

Powered by **Ogilvy Consulting**

Conversations That Matter:

From Startup to Scaleup: **The
brand as a growth accelerator**

Ogilvy

Welcome



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Do you
want this
deck?



Welcome to **uncertainty!**

This new context urges companies to tackle unprecedented challenges in the conduct of their business, which are increasingly complex and even chaotic.

COMPLICATED

Potentially known challenges

Sense > analyze > respond

Benchmark practices

COMPLEX

New but coherent challenges

Probe > sense > respond

Emergent practices

CHAOTIC

New and incoherent challenges

Act > sense > respond

Novel practices

SIMPLE

known challenges

Sense > categorize > respond

Best internal practices

Cynefin Model

At Ogilvy **Consulting**

We believe that only through an innovative approach can we find new sources of growth, by providing unique answers to succeed tomorrow:

Creative consulting

Creative consulting

Creative consulting

Creative consulting

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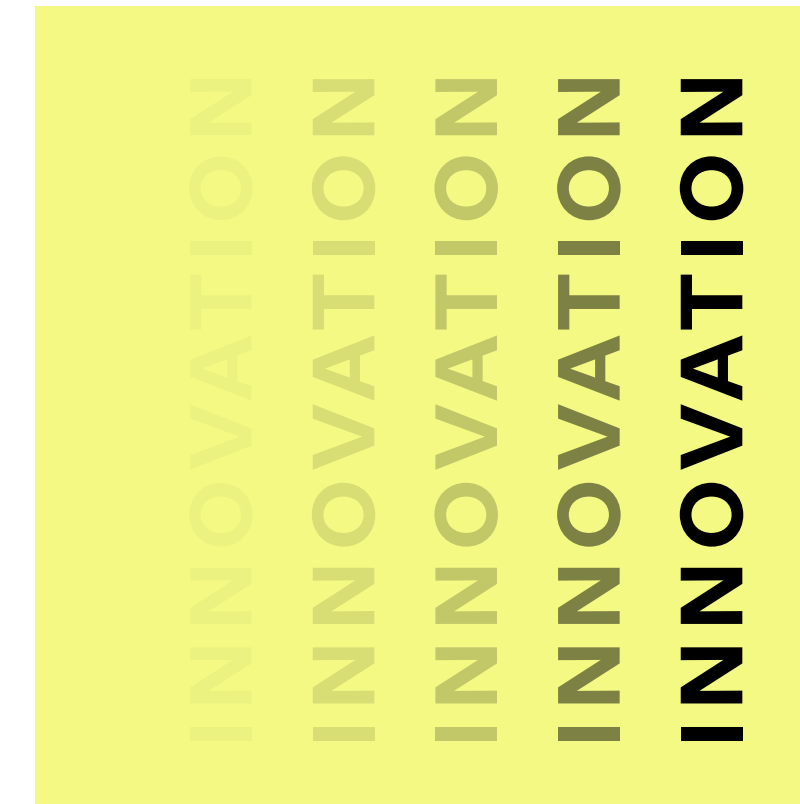
Creative consulting

e consulting créatif

We answer all issues that lie in the way of sustainable value, by leveraging **three fundamental pillars.**



- Growth Opportunity
- Business Ambition
- Brand Positioning
- Sustainability
- Strategic marketing
- Product Portfolio



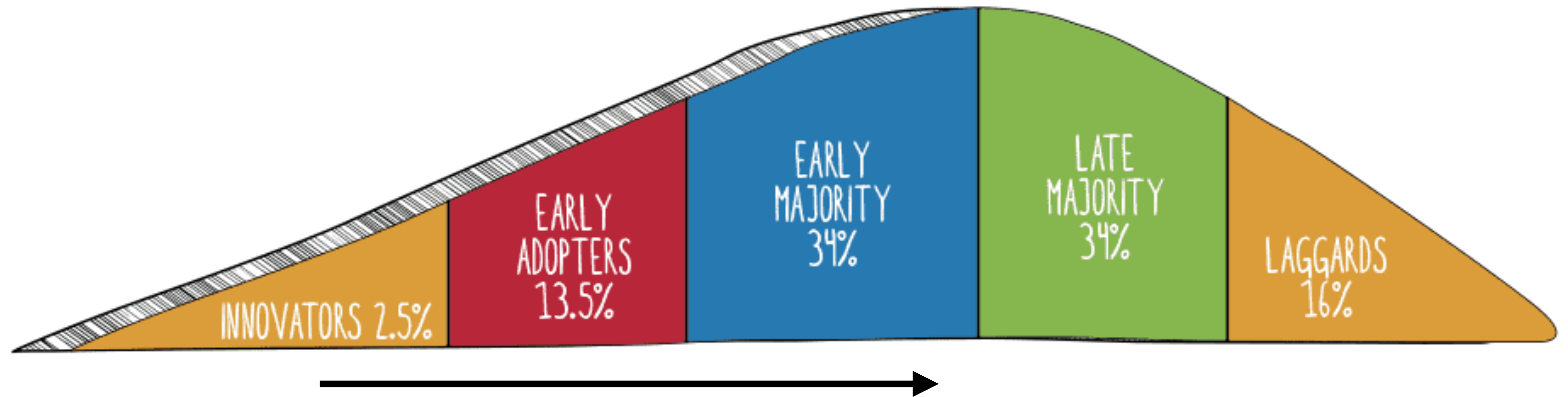
- Prospective
- Business modeling
- Product/service design
- Customer Experience
- Innovation capabilities



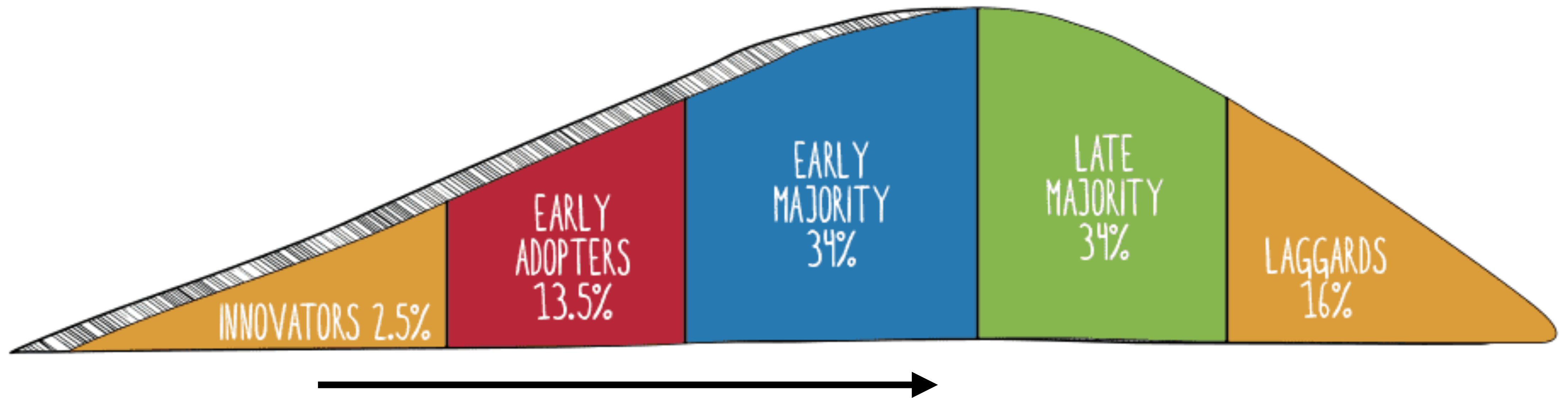
- Change management
- Corporate culture
- Employee engagement (EVP, Brand to staff)

HUMAN & BEHAVIORAL SCIENCES

The challenge for start-ups and scale-ups in the future: moving from the first followers to the majority.



To meet this challenge,
people have to **pick you**
rather than a competitor.







Blands




Casper

Mattresses Pillows Bed Frames Bedding Gifts Bundles Sale

We believe sleep is the superpower that charges everything people do.

We've spent years studying the magic and science of sleep. The more we learn, the more we're sure: Great sleep changes everything. It makes us friendlier, faster, smarter... even warmer and fuzzier. If we all got great sleep, the world would be brighter.



moins 20% sur le matelas Classic. [en savoir plus](#)


eve

matelas litière lits et sommiers meubles

renaître chaque matin

Chez eve, on veut libérer le pouvoir du sommeil parfait grâce à des produits conçus avec les meilleurs matériaux, un design simple et beau et un excellent rapport qualité-prix. Comme on est jamais mieux servi que par soi-même, on a décidé de penser tous nos produits en interne et de les faire produire par les meilleurs fabricants, comme l'éponge en Belgique par exemple. C'est pour ça que nous sommes toujours le souci du détail, une réalisation qui nous fait toucher la touche de jaune, notre signature.

Après des achats en magasin, on a simplifié le processus en offrant des produits uniques à portée de clic de votre chambre. Le résultat ? Une offre qui est à la fois simplement simple et simplement divine livrée gratuitement. Et des retours facilités si jamais vous n'êtes pas satisfaits par l'un de nos produits.



emma

Matelas Litière Accessoires Remplacement

ECONOMISEZ JUSQU'À 41% SUR LE MATELAS ORIGINAL. 1 DRELLER OFFERT AVEC LE COUPON **dreiller**. Offre valable 2, 4h 00m 00s

Don't worry. Sleep happy.

Dormez mieux. Dormez heureux.

Notre histoire

L'histoire d'Emma a commencé en décembre 2015 en Allemagne, à Fraunheim.

Il y a quelques années, quand Max et sa copine se sont installés dans leur nouveau logement, ils ont cherché un matelas. Ils pensaient que ce serait une journée interminable à se rendre chez un nombre incalculable de magasins pour acheter un matelas. Mais ils ont vite découvert que les magasins de matelas étaient remplis de tous les types de matelas et que les copains étaient complètement perdus. Les matelas étaient si nombreux qu'ils étaient devenus un véritable casse-tête.

Après une recherche longue et délicate, ils ont laissé tomber et se sont tournés vers leur lit traditionnel. Le couple inexpérimenté s'est retrouvé avec un matelas qui ne leur convenait pas.

tediber

NOS PRODUITS NOS LITS MA LIVRAISON DES LITS

POURQUOI CHOISIR TEDIBER

À l'origine de Tediber, il y a une volonté de créer une relation directe avec nos clients pour instaurer plus de transparence, de confiance et d'équité en court-circuitant les intermédiaires qui complexifient le marché et gonflent les prix. C'est pourquoi nous sommes lancé en novembre 2015 avec l'ambition de rendre accessible à tous un incroyable matelas.

TEDIBER REND ACCESSIBLE À TOUS UN INCROYABLE MATELAS

Comment ? En repensant toutes les étapes depuis le développement du produit jusqu'à la livraison



Un matelas unique de très haute qualité, disponible dans différentes tailles

Vendu exclusivement par Tediber, sans intermédiaires

Pas de promotions, le prix juste toute l'année

Livraison express et gratuite sur créneau court

100 nuits d'essai chez vous, retour simple et gratuit sans conditions, 10 ans de garantie pleine

650 €

Aide

Offre spéciale rentrée ! On vous offre 10% supplémentaires avec le code **RENTREE10** Expire dans: 3j 06h 06m 25s

HYPNIA

Des matelas qui vous ressemblent

Matelas à mémoire de forme Surmatelas à mémoire de forme Chambre lits-sommiers Linge de lit oreillers-coussins

Concept Besoin de conseils MONCOMPTE PANIER

Accueil > Concept

Notre mission

Un meilleur sommeil pour tous

Mieux dormir devient enfin simple et accessible

Chez Hypnia, nous croyons que bien dormir est un droit. Pour cela nous avons entièrement repensé chaque étape, de la production jusqu'à la livraison pour garantir à chacun de trouver son matelas idéal à un prix abordable.

Besoin de conseils ?

DECISION FATIGUE

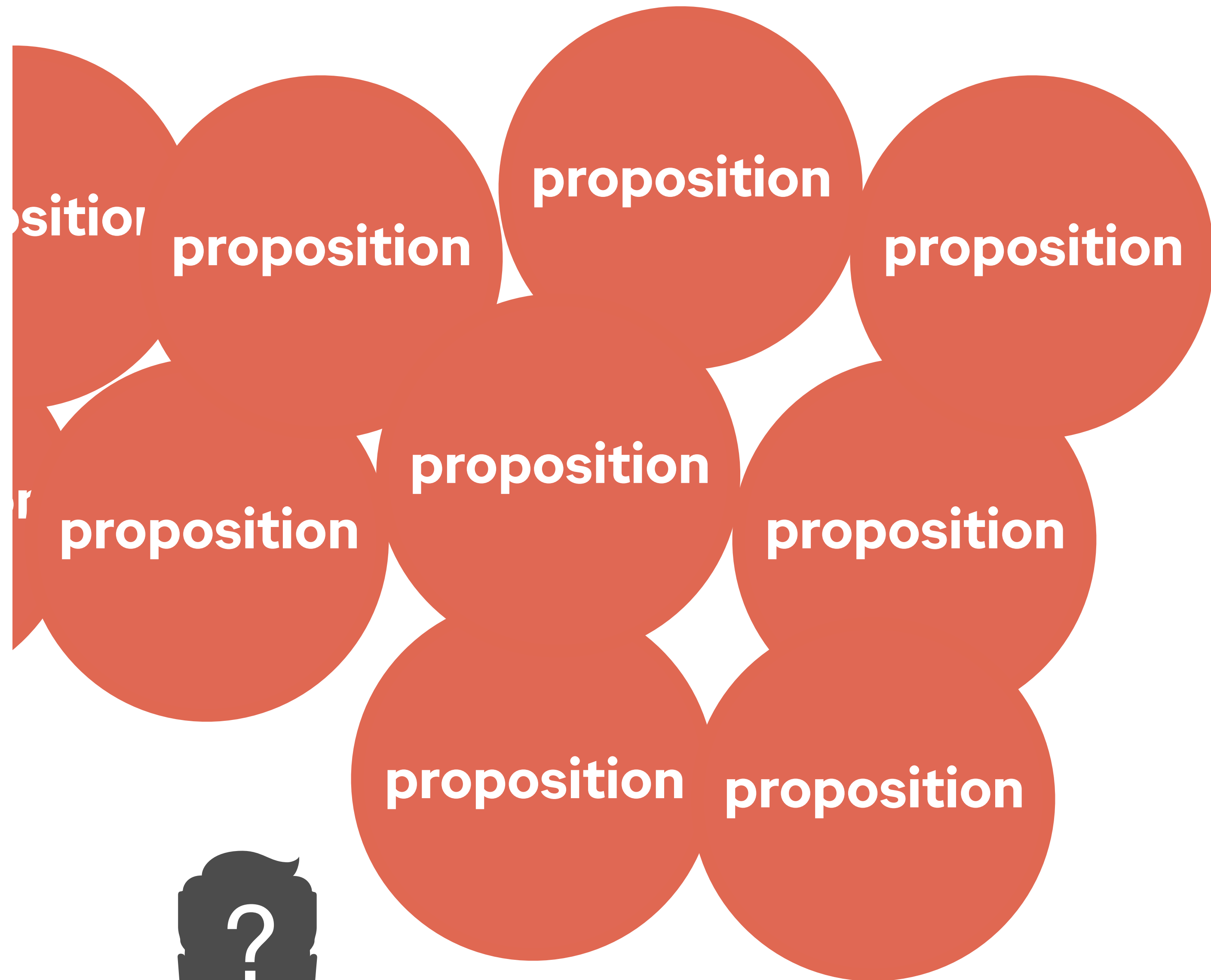
The quality of an individual's decisions deteriorates when there are too many options open to him or her.

« I have too much information, I don't know how to choose »

« I prefer simple and comprehensive options to complex and ambiguous one »

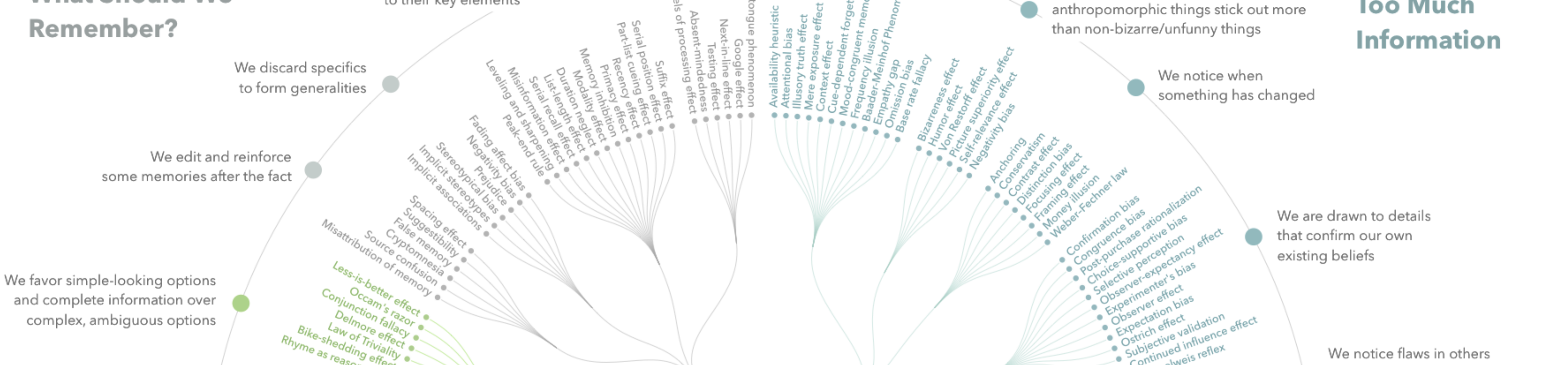
« I'm lost, I don't understand the offer »

« It's too confusing »

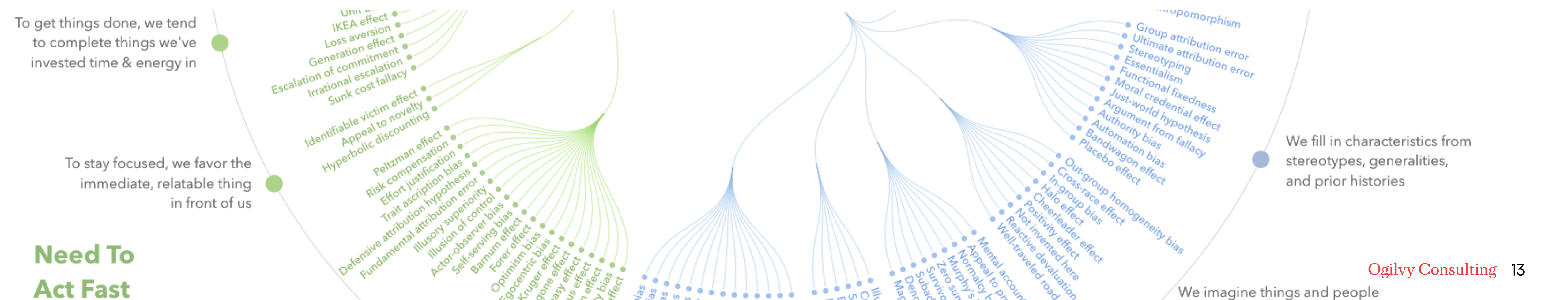


Remember?

Too Much Information



More than 190 psychological biases exist in behavioural sciences

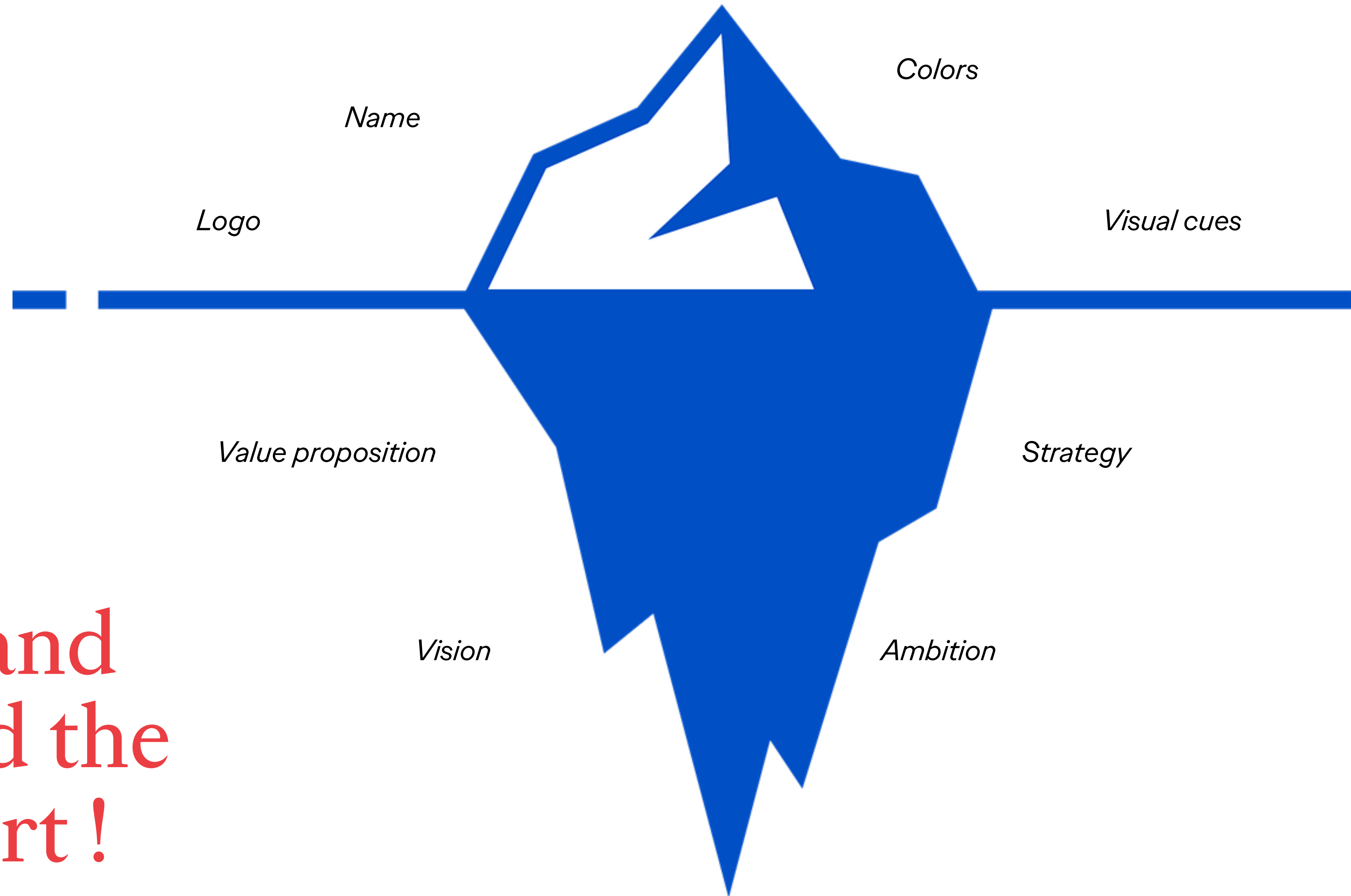


*The brand is the best tool
to grow
by leveraging customer choice.*

*An emotional brand leverages those cognitive bias in the best way,
by building a strong **differentiation** versus competitors.*

*This is the **ideal tool** to address human biases and thus emerge
in a saturated market.*

Because
a strong brand
goes beyond the
emerged part!



A strong brand has 6 'superpowers'

THE BRAND IS A DRIVER OF ATTRACTION AND SATISFACTION



Clients

A strong brand leads to a better NPS, which leads to more business. A strong brand creates loyalty, which reduces price elasticity.

Impacted KPIs: NPS, repeat business, churn, retention rate, etc.

Prospects



A strong brand adds value to its offer and creates more leads, reducing the cost of acquisition while displaying a higher price.

Impacted KPIs: Spontaneous notoriety, app downloads, conversion rates, etc.

Talents



A strong brand reduces recruitment costs and multiplies employee engagement by 3, increasing their productivity by 50%.

Impacted KPIs: Engagement rate, applications, turnover etc.

THE BRAND REASSURES AND PROTECTS



Globalization

A strong brand allows an easier internationalization thanks to a better acquisition of notoriety in the new market.

Impacted KPIs: notoriety in new countries, interest of the press to cover the local launch etc.



Uncertainties

A strong brand gives management time to react to the arrival of a newcomer, a delay in innovation, etc.



Merger & Acquisition

In times of M&A, a strong target brand creates goodwill, and facilitates the potential integration.

Impacted KPIs: company valuation, increase in goodwill, cultural integration success rate, etc.

Apple	<i>owns</i>	CREATIVITY
Amazon	<i>owns</i>	PLATFORM
Sézane	<i>owns</i>	RETAIL EXPERIENCE
Wework	<i>owns</i>	COMMUNITY
Facebook	<i>owns</i>	CONNECTION
Google	<i>owns</i>	KNOWLEDGE
Airbnb	<i>owns</i>	IMMERSION
You	<i>owns</i>	?

60%

of respondents consider that companies today have a more important role than governments in creating a better future.

L'observatoire des marques dans la cité,
Havas Paris & CSA, 2020

71%

of respondents no longer trust brands that **put profits over people during the coronavirus crisis.**

Edelman, 2020

73%

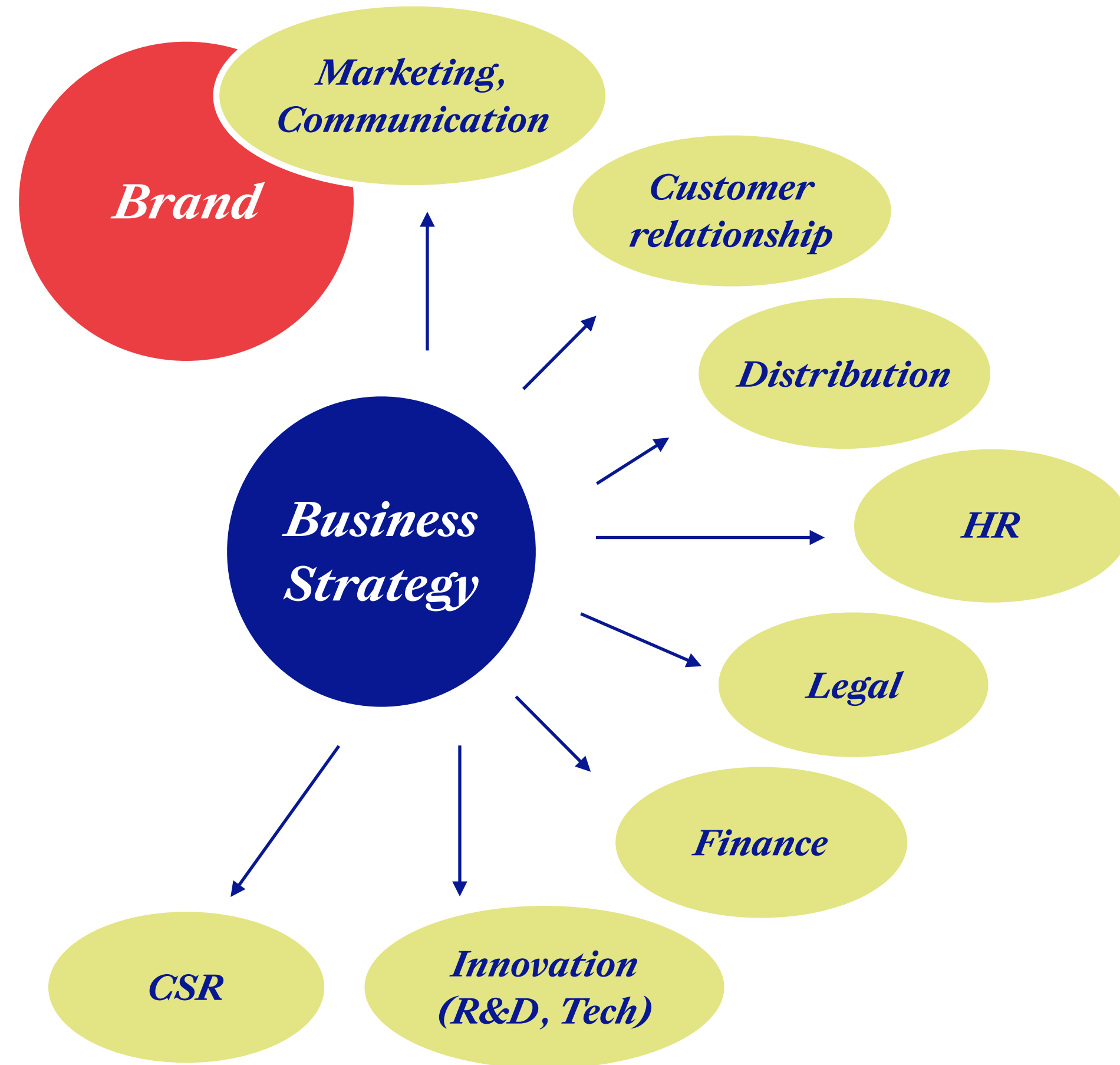
of respondents expect companies **to prioritize people before products.**

Edelman, 2020

*When your brand is strong,
it becomes a powerful north star
to drive growth throughout
your organization.*

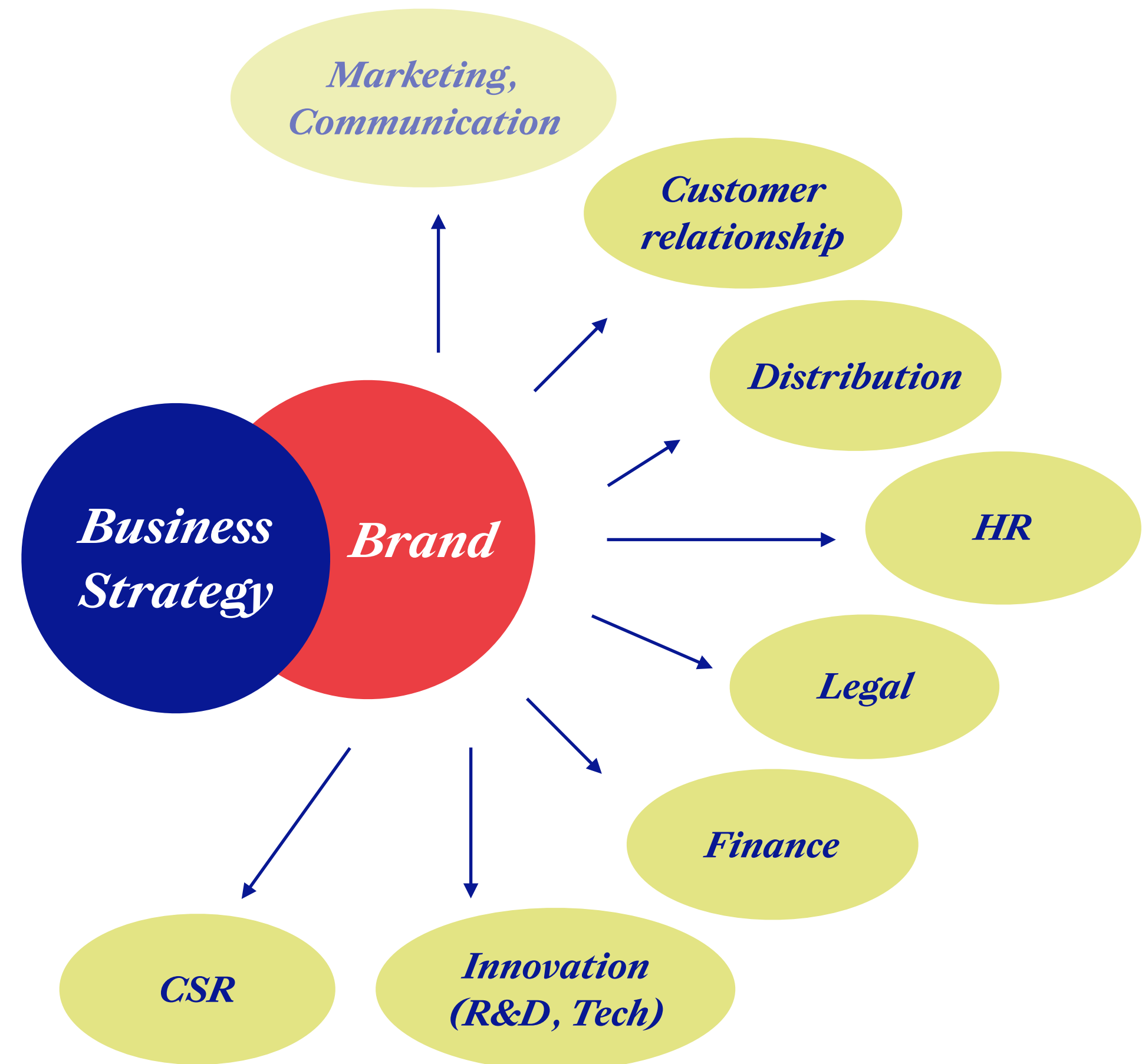
From a brand...

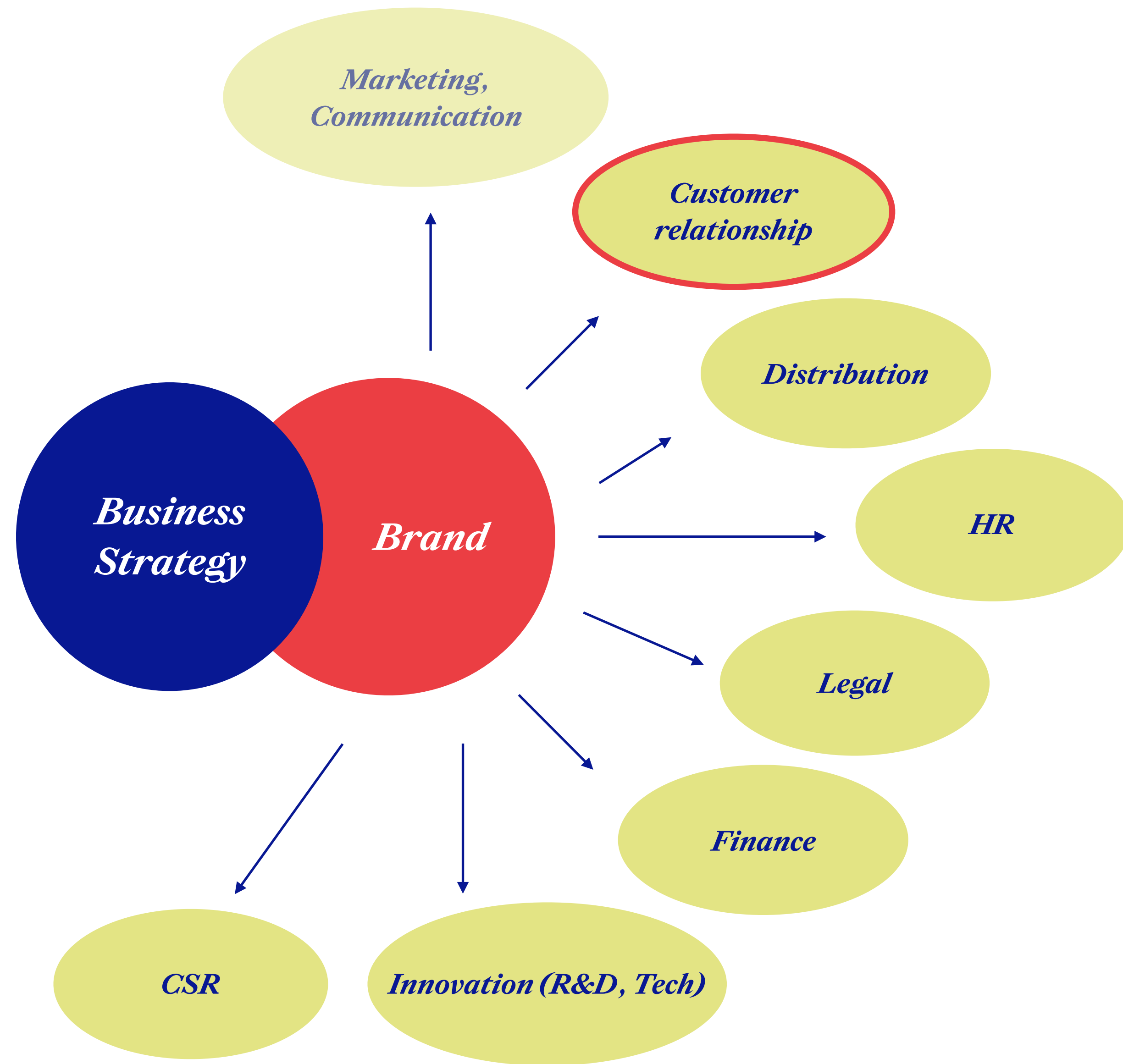
which is part of the marketing strategy



To a brand...

which acts at the heart of the company's strategy to contribute to business performance





ZAPPOS

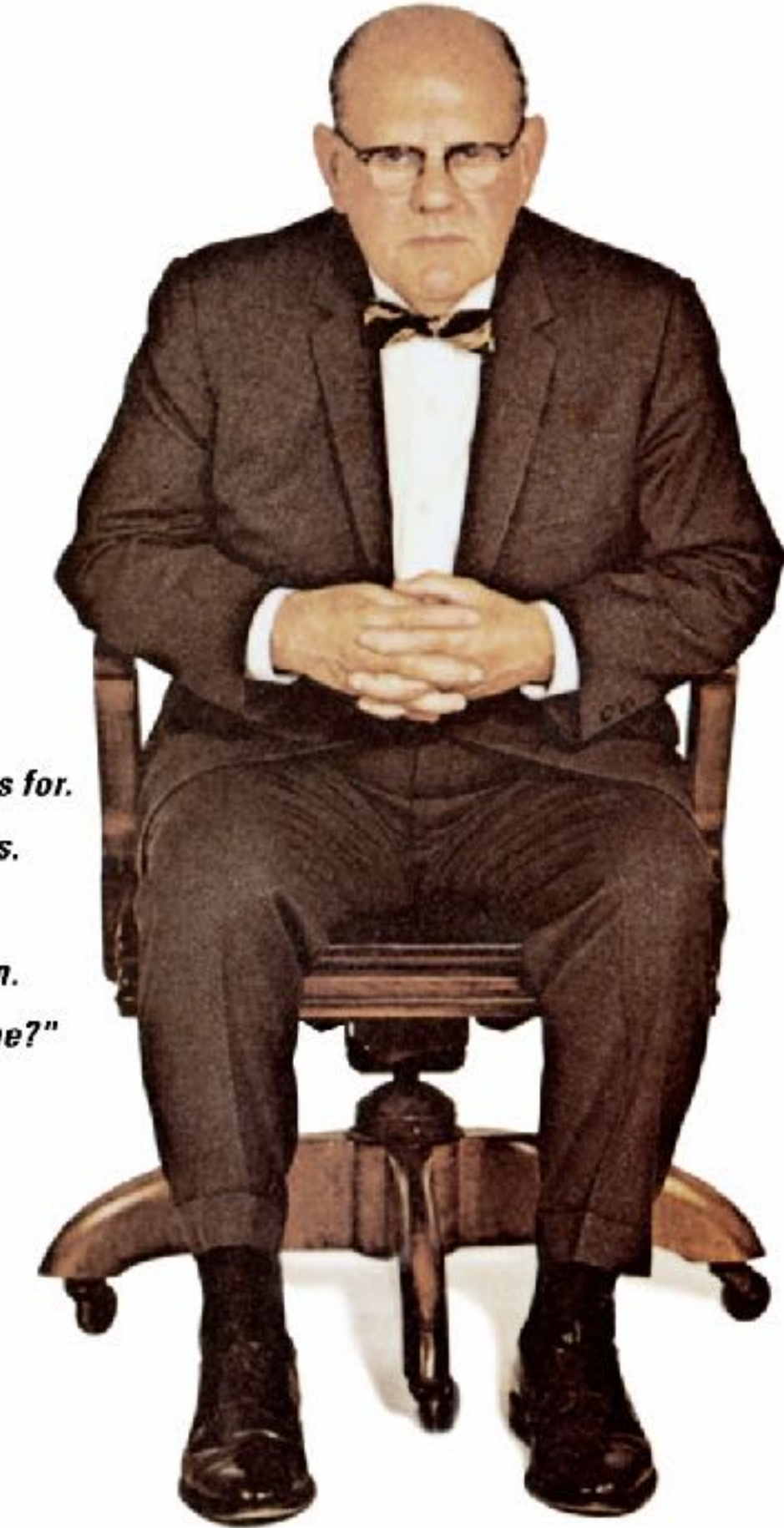


27%

of purchases are based on
non-rational criteria
(in front of price and
product features)

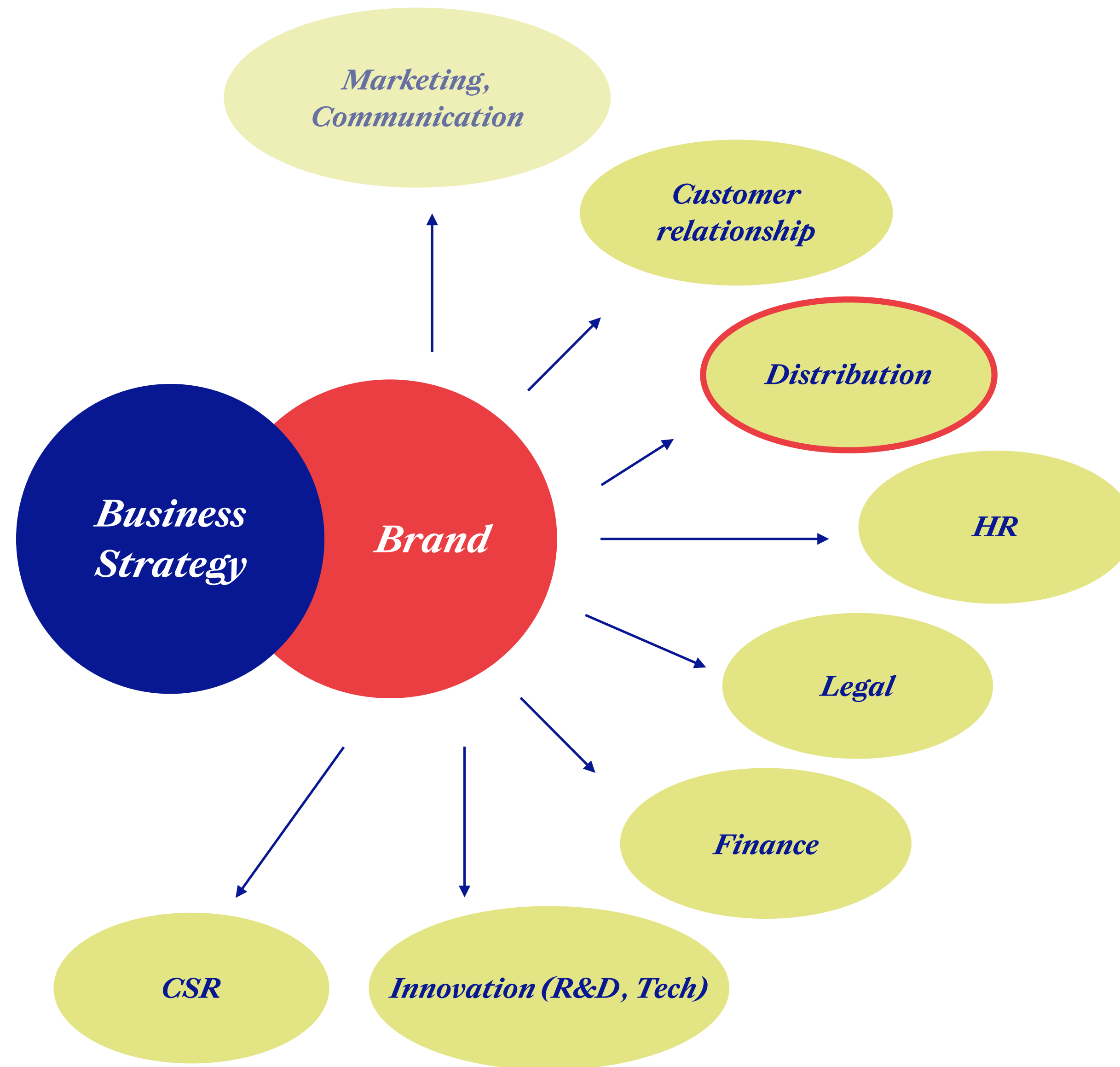


*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"*



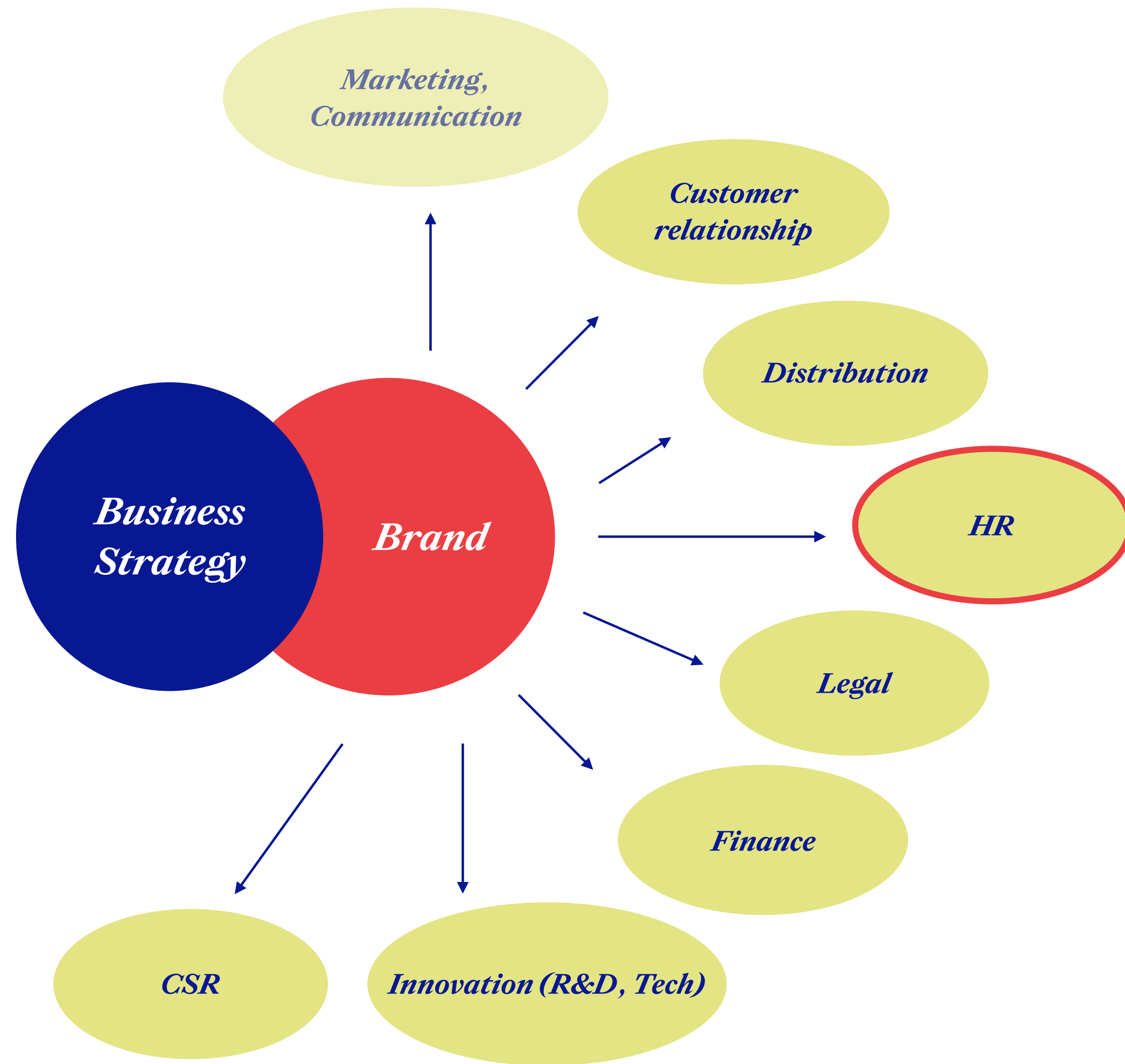
MORAL: Sales start **before** your salesman calls—with business publication advertising.

McGRAW-HILL MAGAZINES
BUSINESS • PROFESSIONAL • TECHNICAL



NETFLIX



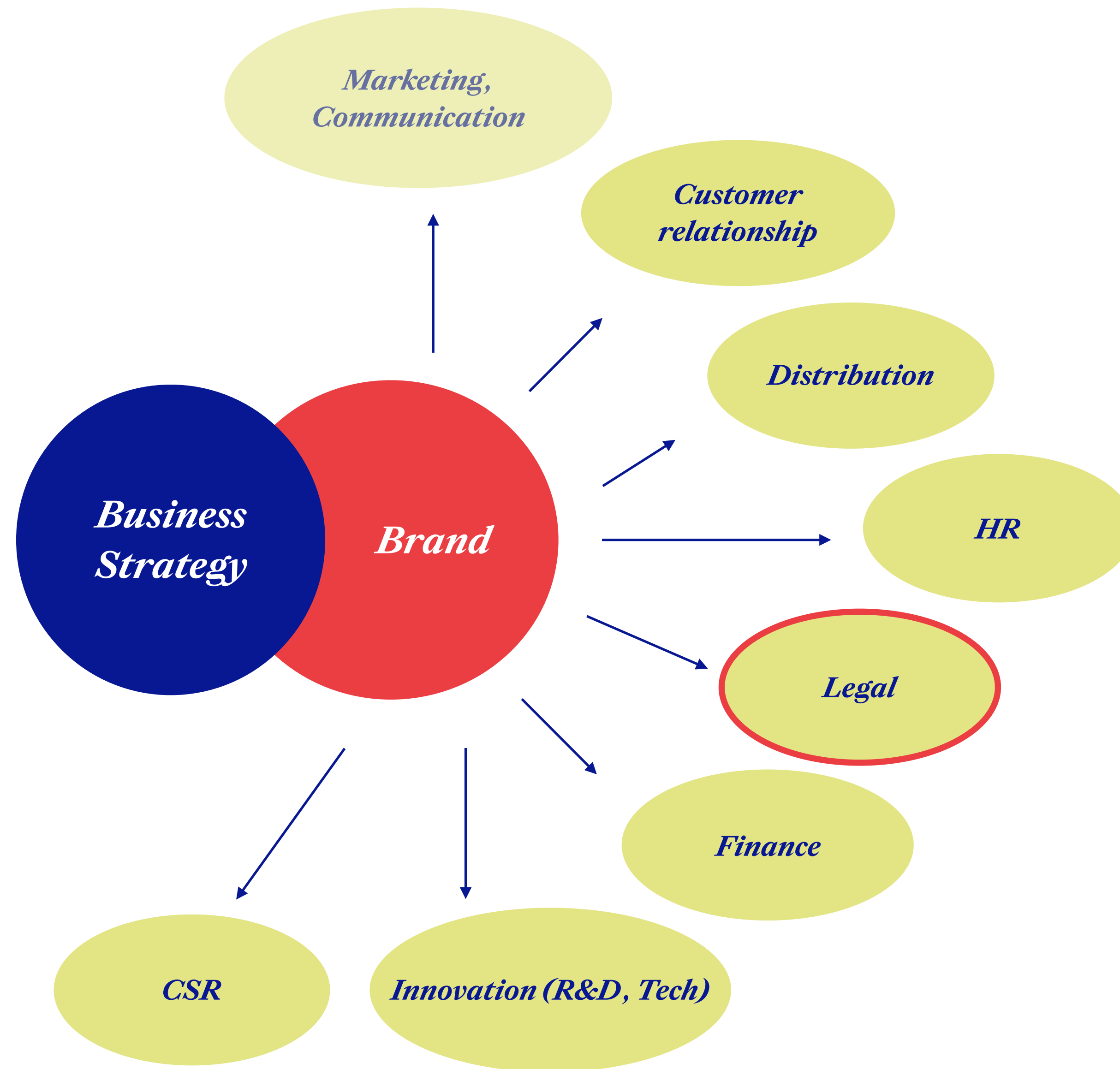


FESTO

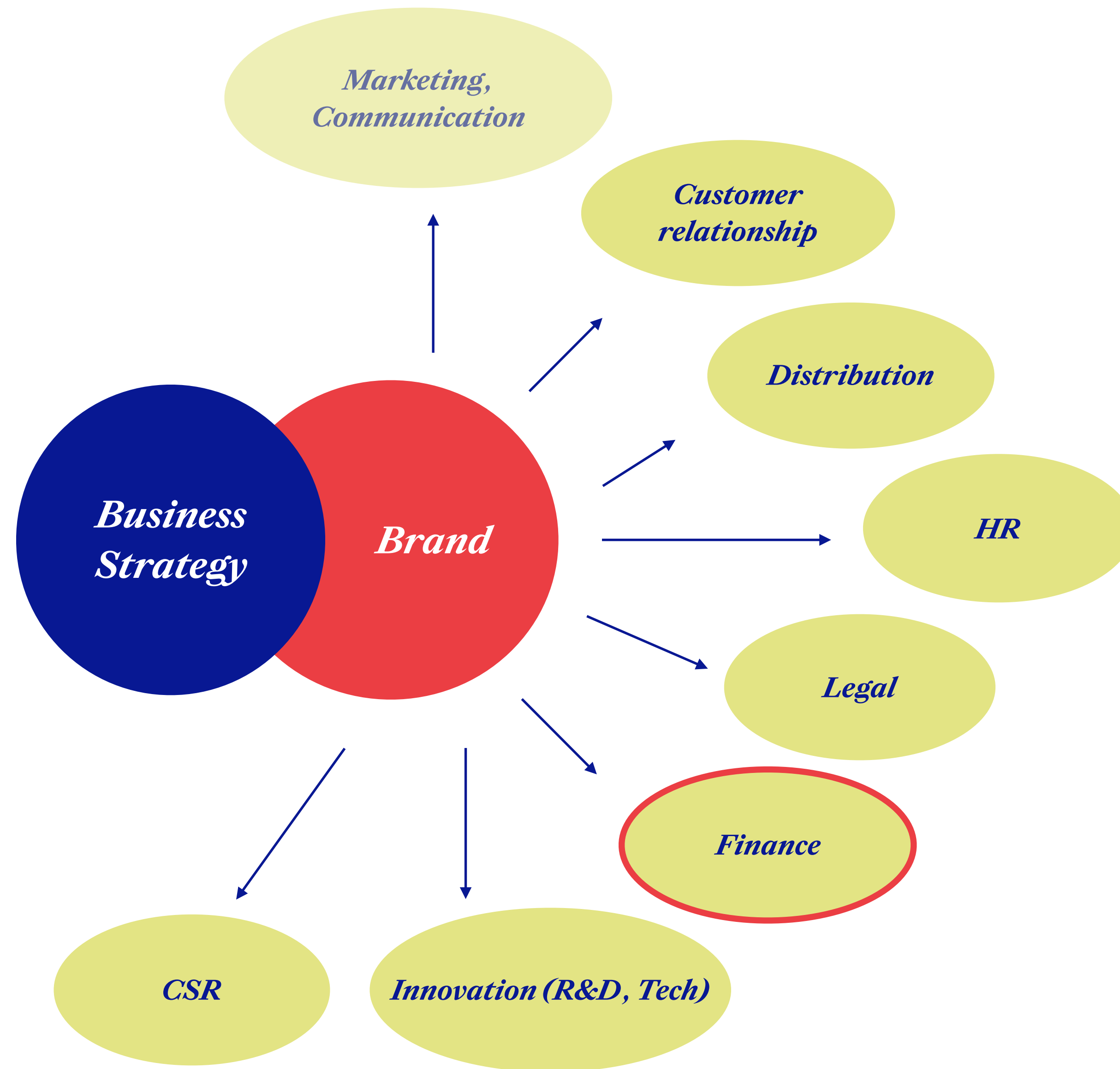


SHINE









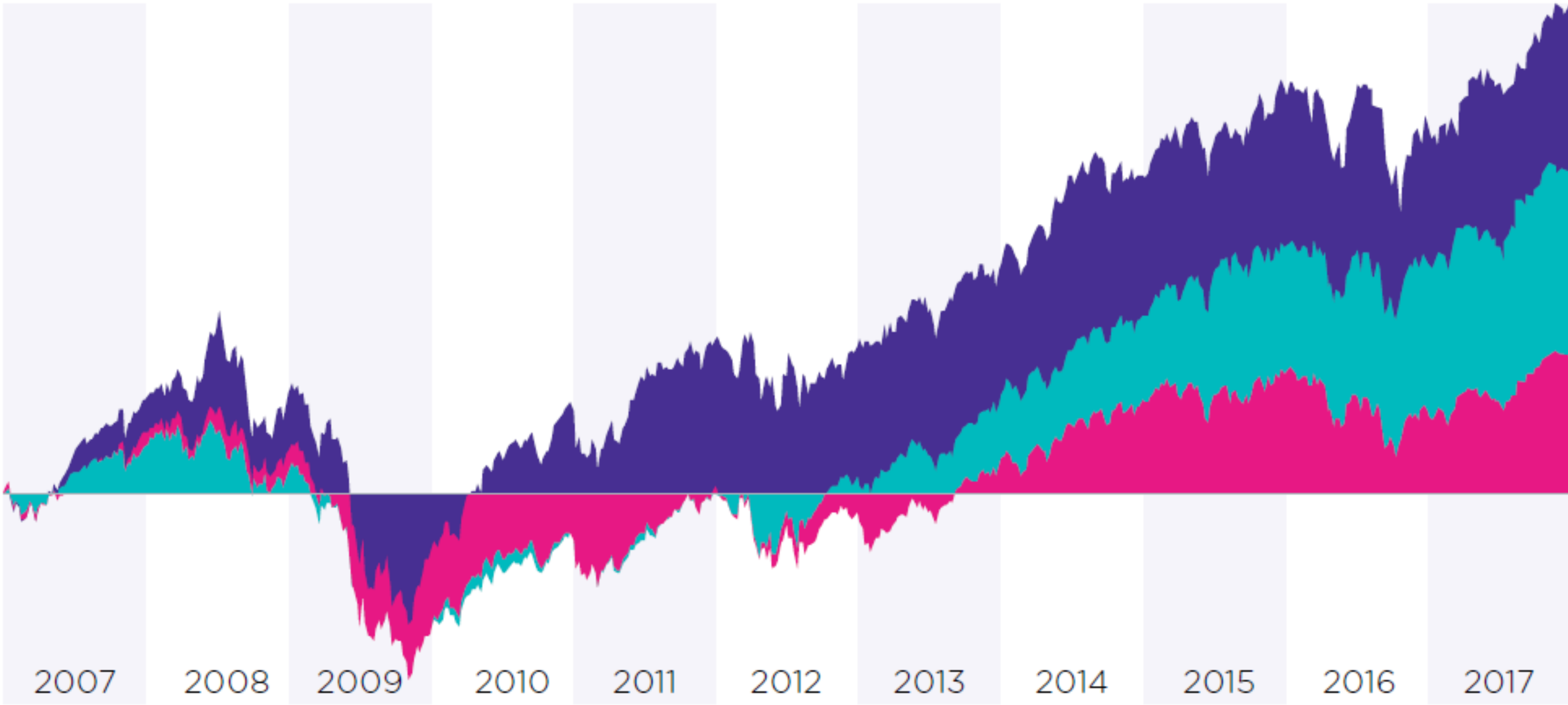
BRANDZ™ STRONG BRANDS PORTFOLIO VS. S&P 500 VS. MSCI WORLD INDEX

The value of the BrandZ™ Strong Brands Portfolio increased 124.9 percent between April 2006 and April 2017, outperforming both the S&P 500 and the MSCI World Index.

BrandZ™
124.9%

S&P500
82.1%

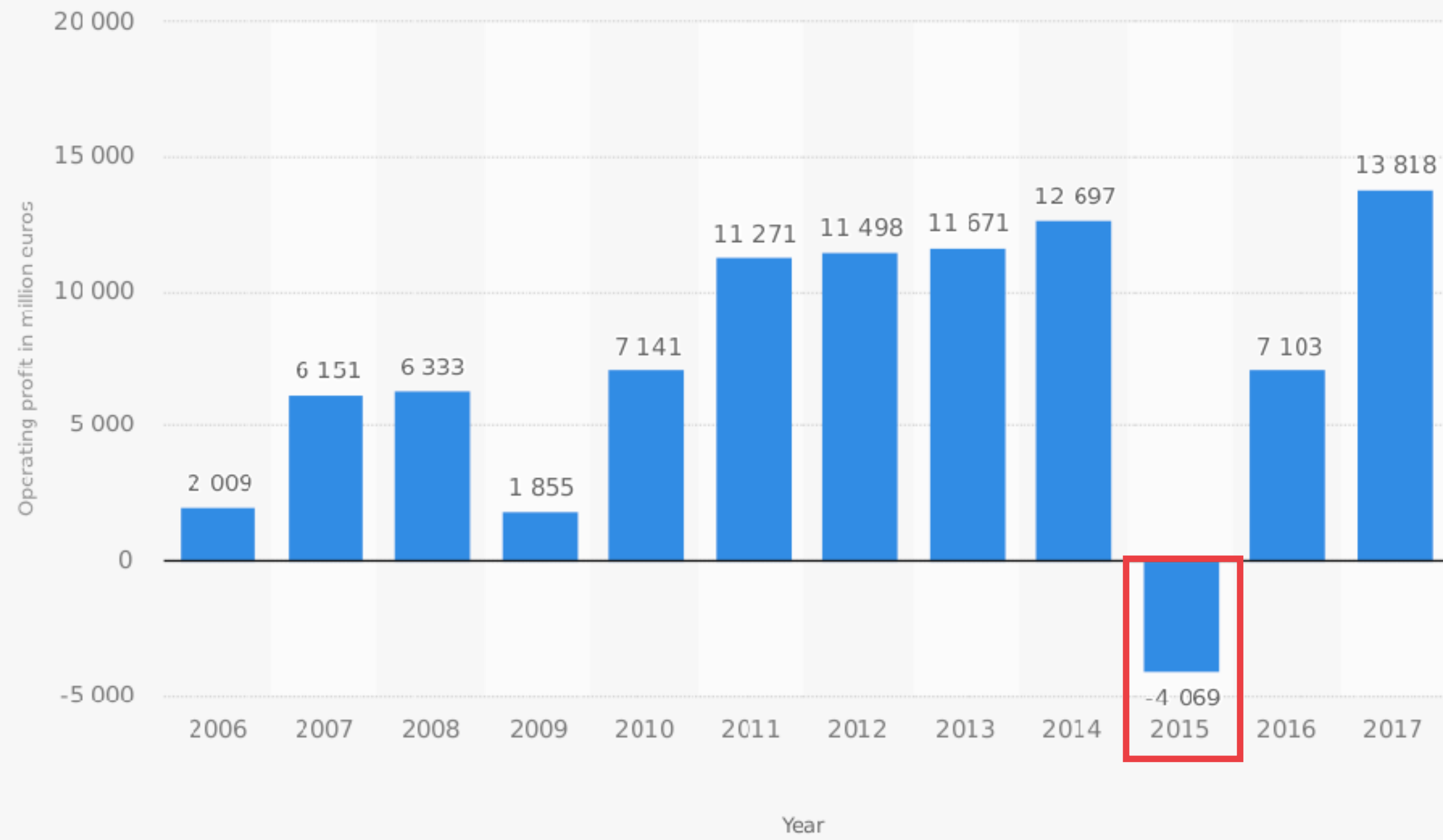
MSCI
34.9%



Source: Kantar Millward Brown / BrandZ™
The BrandZ™ Strong Brands Portfolio is a subset of the BrandZ™ Top 100 Most Valuable Global Brands.



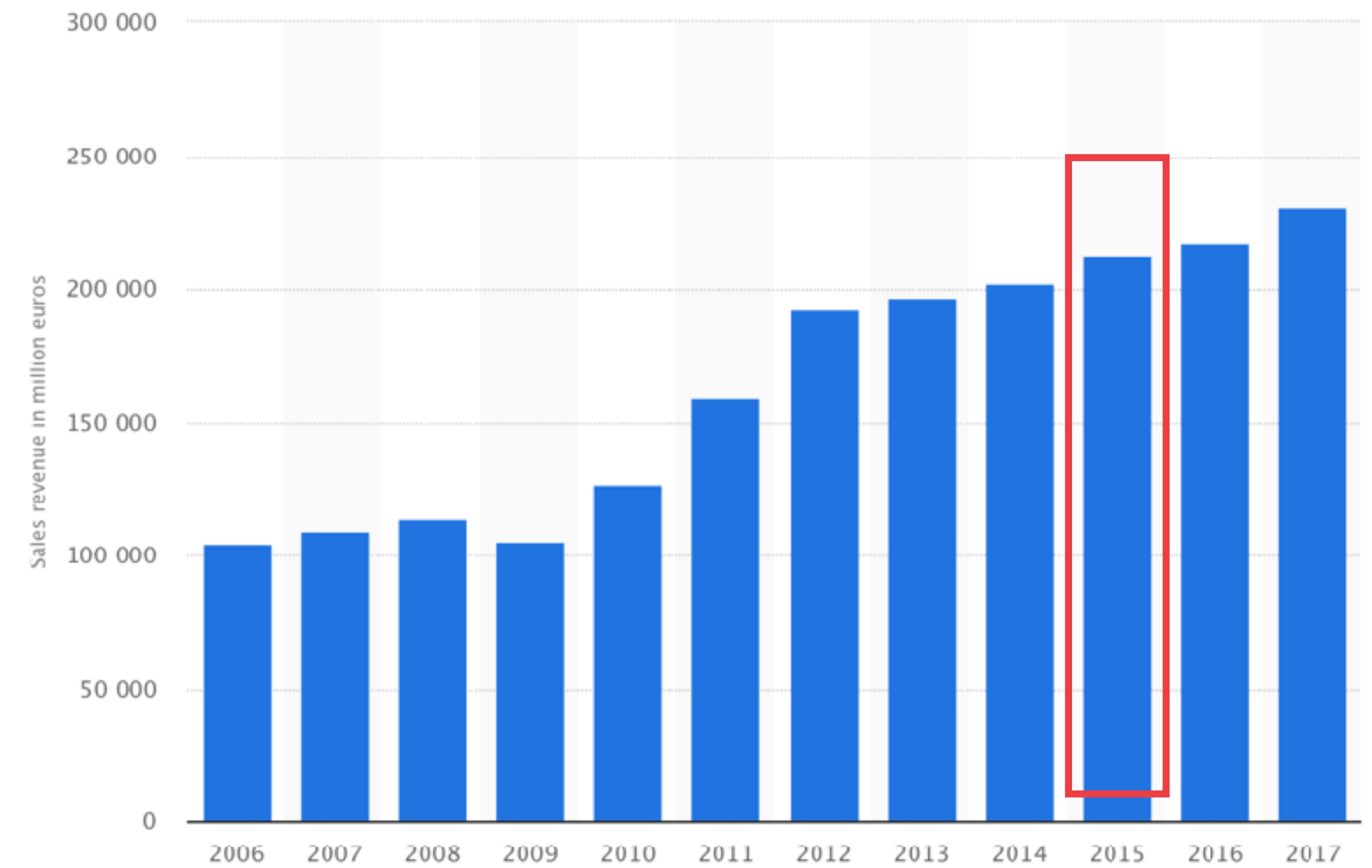
Operating income - 2006 to 2017



Source
Volkswagen
© Statista 2018

Additional Information:
Worldwide

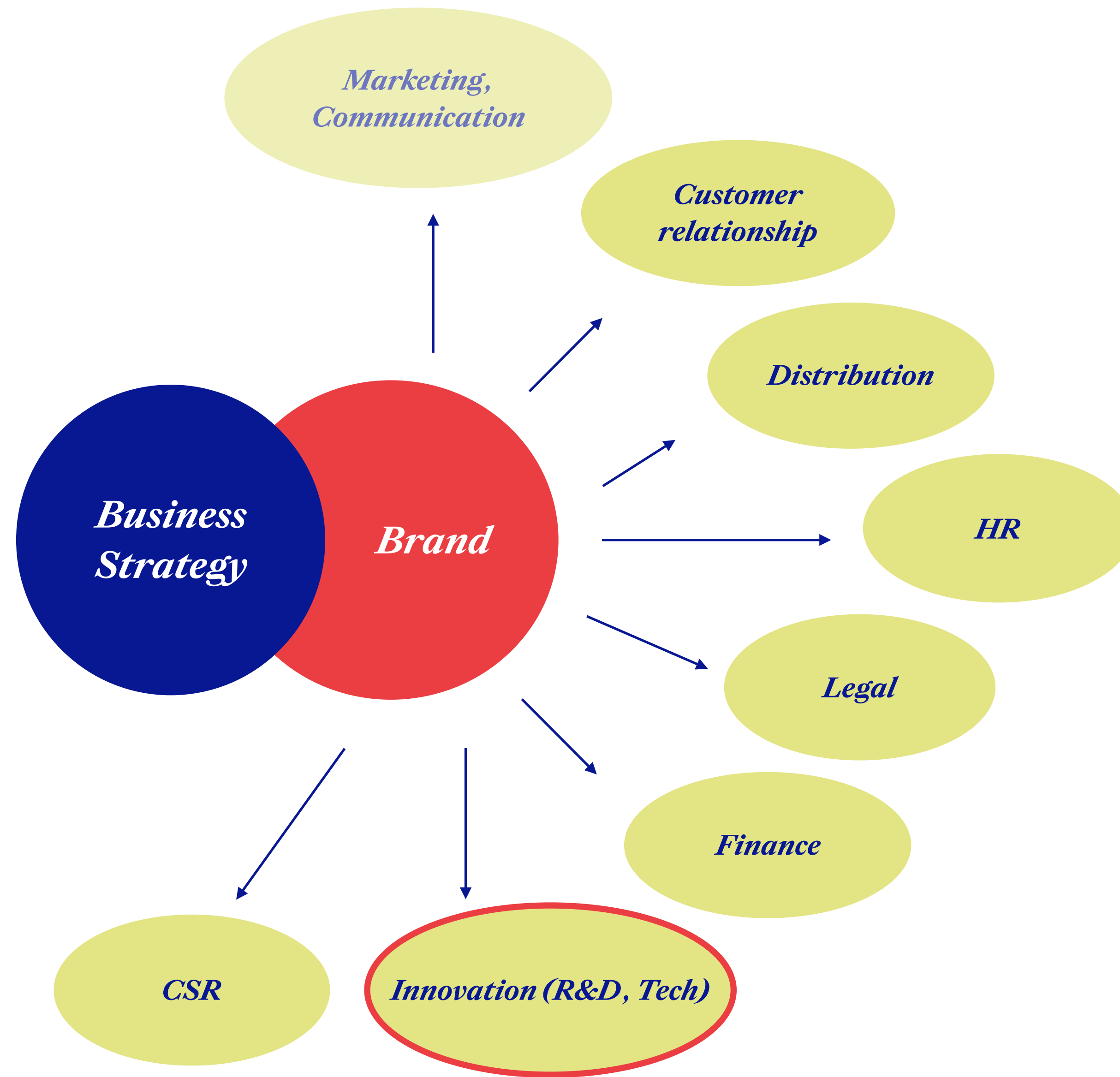
Revenue - 2006 to 2017



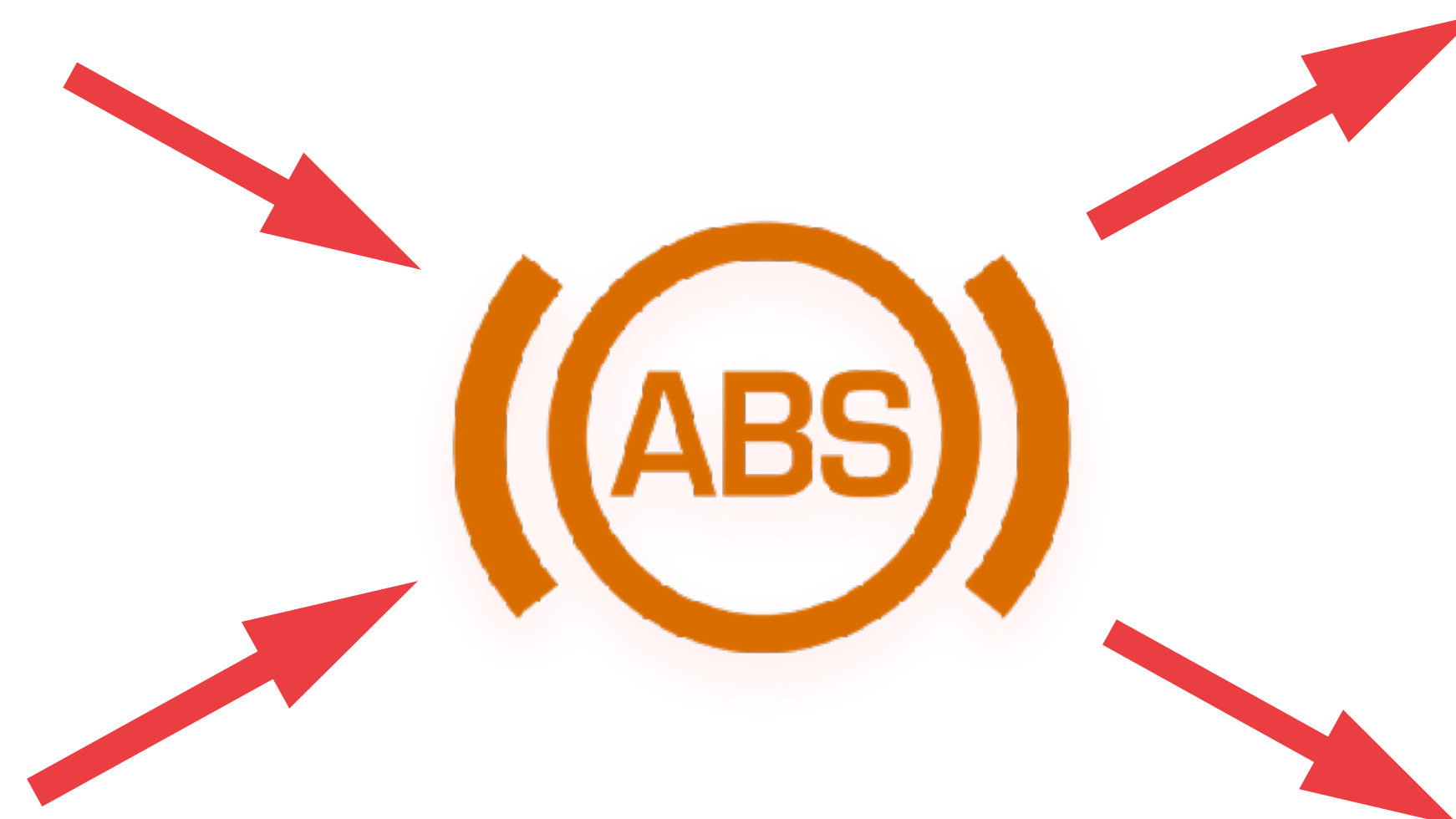


X





BMW X VOLVO



Family safety

Individual enjoyment

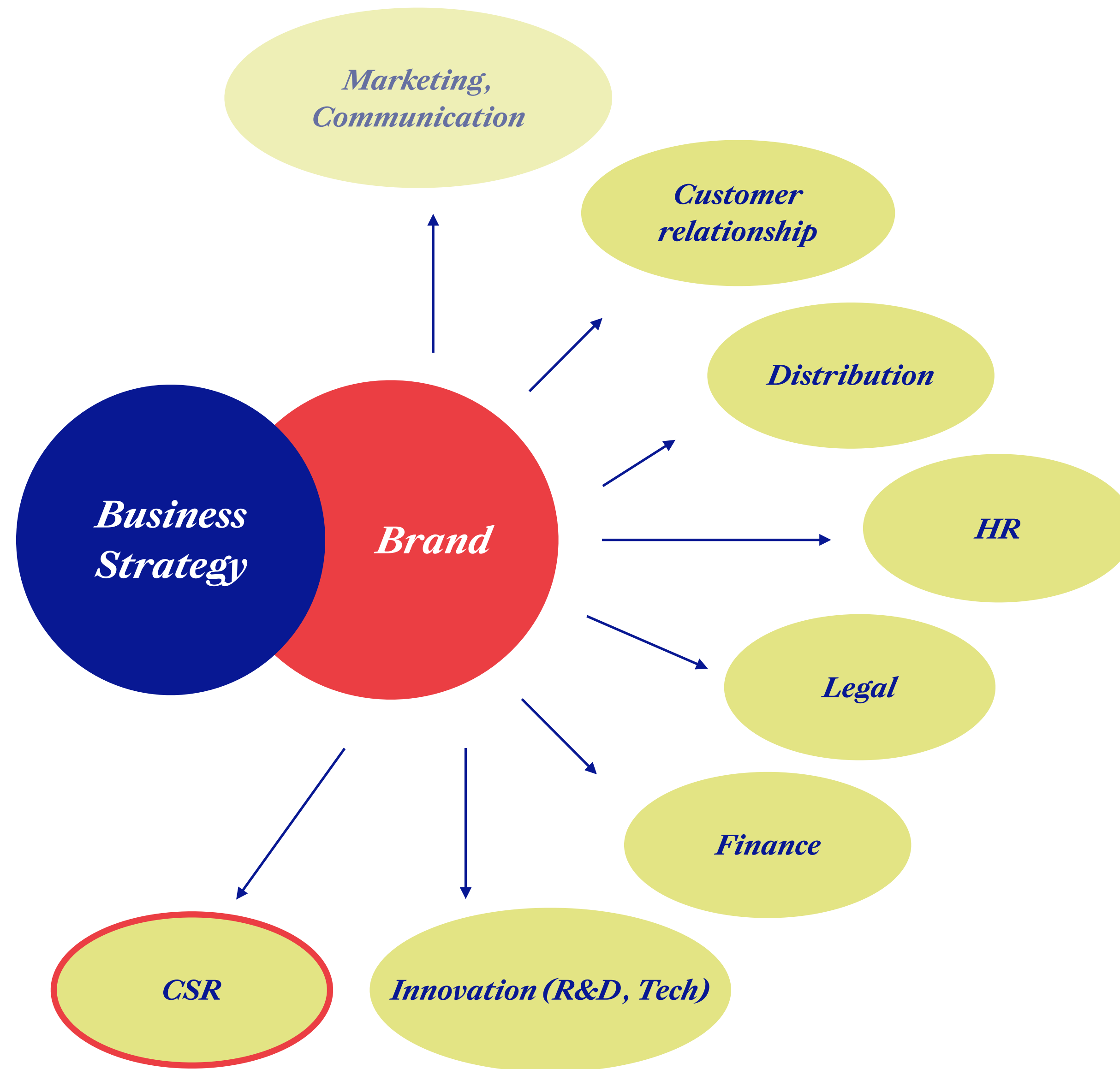
Ethical choice concerning the self-driving car



Mercedes-Benz

« If the self-driving car is defective, we will prioritize saving the largest number of people. »

« If the self-driving car is defective, we will always keep the driver safe. »



PATAGONIA

REIMAGINE



REDUCE

WE make useful gear that lasts a long time **YOU** don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear **YOU** pledge to fix it if it's broken

REUSE

WE help find a home for Patagonia gear you no longer need **YOU** sell or pass it on to someone who needs it

RECYCLE

WE will take back your Patagonia gear that is worn out **YOU** pledge to keep your stuff out of landfills

REIMAGINE

TOGETHER

we reimagine the world where we take only what our planet can replace



**« Your brand is the single
most important investment
you can make in your
business »**

**STEVE FORBES, EDITOR IN CHIEF
OF FORBES MAGAZINE**

Questions?

Ogilvy Consulting

Thank you.

Ogilvy