93rd Marketing Club 16th Riyadh

55th Business Club

PRACTICING

Corporate Branding

30th of May 2023

9 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat

Marketing Club

INSTRUCTOR

Dr.Mahmoud Ezzat

Marketing Lead

PRACTICING Corporate Branding

By
Mahmoud Ezzat
Marketing Lead

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Education

- Bsc. of Pharmaceutical science.
- CIM - Chartered Institute of Marketing
- AUC - Promotional Advertising
- Google Digital Marketing Certification
- Google Analytics

Experience

- 20 Years entire career experience.
- 11 Years Marketing Experience.
- KSA - Egypt - UAE - Jordan - Iraq.
- Multinational & National corporates Experience.
- Multiple Therapeutic Segments in Pharmaceutical market.
- Infection Control.
- Orthdontic Medical Devices

Mahmoud Ezzat
Marketing Lead

Bristol-Myers Squibb
PHARCO PHARMACEUTICALS
SPI SAUDI PHARMACEUTICAL INDUSTRIES
AstraZeneca
Pfizer
tabuk pharmaceuticals

22nd of November 2022

8 PM EGY 9 PM KSA 10 PM UAE

Corporate Branding

NO VOICE LOUDER THAN THE CORPORATE...

FOUNDER & HOST

Dr.Mahmoud Bahgat

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INSTRUCTOR

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Marketing Lead

Branded house OR house Of Brands

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Apple

Corporate Branding Vs Product Branding

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WHY CORPORATE BRANDING IS CRUCIAL ?

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TYPES OF CORPORATE BRANDING

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CORPORATE SOCIAL RESPONSIBILITY

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CORPORATE BRANDING TOOLS

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BRAND TRACKING

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Physique

M Letter with
Knife like separation
Orange Color

Personality

Smart.
Imaginative.
Reliable.
Intelligent.

Relationship

Like my Loyal, good
And benefit less friend.

Culture

Creative.
Collaboration.
Sharing knowledge

Reflection

Knowledgeable.
Skillful.
Sharing.
Gatering.

Self-Image

Learning
Development
Ambition.

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66th Marketing Club CORPORATE BRANDING by Dr Mahmoud Ezzat 9th Riyadh Club 22 11 2022

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CARE PHARMA

WE ARE DEDICATED TO CARE

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CARE PHARMA

WE ARE DEDICATED TO CARE

- **Organization Type:** Private Manufacturing Company
- **Number Of Employees:** + 2000
- **Industry Sector:** Pharmaceutical.
- **Number of Current Products:** 10 (with 10 Divested Products).
- **Launch Year:** 2012
- **Region of Business Operations: KSA.**
- **Average Annual sales:** 20 Million SAR
- **Average Gross Annual Expenditure:** 10 Million SAR

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CARE PHARMA

WE ARE DEDICATED TO CARE

Digestive System

- **PROTO** (Omeprazole).
- **ANTACIDO** (Sod. Bicarbonate)
- TRIOBACTER

Analgesics

- **TRAMADOL.**
- ANALGICOX

CVS

- **COMBITENS** (Valsartan + HCTZ)

Respiratory System

- **AEROMOL** (Salbutamol Solution)

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TIME TO BUILD
CORPORATE BRANDING

Corporate Brand Identity & Image

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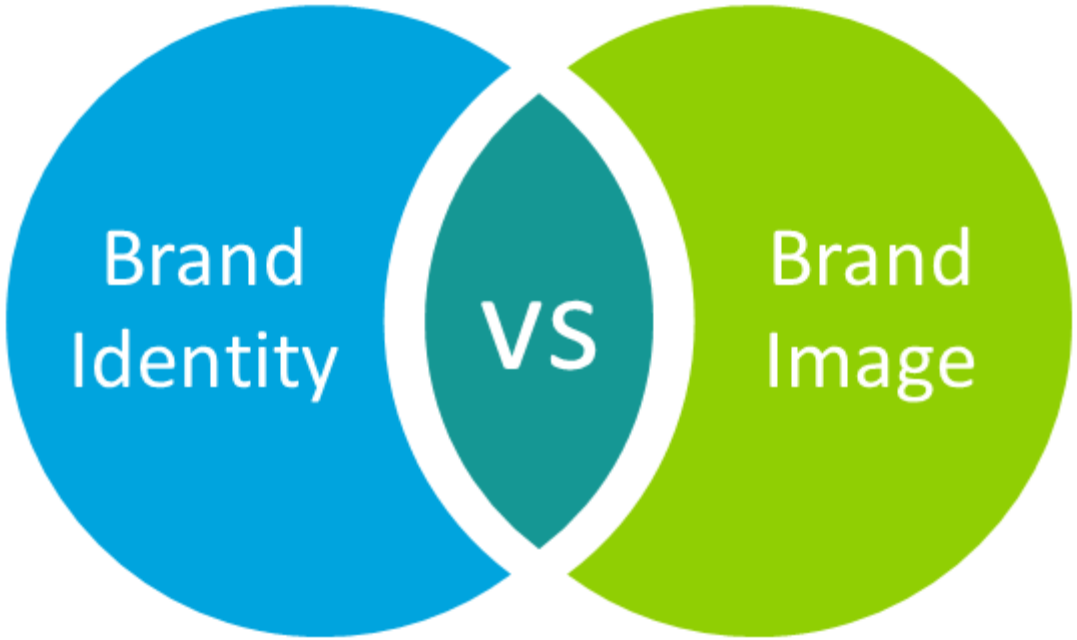
Corporate Branding

Corporate Brand Identity & Image

- Logo
- Mantra
- Graphic Style
- Communication Style



- Reputation
- Emotion
- Impression
- Belief

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Corporate Branding

Corporate Brand Steps

01 Current Scenario Assessment

- Current Issues Faced by Company
- Number of Products Sold in Last 6 Years
- Reasons for Declining Product Sales due to Poor Branding
- Corporate Culture problems Analysis.

02 Challenges and Solutions for Creating Brand Awareness

03 Branding Need and Process

- Why Branding Strategy is Important for Company?
- Team Structure of Brand Marketing Board?
- Steps Involved in Successful Branding Process
- Steps of Building Healthy Corporate culture.

04 Different Branding Strategies

- Personal Branding
  - Personal Branding Plan to Build Brand Equity
  - Tools to Boost Personal Branding Strategy
- Corporate Branding
  - Initiatives to be Taken for Corporate Branding
  - Brand Equity Model for Corporate Branding
- Online Branding
  - Defining Goals for Successful Online Marketing Campaign
  - Actionable Steps for Social Media Branding
  - Marketing Team Matrix for Content Planning
- Service Branding
  - Key Strategies to Deliver Better Customer Service
  - RACE Framework to Streamline Marketing Activities

05 Cost Involved in Branding Products and Services

06 Impact Analysis

- Impact of Implementing Branding Strategies
- Impact of Branding Strategies on Sales and Customer Base

07 Dashboard and KPIs

- Metrics to Measure Effectiveness of Branding Strategy
- Dashboard Depicting Website Data Insights

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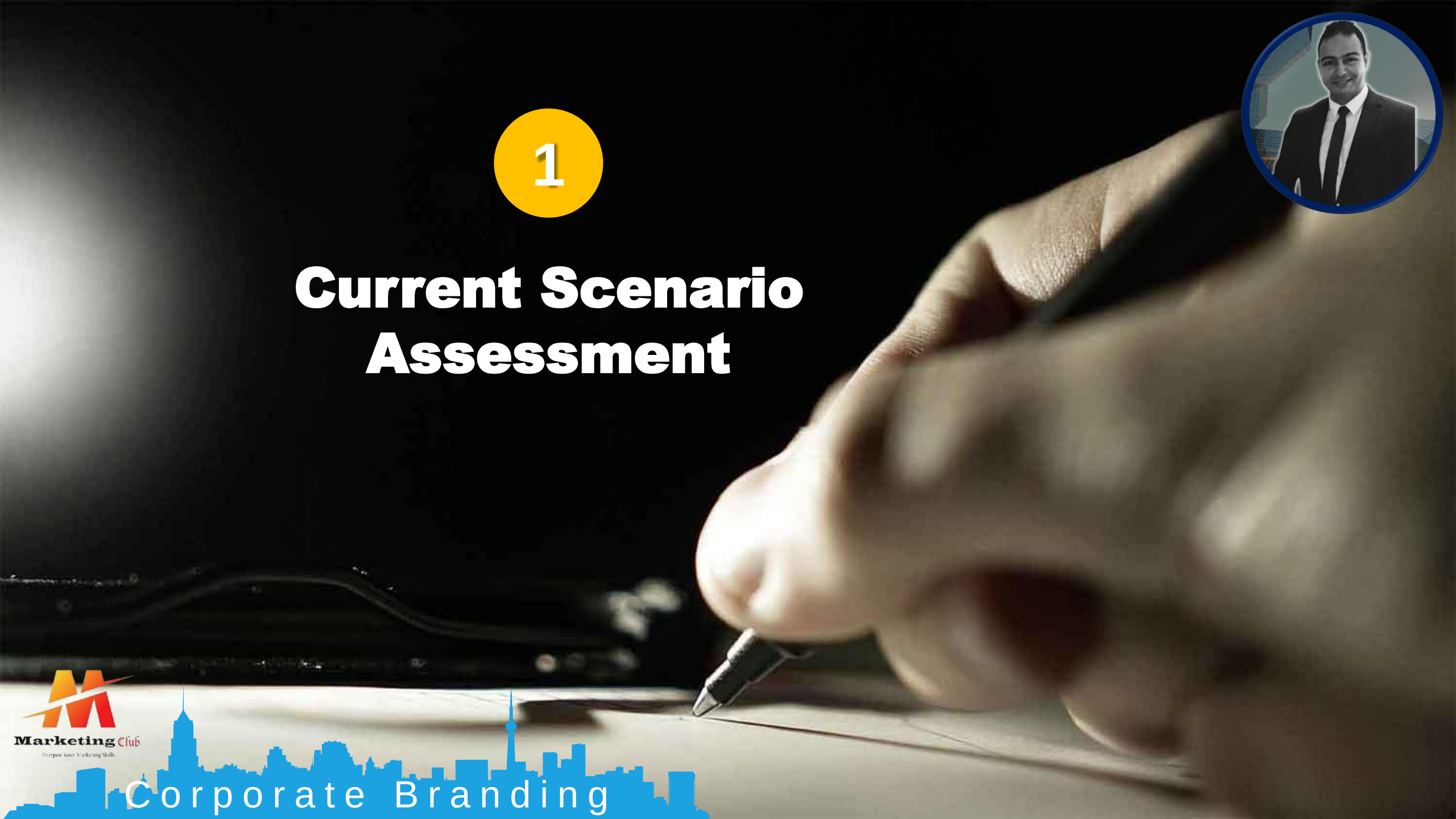

1

Current Scenario Assessment

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1.Current Issues faced by corporate

Lack of employees loyalty

Poor NPD & Product Portfolio

Unclear Corporate Strategy

Poor Corporate culture

INTERNAL

CORPORATE BRANDING ISSUES

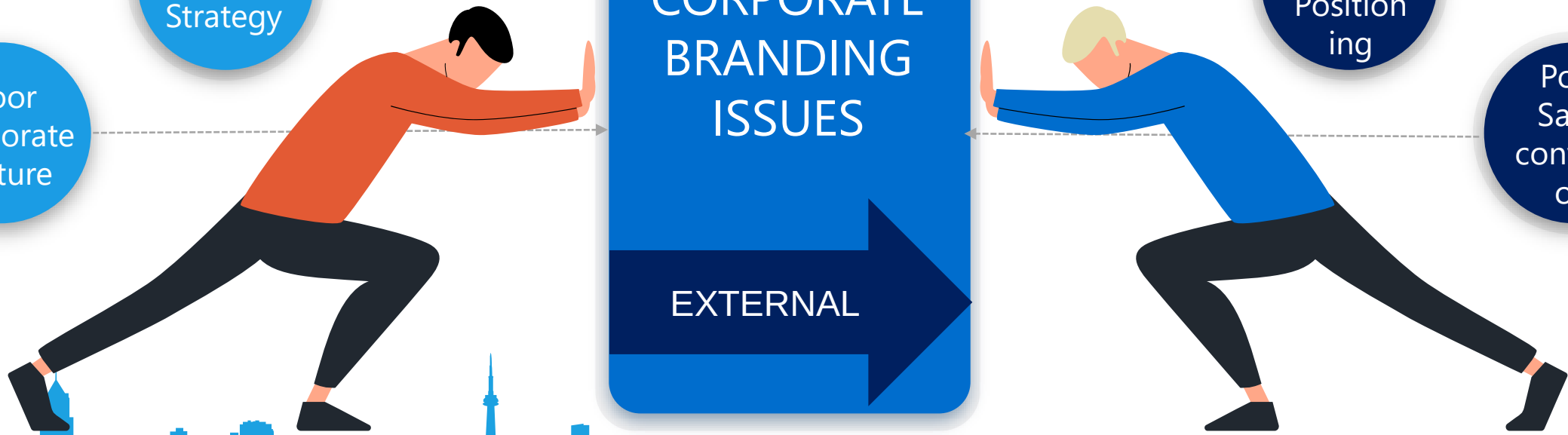
EXTERNAL

Poor Customer awareness

Poor Social Media Existence

Poor Brand Position ing

Poor Sales conversi on



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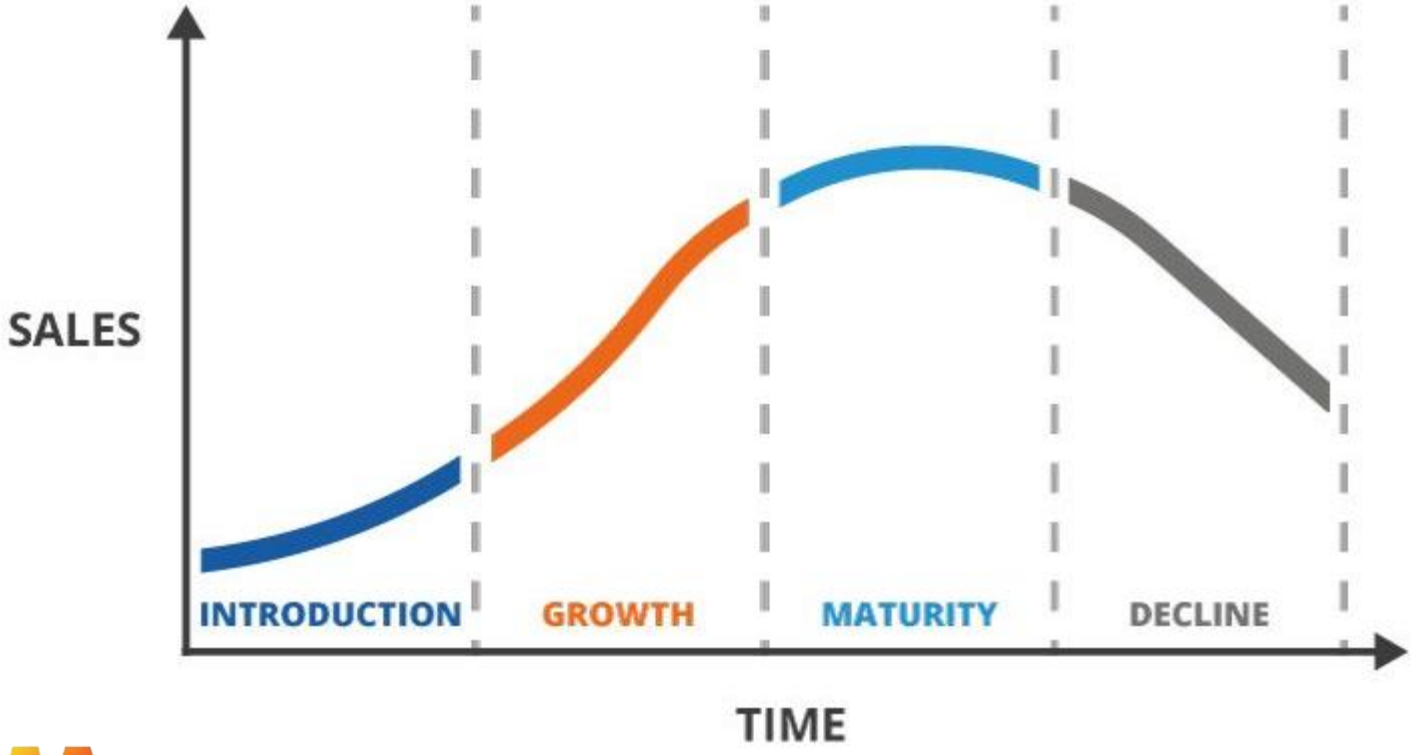
Corporate Branding

1.Corporate Life Cycle



KEY INSIGHTS

- Stage of Corporate Sales Maturity.
- Actions should be aligned with Corporate Maturity phase.
- Introduction phase requires high level of Branding inputs.

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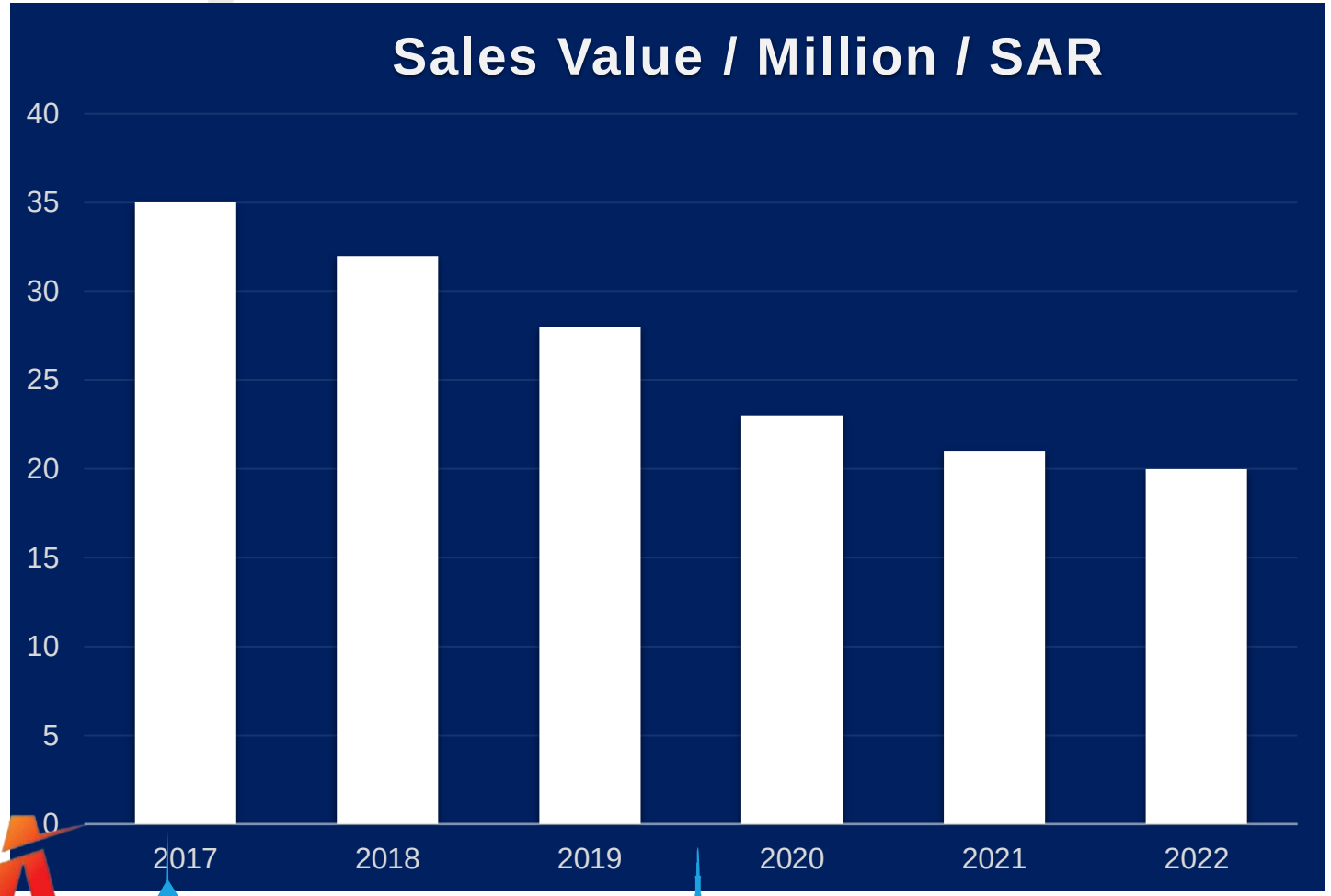
1.Number of products sold in the last 6 years



KEY INSIGHTS

- Severe Sales Decline in the last 6 Years.
- No NPD activities.
- Divest of 10 products through last 6 years.

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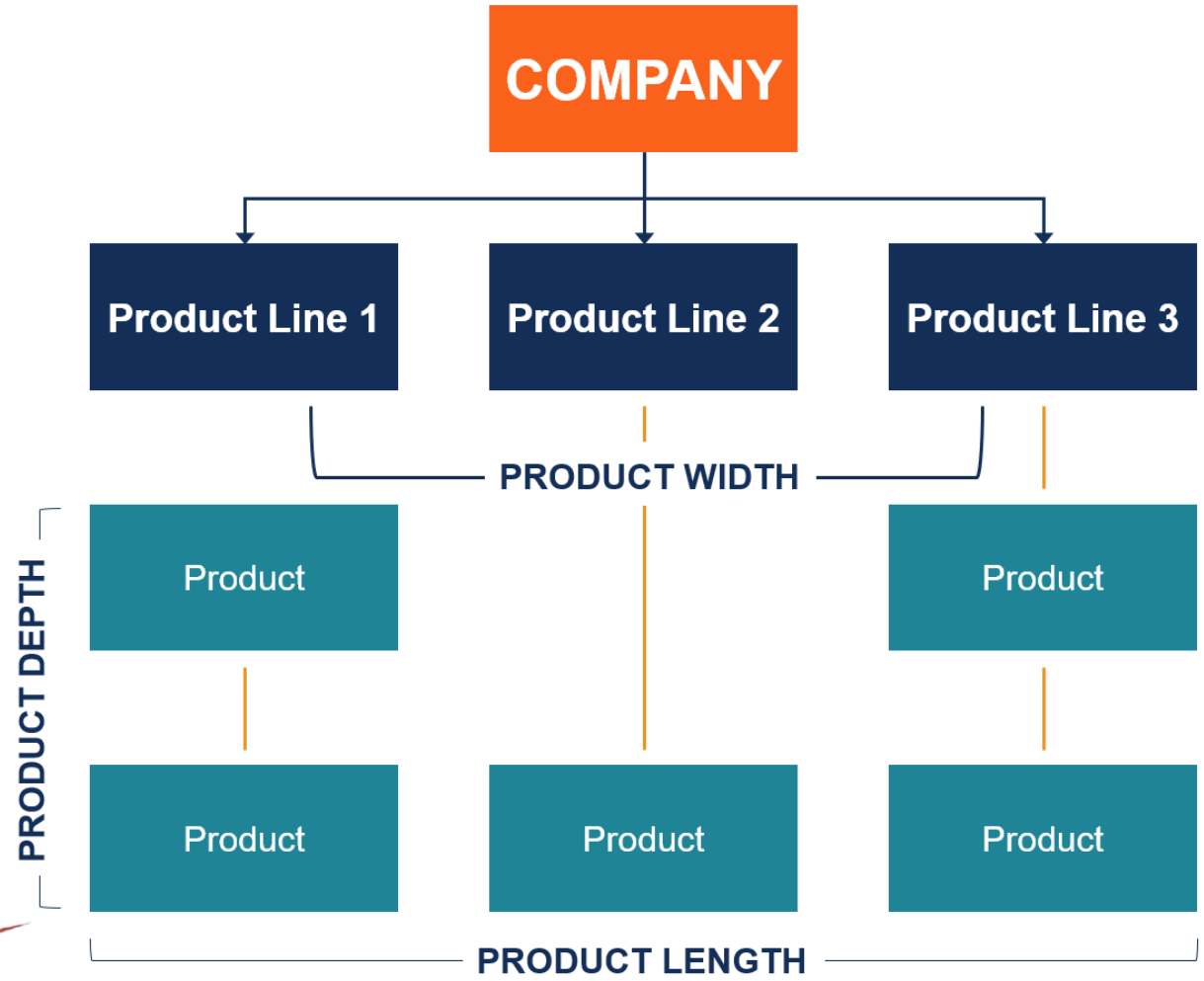
1.Corporate Portfolio Analysis



KEY INSIGHTS

- **Width,** also known as breadth, refers to the number of product lines offered by a company.
- **Length** refers to the total number of products in a firm's product mix.
- **Depth** refers to the number of variations within a product line.
- **Consistency** refers to how closely related product lines are to each other.

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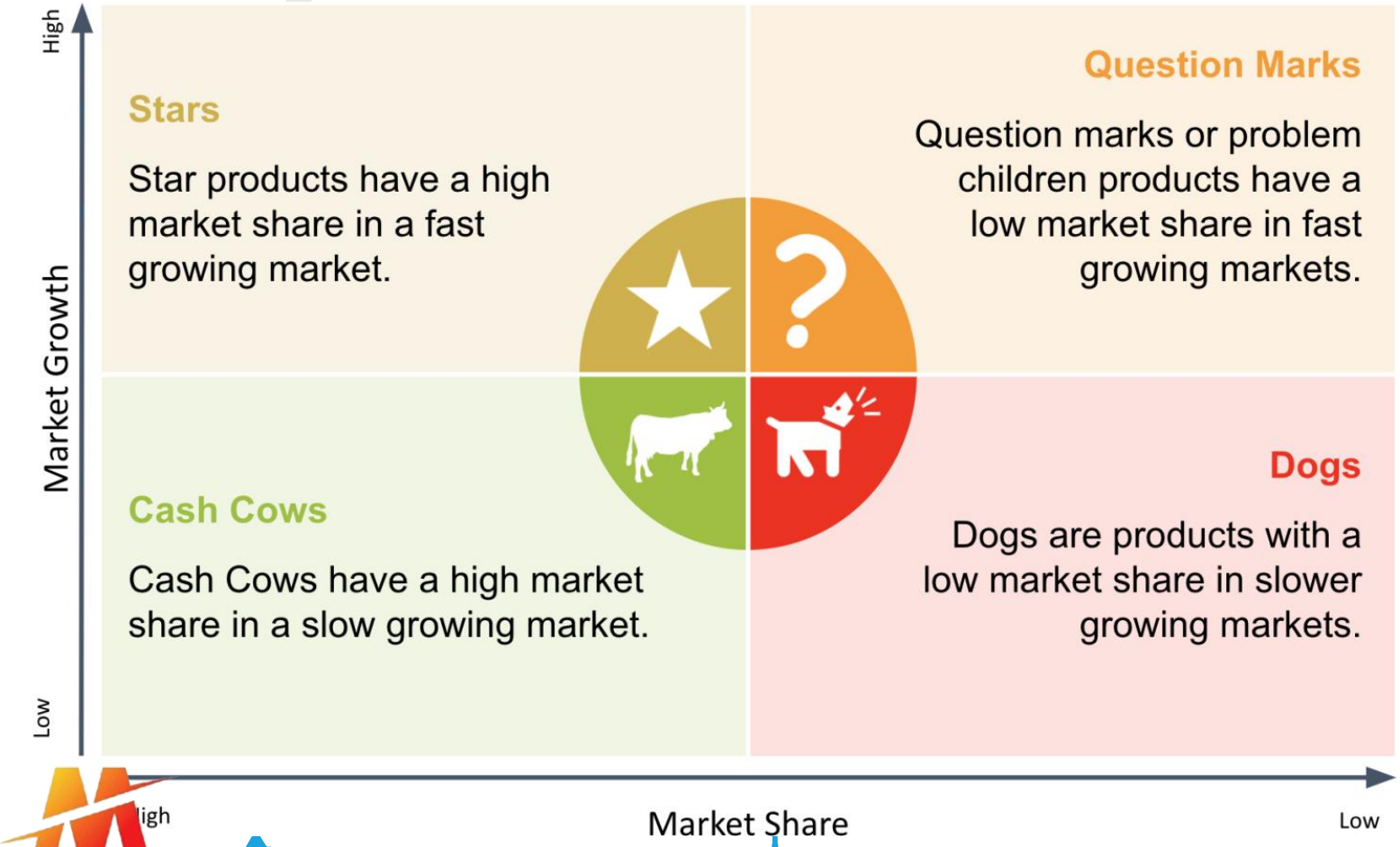
1.Corporate Portfolio Analysis



KEY INSIGHTS

- Products to invest & Divest.
- Marketing Expenses Allocation.
- NPD required to fill the portfolio gaps.
- How to increase sales revenue via existing products.

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1.Corporate SWOT Analysis

KEY INSIGHTS

- Evaluate overall corporate strengths , weaknesses, opportunities & threats.
- Set your **SWOT / TOWS** actions to create appropriate Corporate Branding plan.

Reasons of Sales Decline due to Poor Branding

Brand Identity

- Due to unattractive brand name and logo, 76% of customers move towards other brands
- It impacts purchase decision of customers

Inconsistent Messages Across Marketing Platforms

- 45% of customers loses trust in brand due to different brand awareness marketing on different platforms
- It leads to decline in sales by 14%

Lack of Visually-Appealing Marketing

- Poor brand designing leads to reduced customer retention rate by 12%
- It has negative impact on viewers perception regarding brand image

Absence of Content Marketing as Branding Strategy

- Company loses 54% of customers as it fails to target their attention towards brand

Corporate Culture Reshaping

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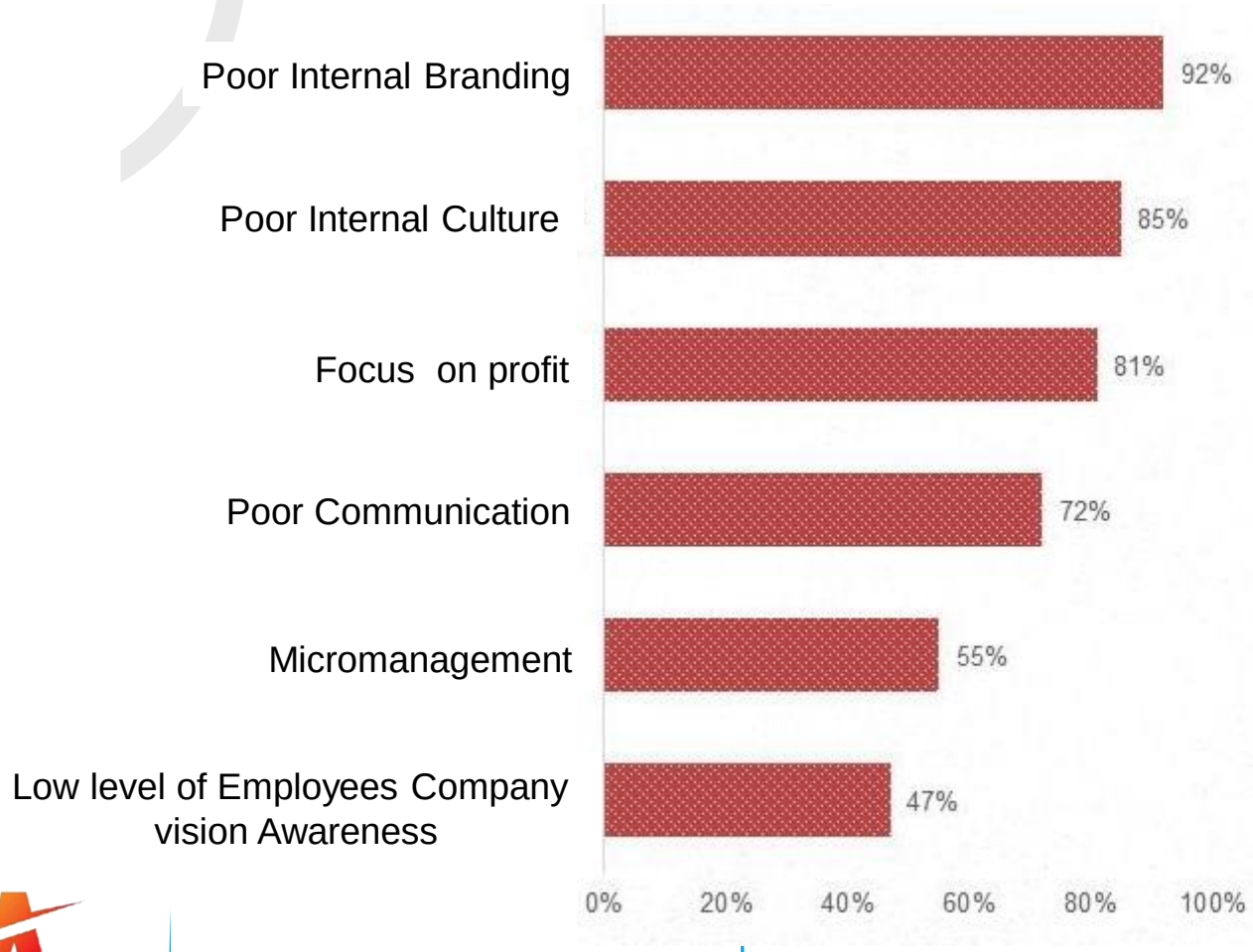
Corporate Culture Problems Analysis

- Micromanagement which leads to constant scrutiny of the employees from management.
- Company`s focus is only on profits.
- Poor Internal Corporate culture.
- Variation of Employees level of business awareness.
- Poor Internal Branding.
- Poor internal communication between Corporate departments.

Corporate Culture Problems Analysis



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Corporate Branding

Corporate Culture Problems Solutions

Poor Internal Branding	○ Make internal Activities to elevate Corporate brand awareness
Poor Internal Culture	○ Survey employees – Setting up Corporate Culture Guidelines.
Focus on profit	○ Increase the know / how awareness among team to achieve objectives efficiently.
Poor Communication	○ Team Building activities – Setting up SOPs
Micromanagement	○ Giving team the space of make their own finger prints by sharing their ideas.
Low level of Employees Company vision Awareness	○ Publish Company Vision internally in meetings, via e-mails or even office posters.

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2

Challenges & Solutions in Creating Corporate Branding Awareness

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2.Challenges & Solutions in Creating Brand Awareness

Challenges		Solutions
No brand awareness among target customer	○ Decreased brand recognition by 44%	○ Create awareness by posting on social media channels ○ Considerations – Facebook, Instagram, LinkedIn, etc.
Low rankings in search results	○ Website visits – 200 users per week	○ Use SEO tools to get high ranking in search results ○ Expected to increase website visits to 1500 users per week
Targeting the wrong audience	○ Lack of market research ○ Wrong message ○ Unrealistic goals	○ Align branding strategy with audience likes, preferences and pain points

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3

Branding

Need & Process

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3.a.Why Branding Strategy is Important to Company

01. Communicate value proposition

- Show package of benefits to the customer by using logo, tagline, friendly website & after sale services as selling points
- Helps to get new customers & influences them to turn out from competitors offering

02. Develop Trust and Loyalty

- Develop strong connection with customers by conveying eye-catching and understandable brand components
- Strong branding makes customers believe that the product will provide same experience

03. Differentiates Company from Competitors

- Branding allows prospective customers to choose best option from different alternatives
- Results in positioning brand name in the target market

04. Boosts Company Value

- Customers trust brand which improves brand loyalty resulting in enhancing company worth

05. Retains Right Employees

- Branding transforms the customer perception which also impacts the entire market
- It shows company ethics that attracts capable and skilled workforce as well
- Add text here

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3.b.Team Up of Brand Marketing Board

Brand Marketing Team

Hires, Manages & Develops Marketing Teams; allocates Budgets

	Team 1	Team 2	Team 3	Team 4	Team 5
	OBJECTIVE Generate Brand Awareness	**OBJECTIVE** Attract Leads	**OBJECTIVE** Nurture Leads	**OBJECTIVE** Deepen Product Awareness	**OBJECTIVE** Reaching Customers
Team Assets	○ PR ○ Brand ○ Company Blog ○ Events	○ Content ○ Co-Marketing ○ Affiliate Marketing ○ Display	○ Email ○ Landing Pages ○ Webinars	○ Product Content ○ Sales Training ○ Customer Events	○ Tools & apps ○ Internal Marketing Tech
Team Metrics	○ Direct & Branded Search Traffic PR Coverage	○ Visitors ○ Subscribers ○ Downloads ○ Leads	○ Leads ○ Conversion rates ○ Lead Quality	○ Product Awareness ○ Lead Close % ○ Product Buzz/PR	○ Traffic/Downloads/ users of tools & apps ○ Marketing Productivity

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Corporate Branding

3.c.Steps of Branding Process

Step 01

Research and Discovery

- Conduct market analysis to identify current trends
- Define target customers based on demographics and geographical factors
- Competitor analysis
- Survey Customers.

Step 02

Brand Strategy

- Position brand by differentiating customer perception from competitors
- Create value proposition
- Core messages
- Corporate Mission/ Vision
- Portfolio Analysis

Step 03

Develop Brand Identify

- Understandable brand name and attractive logo
- Recognizable tagline
- Product packaging

Step 04

Website Designing

- Planning design and elements
- Tools and functionality
- Search optimization
- Website maintenance

Step 05

Marketing Plan

- Prioritize strategies to create brand awareness
- Set budget and timeline
- Set KPIs

Step 06

Strategy Execution

- Online advertising using social platforms
- Email marketing
- Images and videos
- Activities
- Marketing tools.

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4

Brand Personality

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4.a.Personal Branding Plan to create Brand Equity

Discover who You are

- Expertise
- Value
- Target

Capabilities

Create Your identity

- Image
- Message
- Keywords

Identity

Make It visible

- Blog
- Social media
- Networking
- Personal Selling

Publish

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4.b. Tools to boost Personal Branding Strategy

Tools	Description	How it Helps?	Cost Involved
Google Alerts	Choose the terms you want to get alerts about such as competitors name, industry trends, etc.	These insights could help company to create brand strategy accordingly	$1,343
Google Analytics	Provides information about the effectiveness of branding strategy such as declining website visitors by 42%, 320 visits per week, etc.	Helps to transform branding strategy such as make website appealing, hire expert team, etc,	$2,361
Asana	Organizes tasks to team Set due dates	Helps to get things done on time	$1,372
Canva	Shows attractive visuals includes images and videos with overall accessibility	Helps to engage customers better that leads to improve brand recognition	$2.211
Microsoft Bing AI	Creating Concepts using AI.	Helps to make concepts with no need of extra cost for designing.	$XXXX

5

Corporate Branding **STEPS**

Brand Equity Model for Corporate Branding

01. Awareness
- Maximize social media presence
- Use native advertising
- Optimize promotional message

02. Image
- Functionality – Cognitive elements of product-
  - Keep promises
  - Authenticity
  - Reliability
  - Consistency
  - Credibility

03. Personality
- Symbolism
- Craft appropriate message
- Competency

04. Premium
- Positioning
- Mindshare

05. Preference
- Loyalty
- Usage
- Consideration
- Conversion

Key Recommendations

- Gather deep insights for innovative product development
- Analyze markets
- Aligning brand strategy with internal company culture
- Appealing value propositions

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Online Marketing

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Defining Goals for successful online marketing campaign

Goals	Strategies	Review Schedule	Measure Progress
Get 3k more followers on Instagram in 6 months	Post images, videos, blog, etc. once per day on social media platforms	3 days in a week	○ Follower Growth Rate
Write 5 blog posts per week in a year	Create content calendar for future articles	Once in a week	○ Page Views per Visit
Increase website traffic to 3k users per week	Improve search visibility by optimizing web pages	Everyday	○ Bounce rate ○ Average time on page
Convert users into customers	Unlock paid features for specific period of time	On weekly basis	○ Conversion rate
Manage online reputation	Share Corporate news and CSR actions	Once a Week.	○ Comments & interactions.

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4 Service Branding

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Key strategies to deliver better customer service

Think that being placed on hold is the biggest frustration

Are willing to pay more for a better customer experience

Say frie... service made ... fall in love with a brand

Offer Contextual-Based Support

- Get 360-degree view of customer requirements to improve their experience
- 80% of customers expect to have visibility in purchase behavior of customer
- Unify customer data with CRM

Innovate the customer journey

- Communication through email channel leads to drive 88% of new customers into business
- Social media presence results in reaching out to wide range of customer

Invest in automated technologies

- Essential way to retain potential customers by driving them digital channel services
- Knowledge base offers customers the ability to resolve their issue themselves

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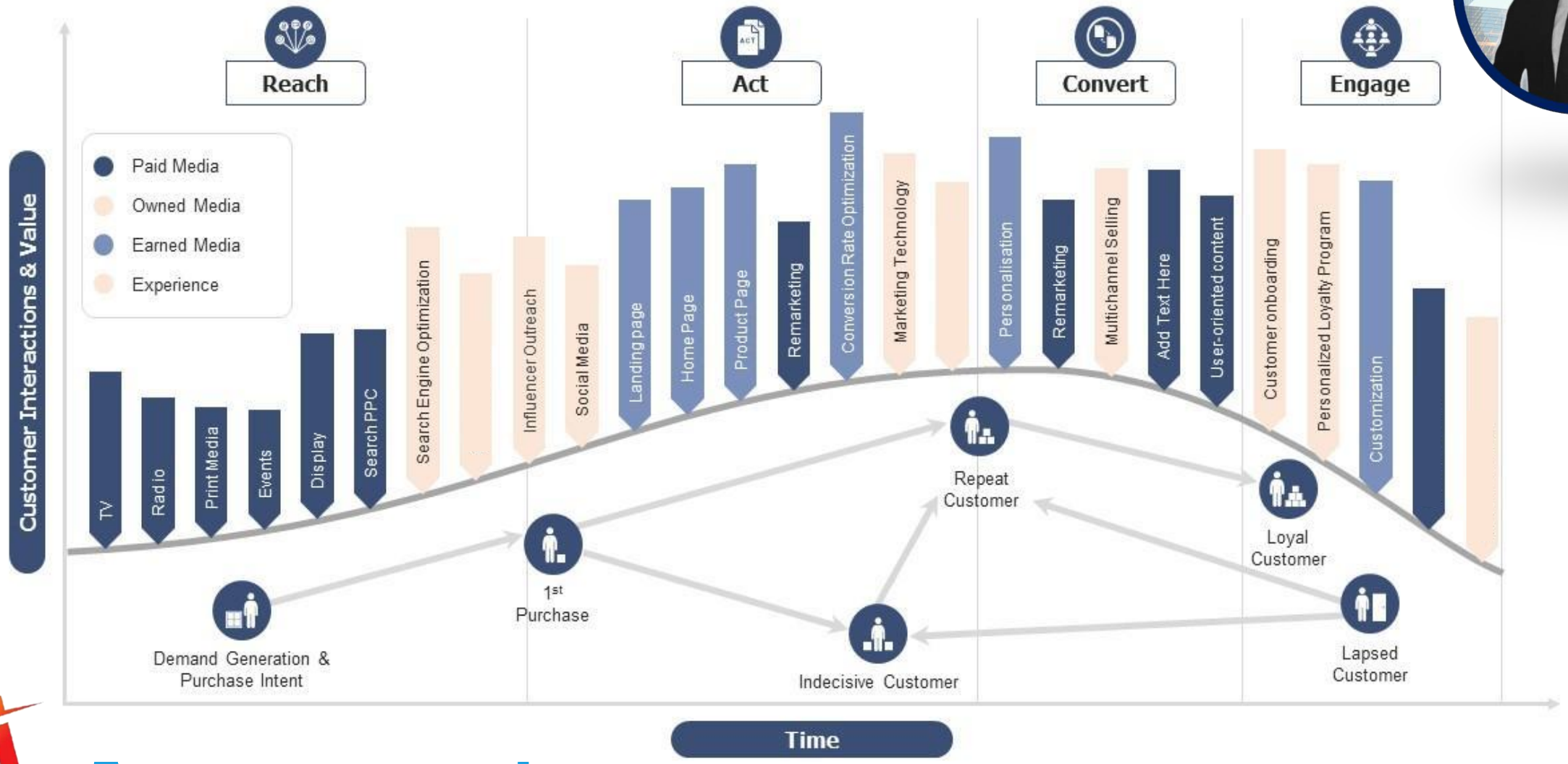
RACE framework to streamline marketing activities



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5
Cost Involved in Corporate Branding
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Cost Involved in Corporate Branding

Parameters	Cost Associated
Personal Branding Tools	$2,228
Paid Marketing Campaigns	$2,631
Website and brand marketing	$3,841
Branding Agency Expenses	$1,732
Social media platforms	$1,117
Promotional Tools	$3,271

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Impact Analysis

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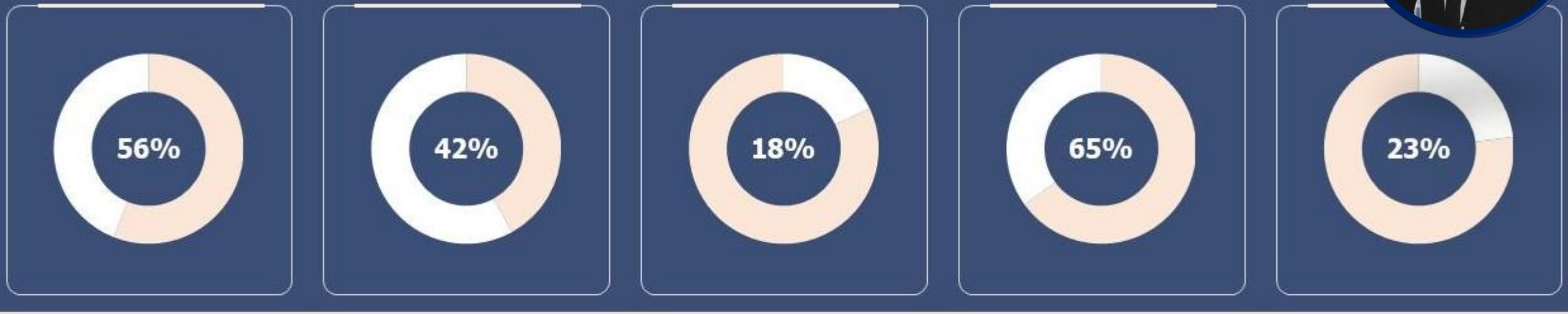
Impact of Implementing Branding Strategy



Increase in Brand Recognition by consumers due to catchy and easily memorable logo which differentiates specific brand from competitors

Increase in Business Value due to leveraging valuable products and services in market

Increase in New Customers by word of mouth advertising due to positive brand perception among customers

Rise in Employee Satisfaction due to strong brand image that empowers employees to continue work with

Branding supports advertising as it reflects brand identity which **Enhances Customer Experience**

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Impact of Implementing Branding Strategy on Sales & Customer Base

Key Insights

- There is an increase in sales from Q1 to Q3 due to
  - Boost in customer loyalty by establishing strong brand identity
  - Repetitive purchase behavior by customers
  - Add text here
- Increase in customer value by keeping them informed regarding product features will result in getting more customers

6 Dashboards & KPIs

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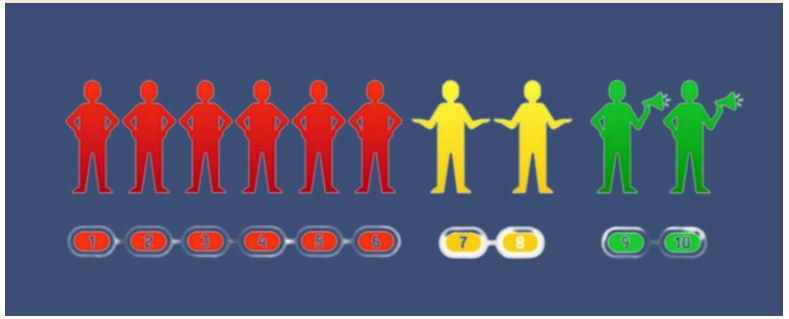
Metrics to measure effectiveness of branding strategy

Sales Growth

ROI

Net Promotor Score



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Metrics to measure effectiveness of branding strategy

Advertisement Expenses

$15,122.80

Lead Conversations

AD Impressions

Clicks

3,884

Previous Period	-19% ▼
Previous Year	-5% ▼

Impressions

120,220

Previous Period	-18% ▼
Previous Year	3% ▲

Click-Through Rate (CTR)

3.10%

Previous Period	-5% ▼
Previous Year	-3% ▼

[illegible]

11.98%

Previous Period	-1% ▼
Previous Year	3% ▲

Cost Per Conversation

$67.66

Previous Period	Previous Year
-11%	16%

Cost Per Click (CPC)

$3.39

Previous Period	-15% ▼
Previous Year	19% ▲

Cost Per Thousand Impressions

$92.20

Previous Period	-17% ▼
Previous Year	10% ▲

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This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

SAD STORY

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About BlackBerry

- **BlackBerry Limited** is a Canadian software company specializing in cybersecurity.
- Founded in **1984**
- it was originally known as **Research In Motion** (**RIM**) from 1999 to 2016.
- it developed the BlackBerry brand of interactive pagers, smartphones, and tablets.
- On September 28, 2016, BlackBerry Limited announced it would cease designing its own BlackBerry devices in favor of licensing to partners to design, manufacture, and market.

- **The original licensors were:**

1. BB Merah Putih for the Indonesian market,
2. **Optiemus Infracom for the South Asian market**, and
3. **BlackBerry Mobile (a trade name of TCL Technology) for all other markets.**

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Target Customers of BlackBerry

- **Age:** The Smartphone of choice among Youth Market Segment & Young Professionals.
- **Behavioral:** Innovators.
- **Income:** Class A – Expensive products purchasers – Pursue the fashion products.

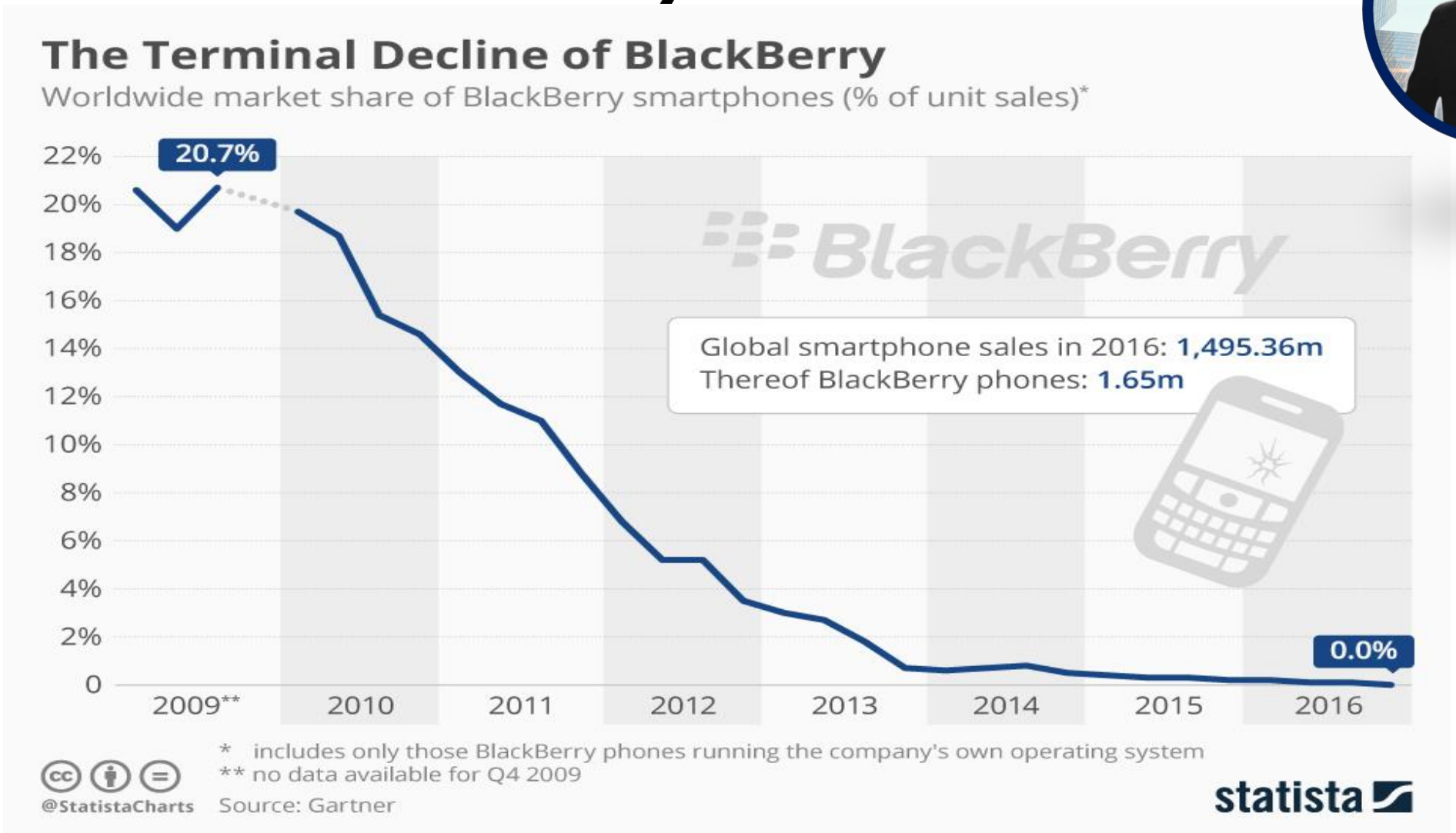
Brand Positioning of BlackBerry

To busy mobile professionals who need always be in the loop. Blackberry is a wireless connectivity solution that **allows you to stay connected to people** and resources while on the go more easily and reliably than the competing technologies.

Brand Identity of BlackBerry

Introduce *BlackBerry*, for the new market segment	• 18-24 years • Tier I cities • Youth and young professionals
Brand personality	• lifestyle; • imagination; • innovation; • dreams and aspirations; • power-to-the-people through technology.
BlackBerry Appeal	• All the features of the parent brand • Classic in look and display. • Available in youthful colors.

Decline of BlackBerry



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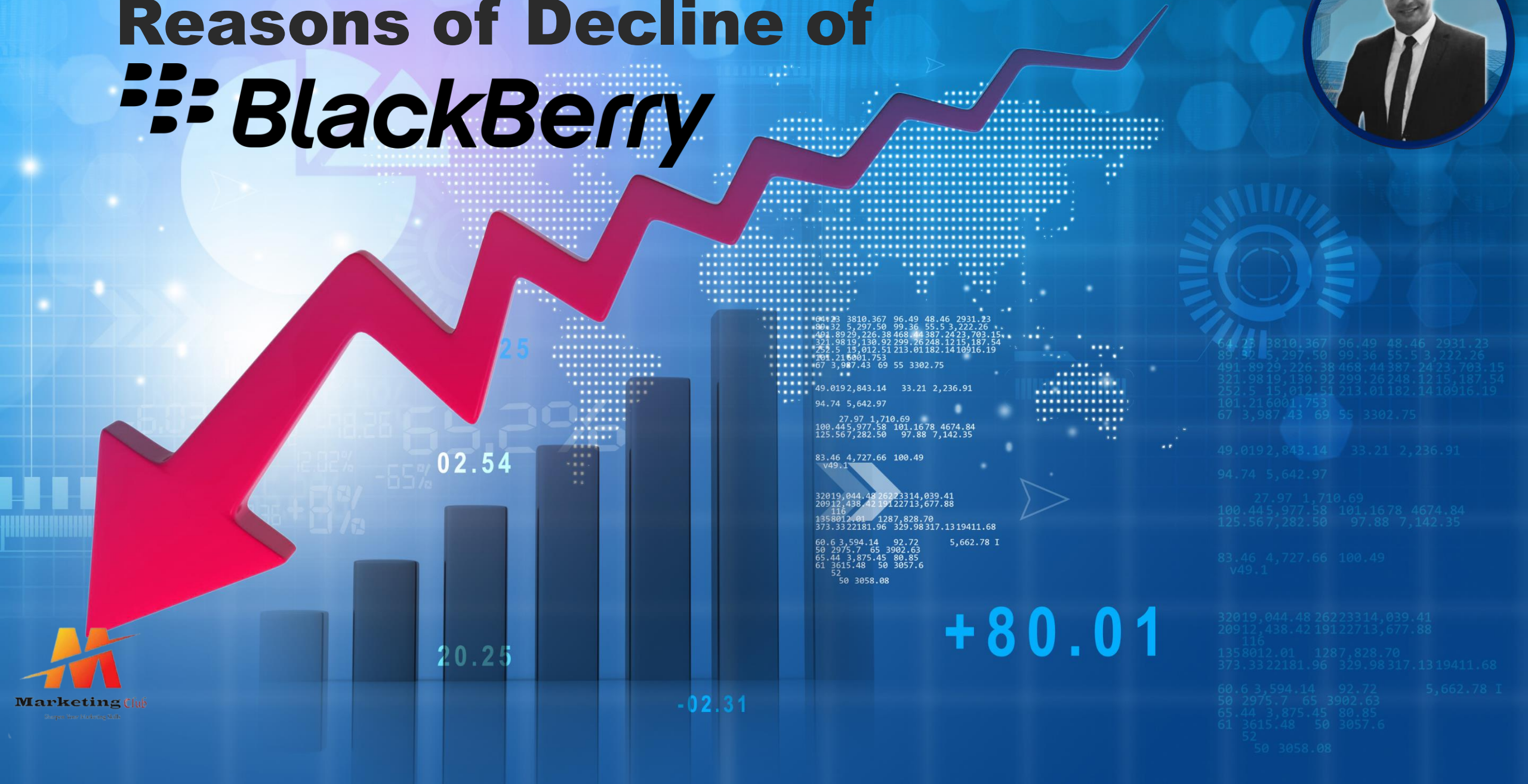
Reasons of Decline of BlackBerry



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Reasons of Decline of BlackBerry

1 Aversion To Innovation

- **2008-16** was a period when the mobile industry was rapidly changing and many companies were looking at this change positively. Blackberry, on the other hand, didn't want to change their ideology.
- For instance, the difference between two BlackBerry models was almost negligible, especially for the elites, who were only bothered by their privacy. Hence, no new model was an actual celebration for them. As such, enhancing the customer base become difficult after a certain point.
- To elaborate this further, let us look at two main areas where the innovation lacked miserably.

Reasons of Decline of BlackBerry

1 Aversion To Innovation

Lack Of Innovation To Expand The Customer Base

- A prime reason for following this ideology was a fixed market share. Blackberry had a monopoly over the IT sector of various corporate houses.
- Hence, it did not realize the need to cater to the masses with **upgrades**.

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Reasons of Decline of BlackBerry

1 Aversion To Innovation

Blackberry Tablet

- The blackberry tablet was created to compete against **Ipad** and was a massive fail. Not only was the UI not intuitive but it also **required a Blackberry phone to connect to the net.**

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Reasons of Decline of BlackBerry

1 Aversion To Innovation

Latecomer With Touchscreen

- Blackberry came with the touchscreen phone in **2008**, **one year** after it was already launched by Apple.
- The phone was named **Storm** but didn't manage to live up to its own name and was a major **buzz eater** for the touchscreen lovers.
- It came with **no wi-fi support and** had a number of software issues. **Opening any application only meant hitting on the screen multiple times**, only to get on the user's last nerve.

Reasons of Decline of BlackBerry

1 Aversion To Innovation

Blackberry Torch

- The Blackberry torch almost killed all the user interest it has created since its first phone.
- **The phone's weighed around 161g (as heavy as a stone).** It further came with both touch and type, whereby the touch was a disaster, to say the least, and the keyboard only confused the user further.

Reasons of Decline of BlackBerry

1 Aversion To Innovation

Lack Of Innovation To Expand Product Segment

- Have you ever imagined what if Samsung phones are suddenly out of trend and their technology outdated? What will be the consequences? Will Samsung collapse? No, not.
- This is because Samsung has invested in a variety of products to hold a strong foot in different segments of the market. **On the contrary, Blackberry and its R&D was solely committed to making phones for a selected customer base.**

- **The launch of BBM music as a competitor to iTunes** only reduced the company's goodwill. The application came with **a variety of restrictions like only users couldn't store beyond 50 songs.** Further, both parties wanting to share music need to be having a BB phone along with a subscription.

Reasons of Decline of BlackBerry

2 Using A Very Restricted OS

Too Dull An OS For The Hyperactive User Market

- **The Operating System of Blackberry was very much restricted** where users are allowed to change very few settings or appearance of their phone. Initially, this worked for the company, but with the onset of games and productivity apps which attracted a major buzz, the BBOS just appeared obsolete.

- Blackberry's competitors came with a solution to this drawback and introduced a more fluid and smooth Operating System.

- Today, **Android smartphones and iPhones have millions of applications, themes, and games in their play store or app store**. But Blackberry's application store has very few countable applications. Most of them are not even properly optimized for Blackberry.

Reasons of Decline of BlackBerry

2 Using A Very Restricted OS

Lack Of Support From Prime Developers

- Further, there was a growing resistance among developers to come out and support Blackberry products. This started when big developers like **Facebook** and **WhAtsapp** with billions of users started rolling back their support, not only for BB10 but for all the recent versions.
- Blackberry's OS was considered as a highly secure system, especially for corporations. Hence, Blackberry did not consider it important enough to resort to any other option that might lose them their customers.
- Further, services like **Google hangouts** and **cloud worked very poorly on Blackberry because they were not designed for it.**
- In fact, in **2015,** when the **company finally launched a new phone with Google's operating system, customers found it hard to rely on.**

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Reasons of Decline of BlackBerry

3 Poor Build Quality

- Blackberry phones were always good in all aspects. But in **2012**, there were a large number of cases where users started reporting their device being **broken**. According to a survey, it was found that the trackballs of most of the Blackberry phones got broken in that year. Users also **reported keyboard issues** in the same year.

- Further, even after adding a number of applications, the fact that the **screen was too small to navigate continued to be a major problem.**

- With the launch of touch screens, the idea of dialling on **QWERTY** sounded too painful to the fingers. This need arose because people's perception of a smartphone changed drastically since 2012. **They preferred a laptop in their pockets with equal fun as reliability and functionality.**

Reasons of Decline of BlackBerry

4 No Effective And Timely Upgrades

No Effective And Timely Upgrades

Upgrading the software means to introduce some new features into existing mobile phones. However, Blackberry never considered it as an option to grow. Where competitors were busy providing effective and timely upgrades to their users, Blackberry just upgraded its security patch to make the device more secure.

BBM Exclusivity

BBM came with a number of features to attract the younger generation and created a major buzz among the highly social generation.
However, they were not ready to allow any other competitor to use this application to attract customers. This might have made BBM exclusive but in the longer run, **WhatsApp** outpaced **BBM** by attracting users from all walks of mobile products.

SWOT analysis of BlackBerry

- **Strengths**
- Has developed an established brand
- Highly secure phones
- Strong focus on narrow customer segment
- Blackberry brand loyalty amongst niche market of corporate/ business customers
- Expanding global consumer base
- Has a loyal market share.

- **Weaknesses**
- Inability to market the brand
- BlackBerry OS
- Poor presence in the tablet market
- Losing brand loyalty amongst non-corporate customers
- Market perceptions of devices being for “professionals”
- R&D limited on innovation capabilities

SWOT analysis of BlackBerry

- **Opportunities**
- Z10is launching with “hub” feature- unique to BlackBerry
- Growth of tablet and smart phone markets
- Obtaining patents through acquisitions
- Increasing Apps market (over 100,000 apps goal)
- Expanding marketing of Niche Business-class consumers (small/ large businesses)

- **Threats**
- Rapid technological change
- Saturated smart phone markets in developed countries
- Large carrier refusing to sell Z10 model.

Recommendations of BlackBerry Awakening

- Operating android based os.
- Involve innovative AI based mobile smartphones version.
- Set up new features of BBM that can hit WhatsApp and gain new generations attention to the classic updated BBM.
- Break BBM Restrictions and release in Google play & Apple Store.

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SUMMARY

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PRACTICING Corporate Branding

Situational Analysis
Analyze corporate situation.

Setting Branding Objectives & Steps
Includes all elements of branding internally & Externally.

Team Task assignments
Assign teams responsible for branding process and set up your goals & performance metrics to measure..

Setting Budgeting
Define your branding budgets, expenditure & ROIs.

KPIs & Metrics
Stt up your KPIs & metrics to measure your branding plan performance.

1 2 3 4 5

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QUESTIONS

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LET`S DO IT
TOGETHER

Thank You

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MAHMOUD EZZAT