together to deliver a clear step up for the conference. Devote delivered on their promise to help our teams identify their objectives and importantly how to quickly and effectively achieve them." International Marketing Manager, Pernod Ricard