



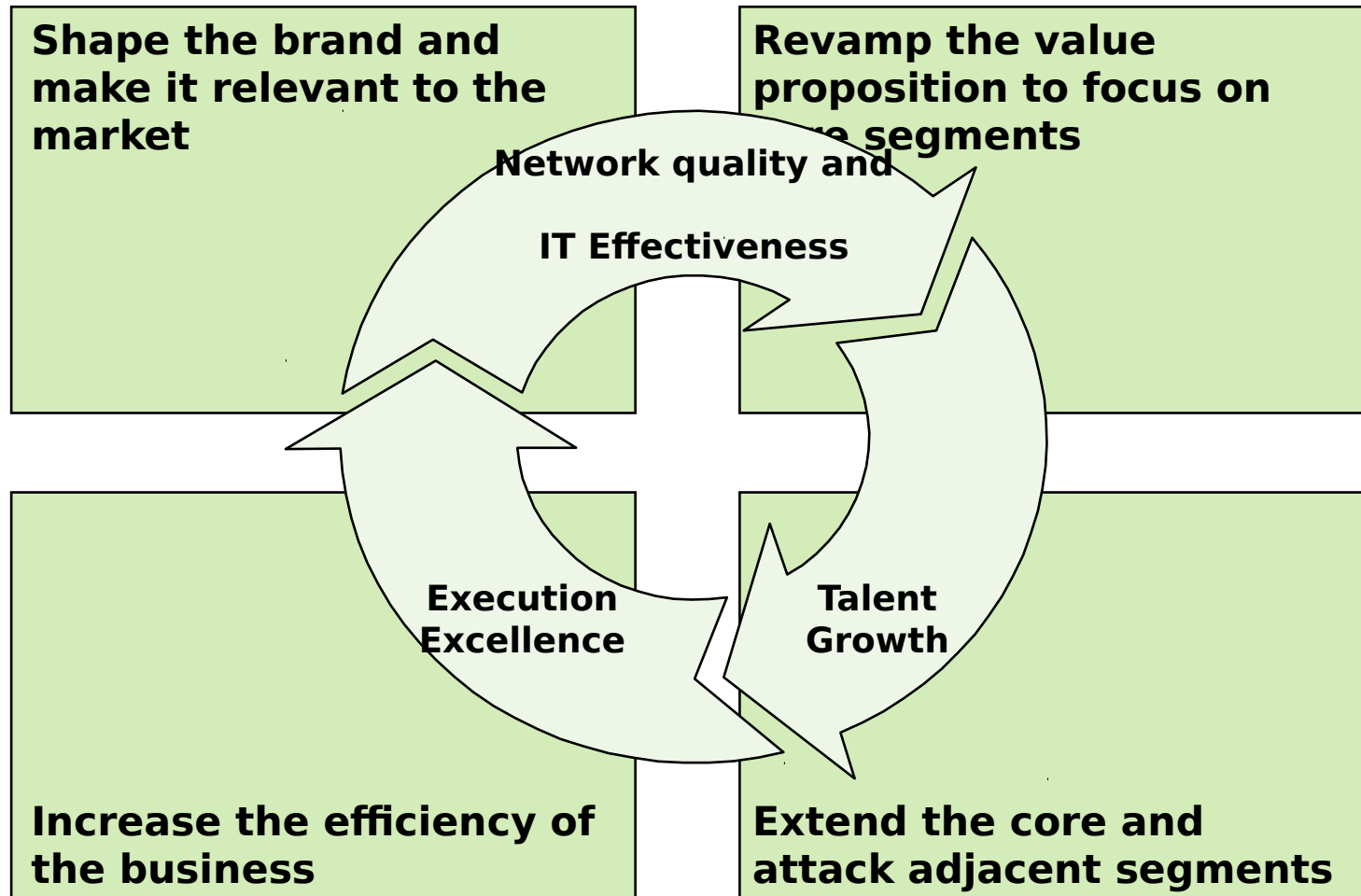
BRAND STRATEGIES & architecture

Stimulus material for workshop
discussion

Document in progress

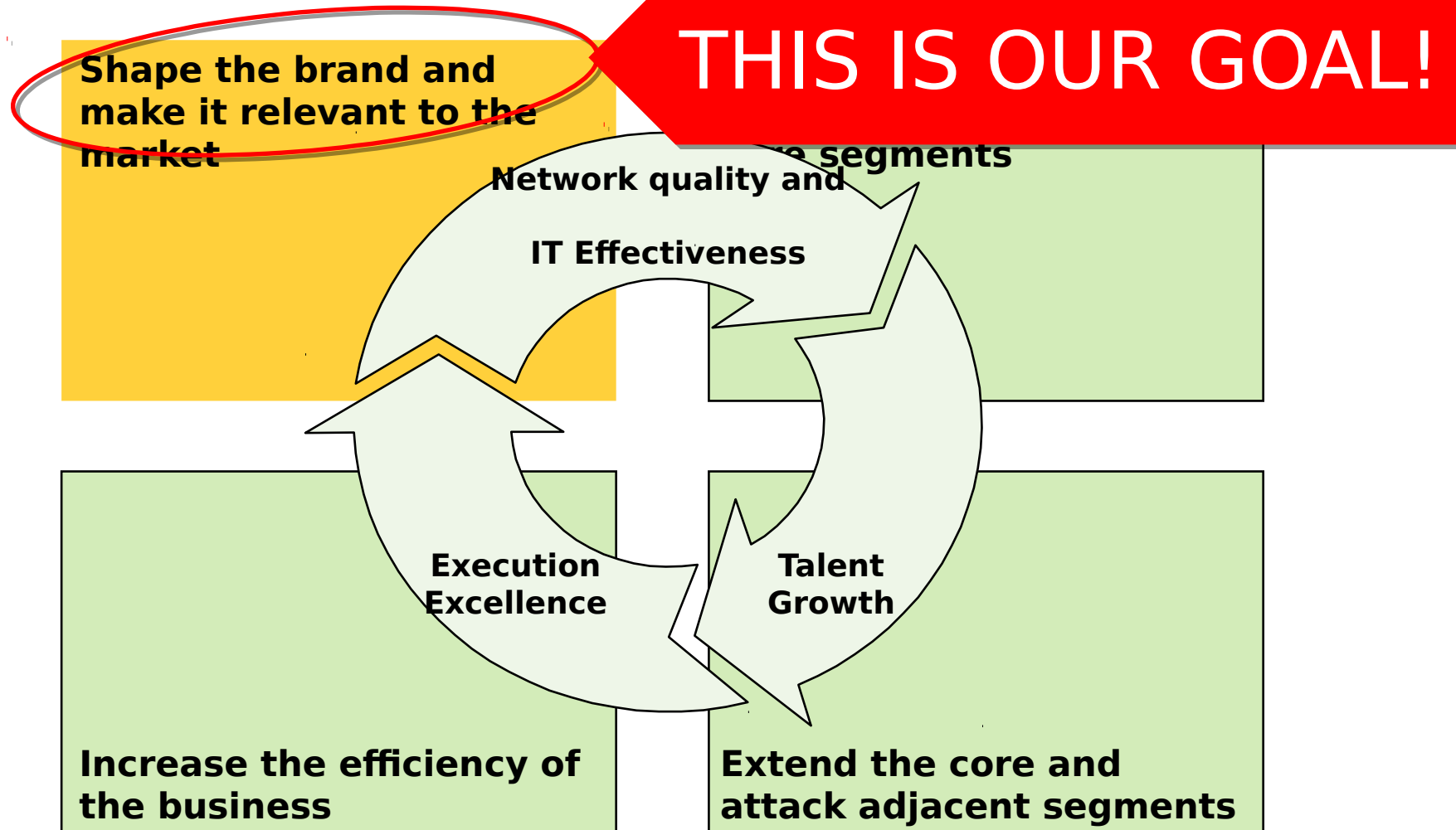


Si.mobil's Strategy





Si.mobil's Strategy



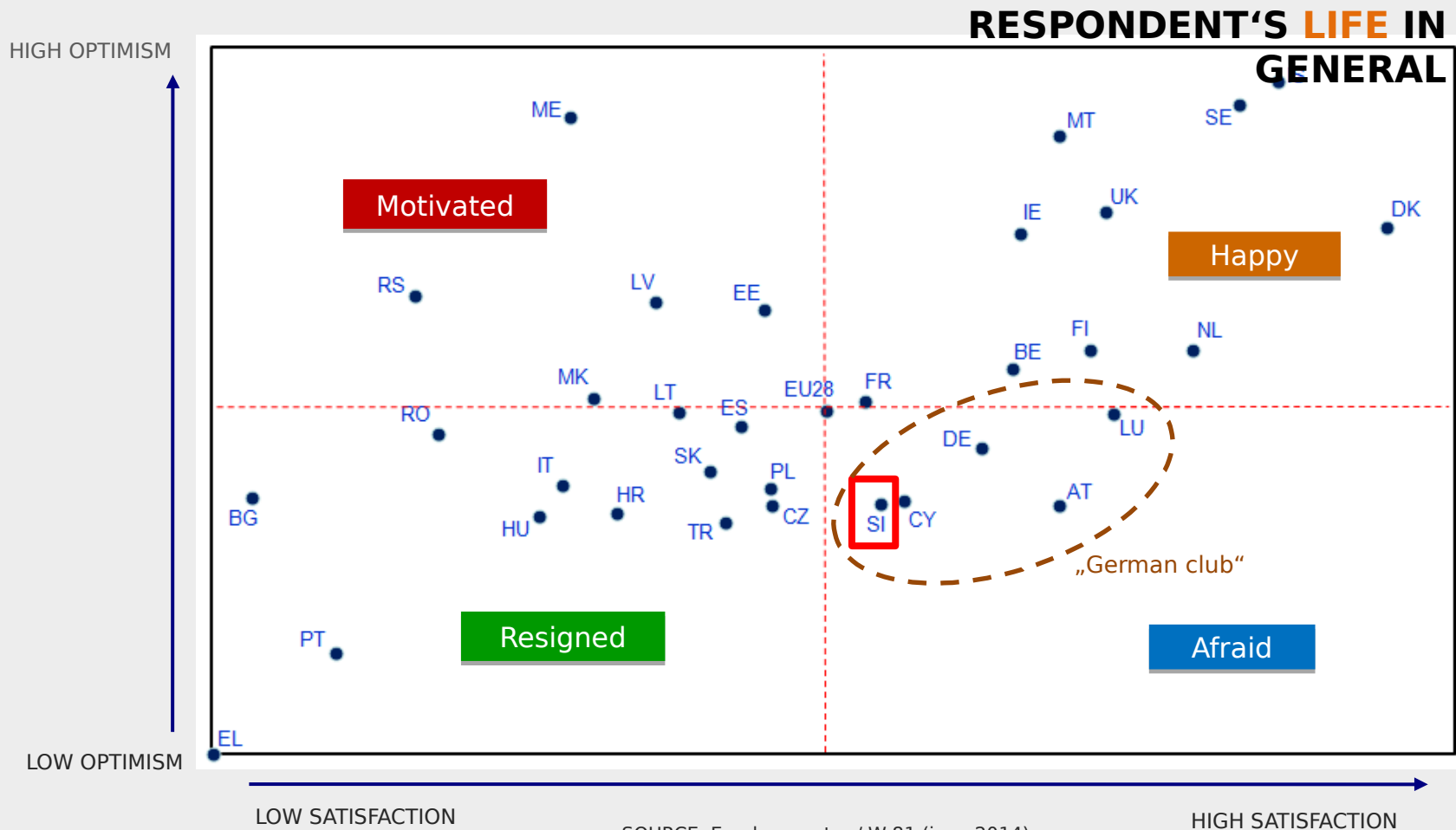


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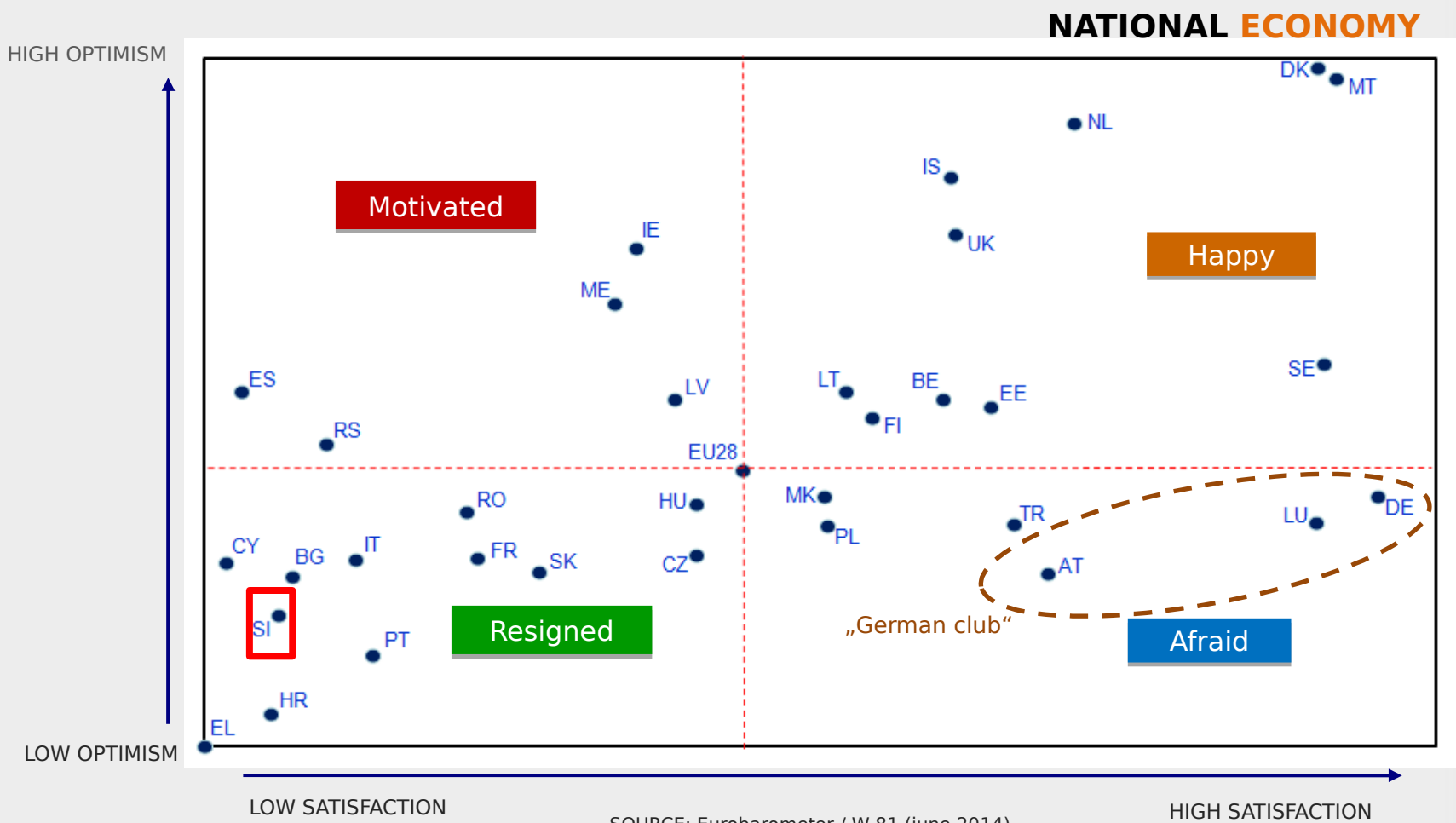
What should be considered
(consumers, society, category, brand)

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Stories for the Screen World

**People do not live within the „category“,
but in social context, reflecting social
trends.
They live in the „culture code“.**



Double-edged society: relative (above average) satisfaction with life and low optimism about better life in future

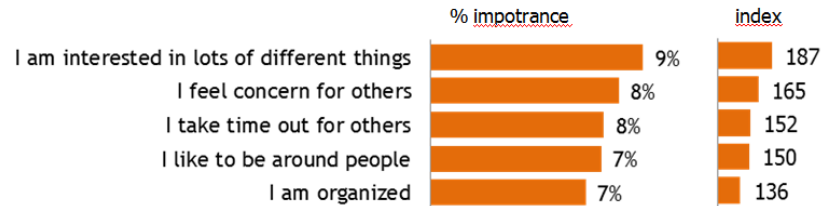


SOURCE: Eurobarometer / W 81 (june 2014)

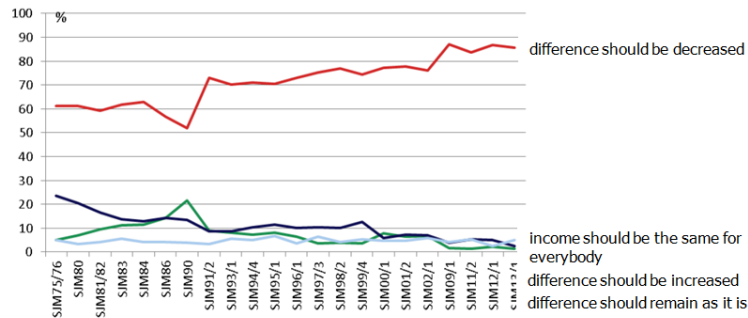


**acceptance of order and subordination
(power distance)
collectivistic society
feminine society
uncertainty avoidance is very high**

Self evaluation of respondents' personality

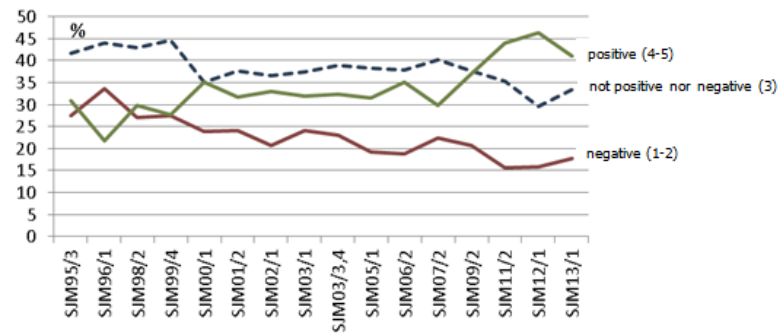


Should difference in income in Slovenia be increased, decreased or should difference remain as it is?



FDV - CIMMK, Slovensko javno mnenje 1975 - 2013 (S11)

What's your attitude to the notion of socialism?



FDV - CIMMK, Slovensko javno mnenje 1995 - 2013 (S26)

egalitarian society with rising sympathy for the socialist past

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Stories for the Screen World



DEEP DISTRUST TO NATIONAL POLITICAL AUTHORITIES:

93 % of Slovenians distrust political parties

89 % of Slovenians distrust the national government

92 % of Slovenians distrust the national parliament

These are the far highest numbers in the whole EU-28 + Turkey, Montenegro, Macedonia, Serbia, Island



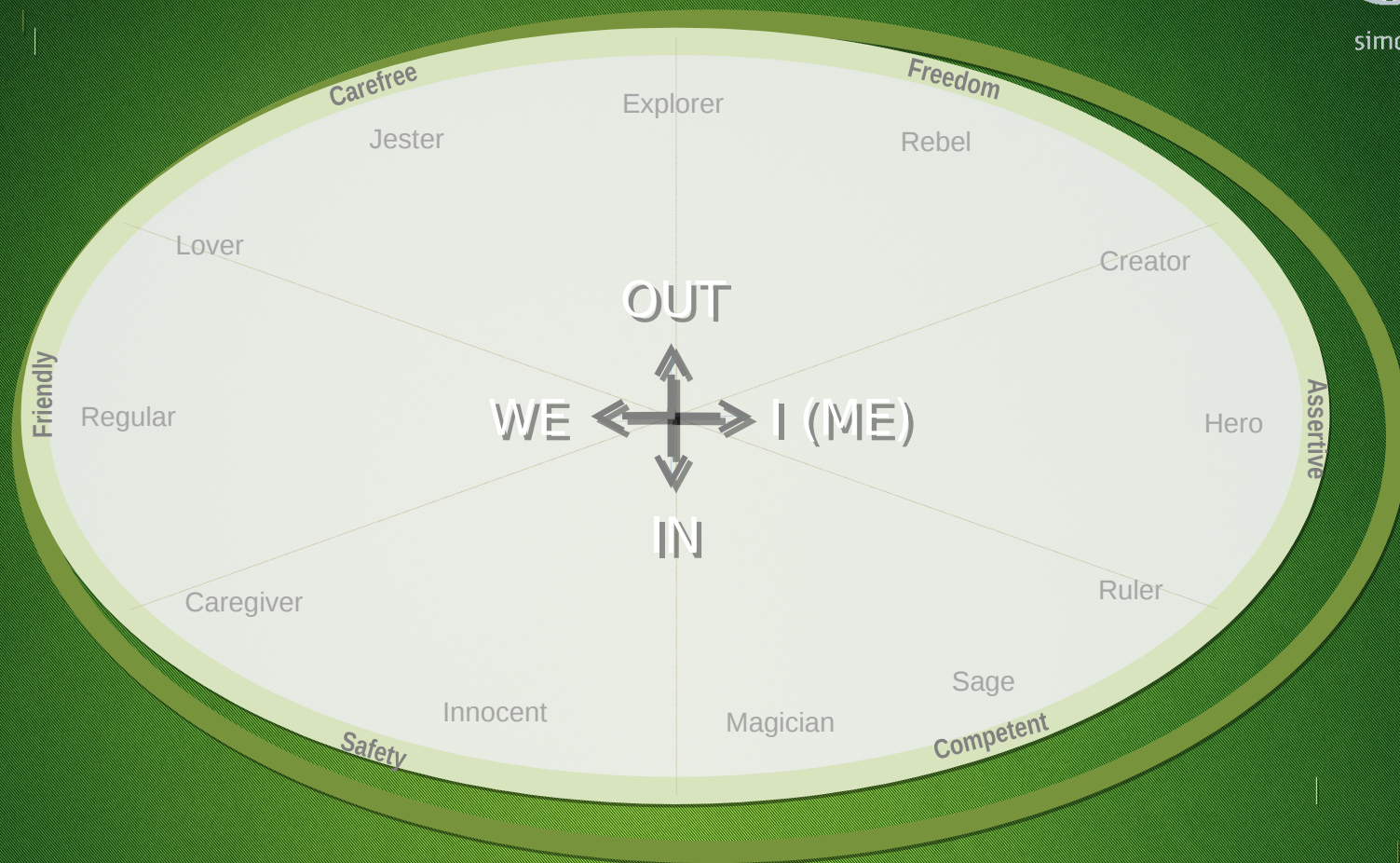
Power „clash“:
society with high
desire for order
(authority) does not
trust national
political authorities
at all...

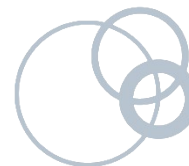
NEEDSCOPE

IMPLICIT SPACE OF DEEPLY ROOTED NEEDS AND DESIRES +
ARCHETYPES

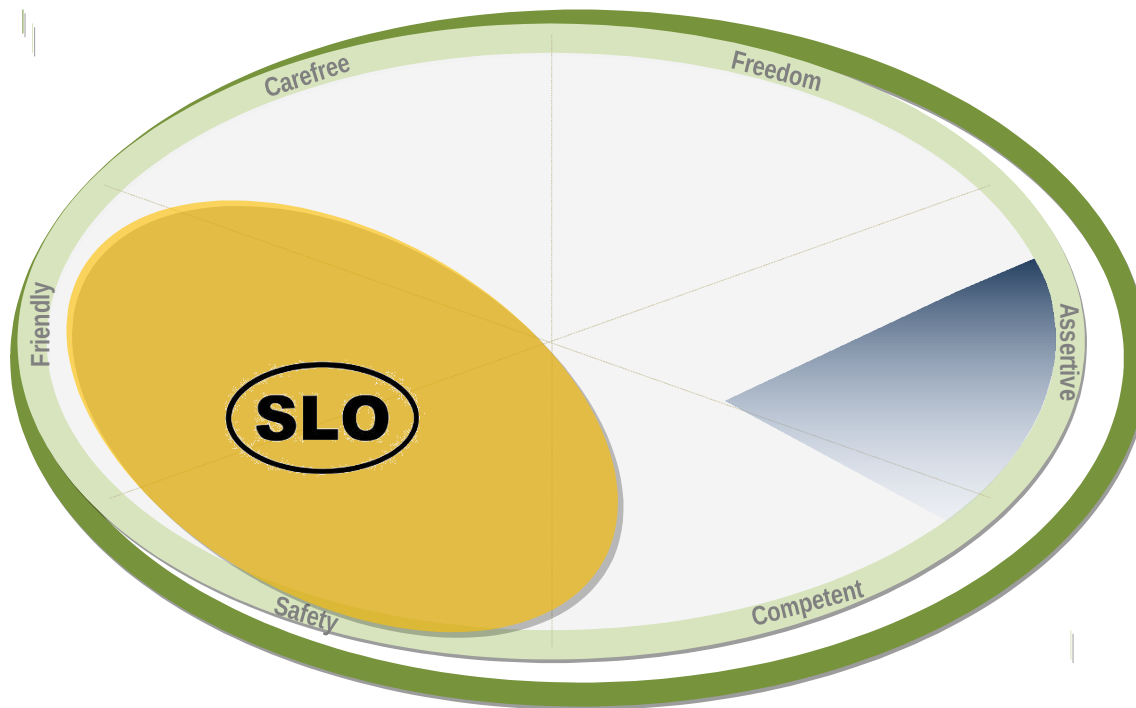


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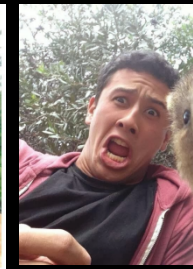
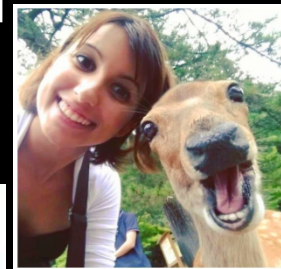


SLOVENIAN SOCIETY



With „ONLINE INDIVIDUALISM“ comes a NEW SOCIALISM

Kevin Kelly
the new collectivist society
born out of connected individuals



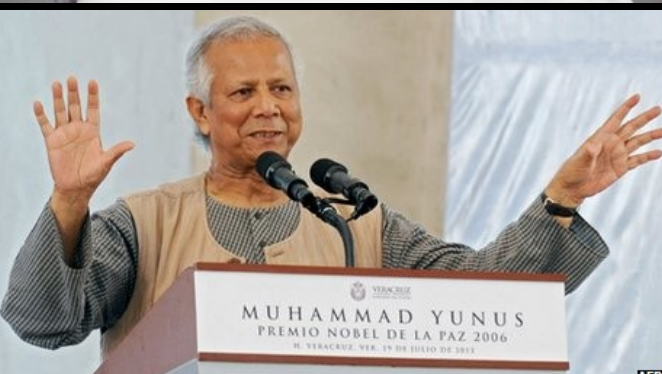
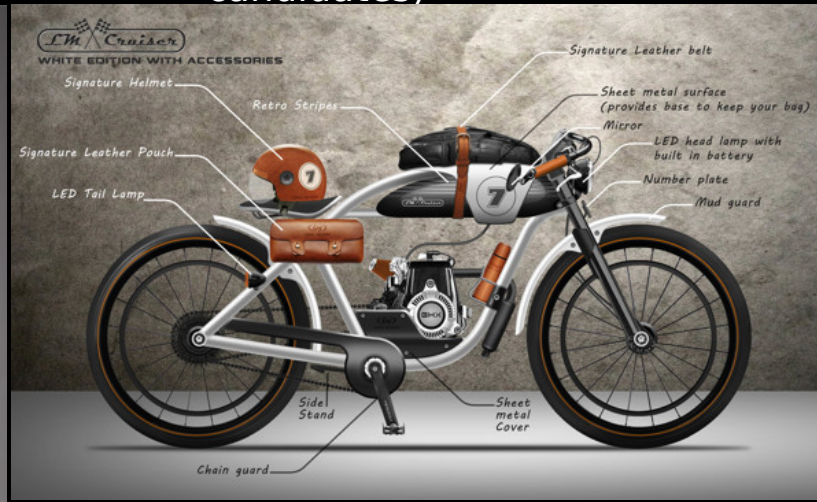


ANTICORPORATIVI SM

Overall drop of trust towards corporate, as well as political „systems“ shifted consumption as well as political behaviour (*small, local, home made, non-corporate, fair trade, communitarian* is good vs. election of independent, non-political candidates)



Jón Gnarr
Borgarstjóri Reykjavíkur





We love SOCIAL MEDIA, but we love

Longing for human-to-human authenticity in uncertain post
modern world

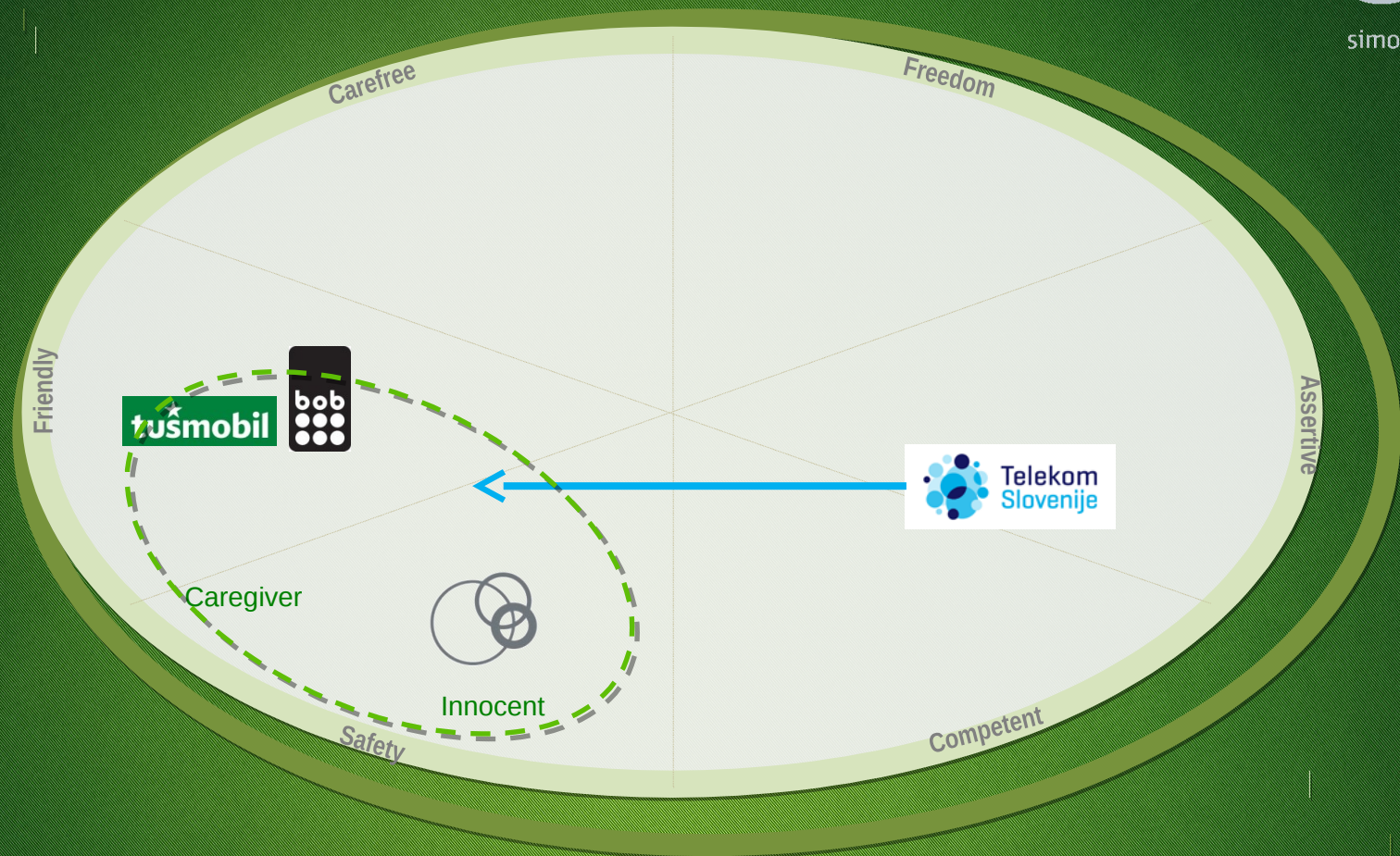
REAL SOCIAL NETWORKS" as



CATEGORY /
MARKET:



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Communication mostly:
in the **same cluster** (caregiving / „innocent“
ideal world)

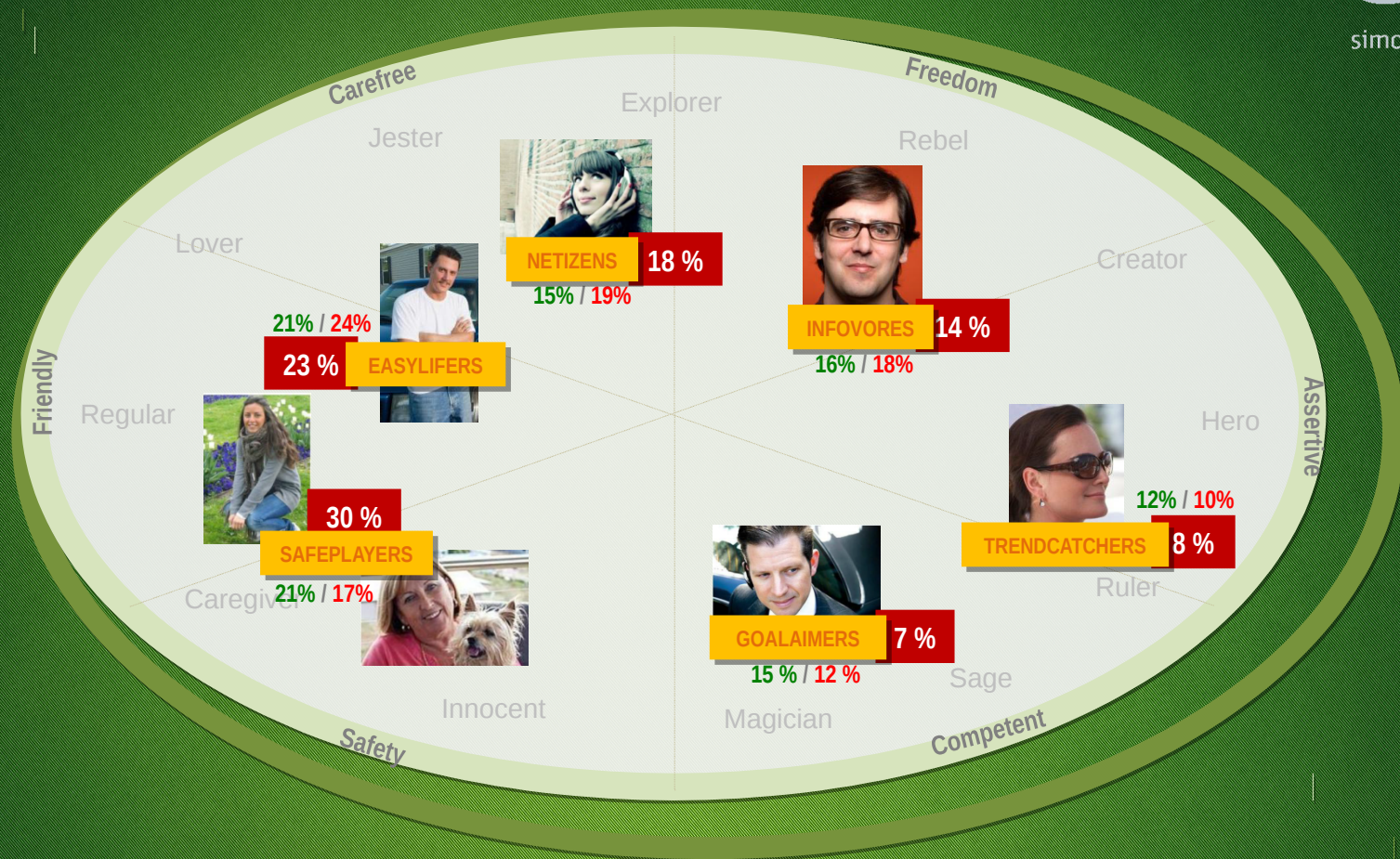
+ **price wars**

Istropolitana *Agilny*
Partner for the Green World

SEGMENTATION



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SEGMENT

share of people

share of total turnover /
share of Simobil turnover

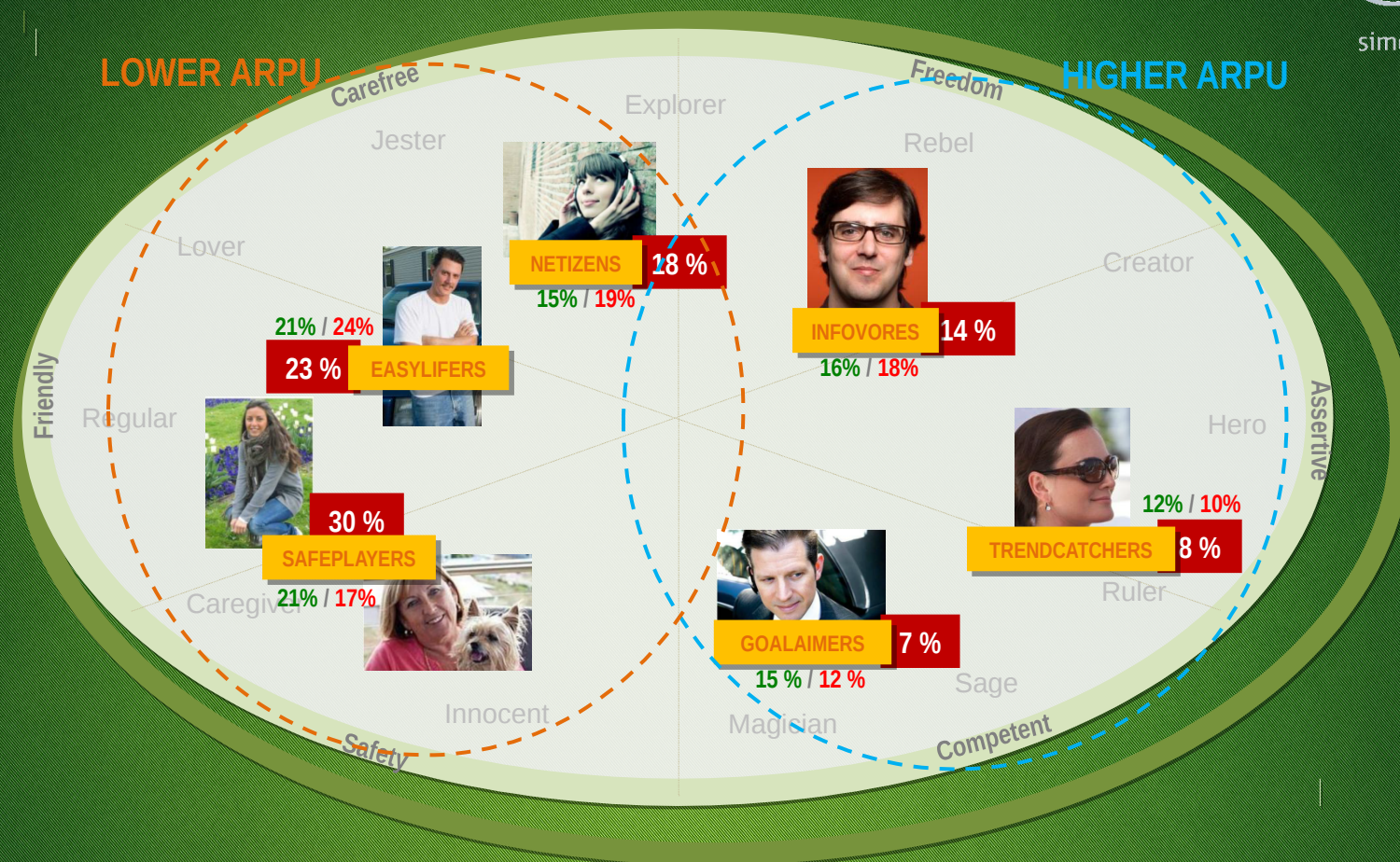
Source: Mobile users segmentation, Aragon,
2011

Istropolitana *Agility*
Shaping the Screen World

SEGMENTATION: Higher / lower ARPU



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SEGMENT

share of people

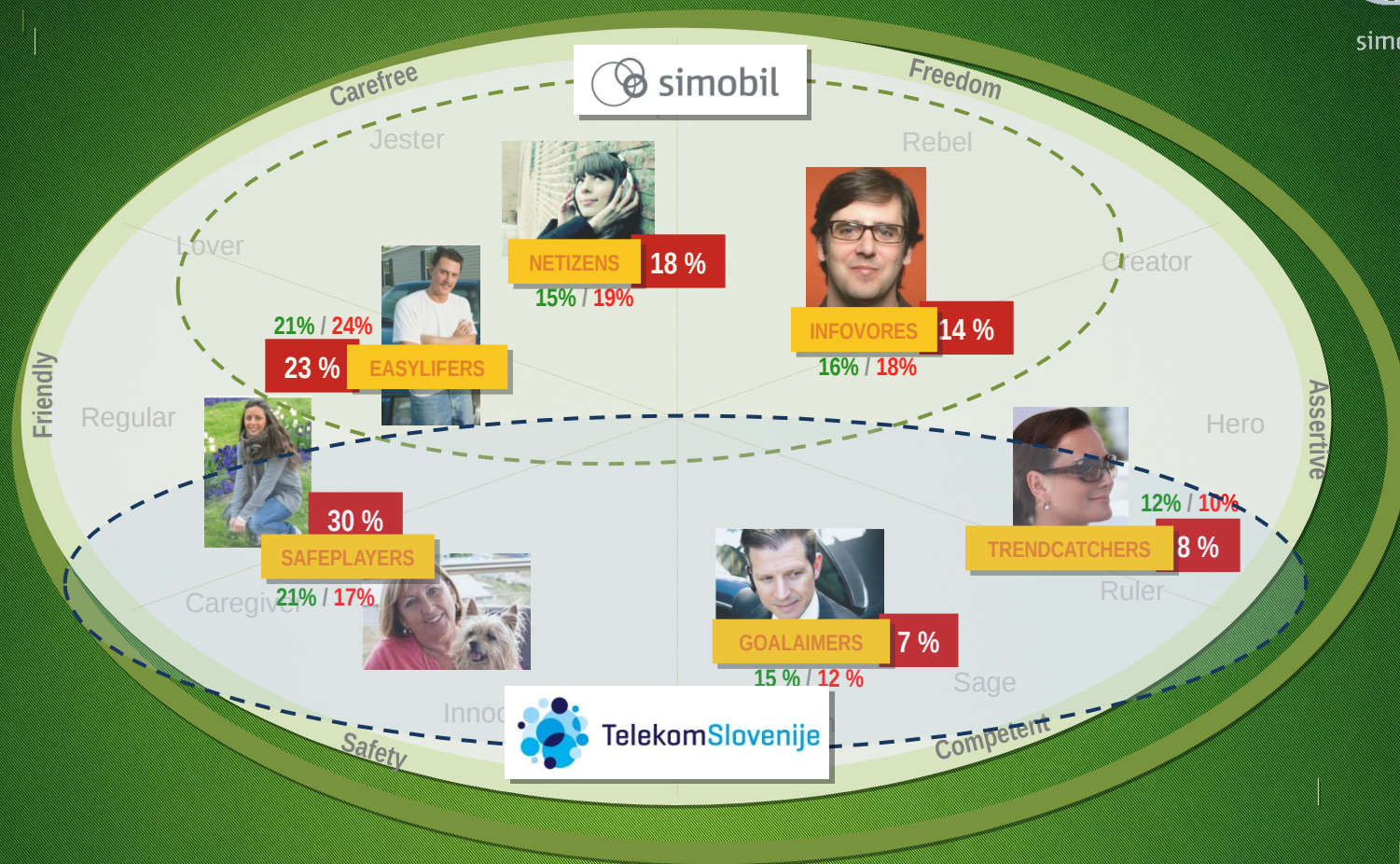
share of total turnover /
share of Simobil turnover

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Shaping the Screen World

SEGMENTATION: Above average usage of operators



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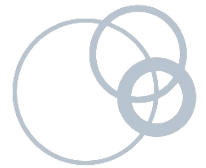


SEGMENT

share of people

share of total turnover /
share of Simobil turnover

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Bridging the Green World



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SATURATED MARKET

hunting“, but

intensification of the

A woman with brown hair in a ponytail, wearing a blue and white striped shirt, is standing in a supermarket aisle. She is looking down at a white can of food she is holding in her left hand. Her right hand is near her chin, suggesting she is thinking or evaluating the product. The background shows shelves stocked with various food items, including bags of snacks and boxes of cereal. A red sign is visible on the left side of the aisle.

Rise of the **CRITICAL, DEMANDING CONSUMER**

Crisis, counterintuitively, had not brought the boom of cheap goods market, but had given the birth of an involved, critical consumer, who demands high quality for appropriate price.

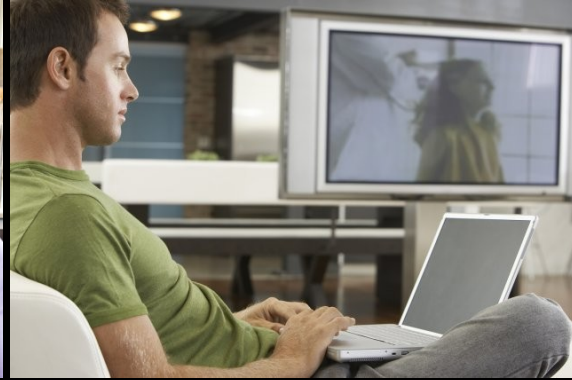
Arrival of the THE PRODUCT ERA WIIFM? (What's in it for me?)

Rise of the CRITICAL, DEMANDING

Crisis, counterintuitively, had not brought the boom of cheap goods market, but had given the birth of an involved, critical consumer, who demands high quality for appropriate price.

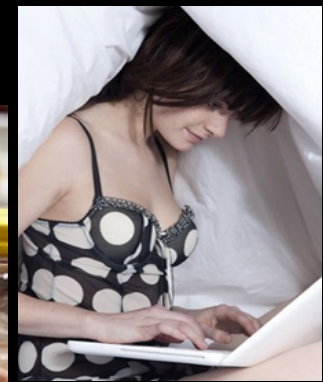
Arrival of the THE PRODUCT ERA WIIFM? (What's in it for me?)





MULTISCREEN SOCIETY

We are always on, always connected, always with our gadgets.
& ALWAYS ON
Everything that happens, happens to us on/through/ with our gadgets. Infrastructure is connected to key moments of our



A large crowd of people at night, many holding up smartphones to take photos or videos, illustrating a social media trend. The scene is filled with the glow of many small screens, creating a bokeh effect in the background. In the foreground, several hands are visible holding up phones and a tablet, all pointed towards the same direction. The text is overlaid in the lower half of the image.

**EVERY SOCIAL TREND
IS *the* TELECOM TREND**



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SIMOBIL BRAND 3in1

Istropolitana *Agilny*


BRAND – CORPORATE BRAND STRATEGY BY SIMOBIL



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Premium & BCE



	
<i>Brand promise</i>	Because people matter. For them we wish to change things on better!
<i>Values</i>	caring responsible Passionate (quality & value for money as hygienic items)
<i>Mission / reason why</i>	Enabling genuine and honest human closeness through technology.
<i>Brand Character</i>	Self confident Inspiring
<i>Brand Slogan</i>	We are giving the most.

Vision

Advanced today,
Responsible for tomorrow
Reliable always.

IQ

Strategy (5G)

Experience

Efficiency

Access

Services

Enthusiasm

Mission

why we are here and what we are striving for regardless of changes in business goals or strategy

Simobil offers advanced, simple and carefree communication solutions that truly matter to our users.

Our business is trustworthy, honest and competent

Our mission is enabling genuine and honest human closeness through technology.

Brand

Values

Caring

Responsible

Passionate

EQ

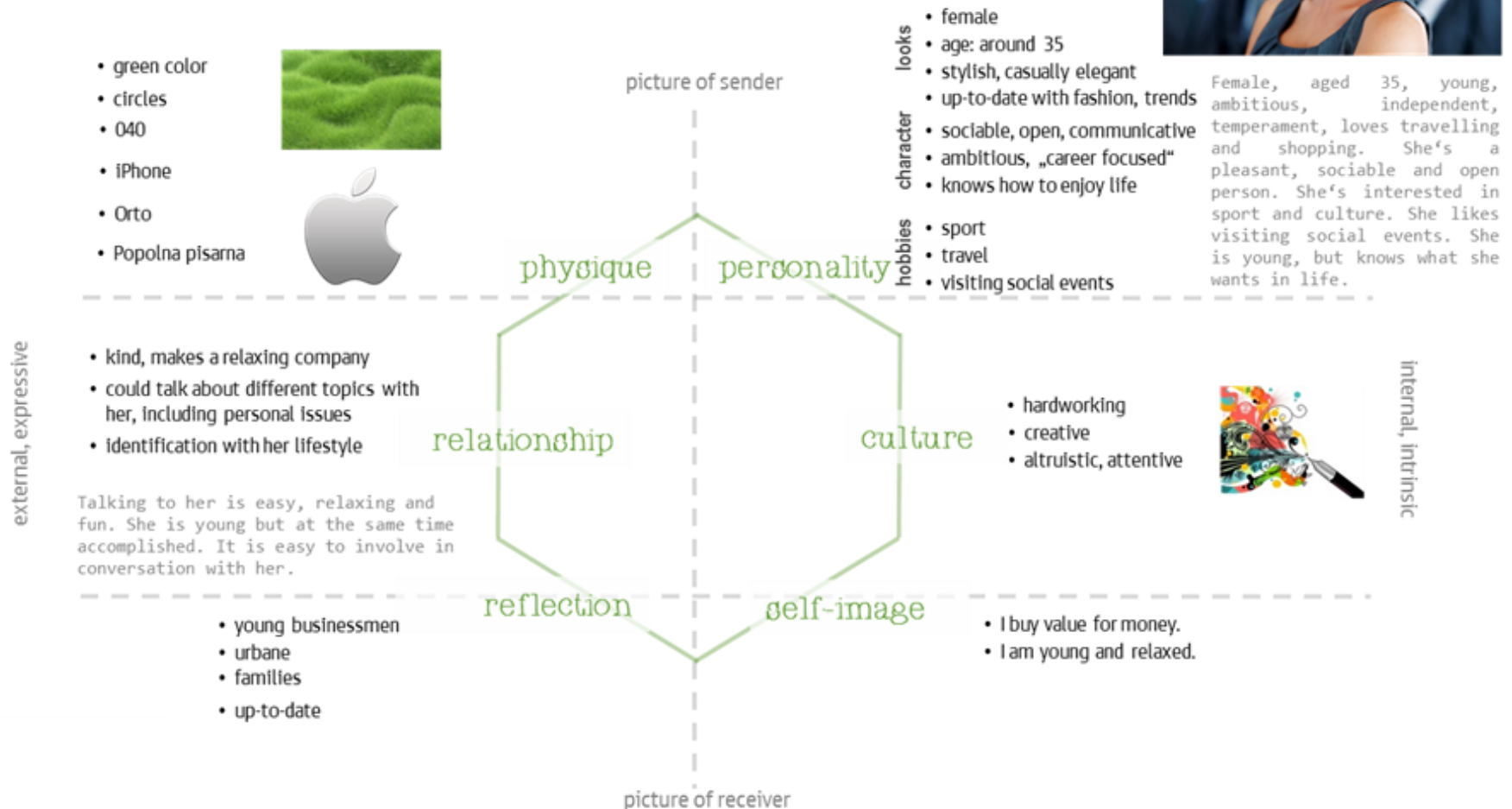
Differentiation

Best customer
experience

BRAND – CONSUMER PERCEPTION



In 2014 Si.mobil is personified by a 35 year old Tina. Tina is an ambitious, dynamic and sociable self employed entrepreneur.





Si.mobil

urban

- holiday on Greek islands



With Si.mobil I would go to Greece. A relaxing atmosphere, two girls enjoying themselves.

A place where I could explore things. Explorative, attractive.

- trip to European capitals



- shopping in New York



With Si.mobil I would go on a trip to the States. New York, shopping, I would do different stuff.



Si.mobil

urban

- Modern cars, noticeable / standing out design, mid-range price.
- ✓ connected with notions of modernity, being urbane and energetic (due to market communication, highlighting those notions)
- ✓ because of its position of a dynamic market follower it is perceived as a flexible and consumer oriented provider

„Mini Cooper. It looks lively, designed mostly for youth. I would drive it everywhere. On trips, to the sea side, concerts, etc. Driving it, I would be noticed. Driving it wouldn't be the most pleasant experience, but the whole journey would be marvelous. I would feel young and lively driving it, ready for new adventures.“ Infovor (Vizionar)

»Smart cabrio. It is modern, flexible, for urbane people. It is very adjustable, a bit daring, but safe at the same time. I see Si.mobil as daring with the way they act on market (daring, modern marketing, advertising), events like Žur z razlogom with DJ Unek, with package and handset offer (many times special offers of iPhones).“ Easylifer (Brezskrbnež)



BRAND – INTERNAL PERCEPTION - workshop

other **INDUSTRY** associations:



trendy
cafe



MEGAN FOX'S
EYES TO KILL EXCESS
Exceptionally volumizing mascara.
Drop dead eye seduction.



cosmetics



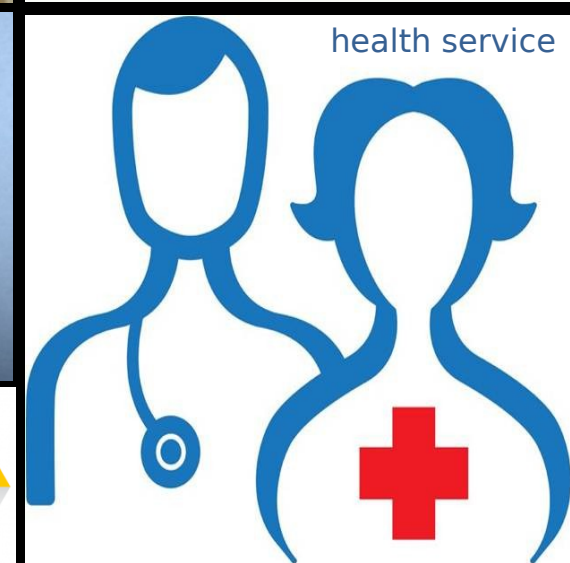
insurance



travel agency



technology
IT



health service



HOTEL GROUP



StartUp ▲

BRAND – INTERNAL PERCEPTION - workshop

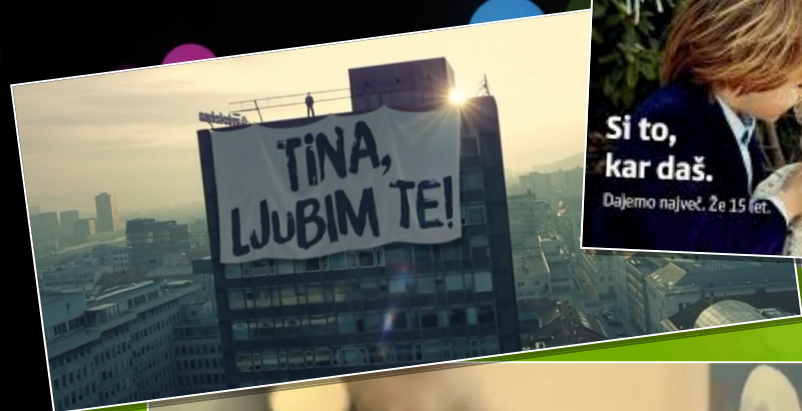
Other **BRAND** associations:



BRAND – COMMUNICATION VARIETY



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Stories for the Screen World

SIMOBIL HAS UNCLEAR BRAND IDENTITY & MEANING





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Double-edged society: relative (above average) satisfaction with life and low optimism about better life in future

Very negative view of the state of domestic economy and its future

Power clash: High power distance and desire for order, but absolute distrust towards national political authorities

Past orientation / nostalgia, positive attitudes towards socialism

Cluster wars: All telco brands communicate in the same cluster

Simobil core users are younger, open, energized, fun & freedom oriented (in comparison to TS)

Strategy for saturated market: not just „prospect hunting“ but intensification of the current usage

Rather unclear brand

cultural opportunity

cultural opportunity



LIGHT AT THE END OF THE TUNNEL

!
alert!
WIIF
M

change

human
togetherness

caregiving,
reassurance

inspiration

Based on stated knowledge and actual conditions, follow:



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4 BRAND STRATEGIES each consisting of:

- Positioning statement
- Brand mantra (+ brand archetype)
- Key codes
- Main differentiators to key competitors
- Projection on existing segments

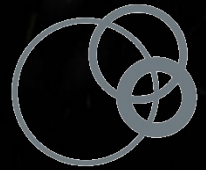
3 BRAND ARCHITECTURES

Defining the brand hierarchy within Simobil



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1



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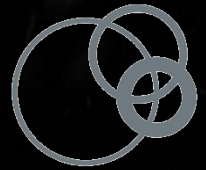
For all those consumers who are

DISSATISFIED

with the status quo,
Simobil, thanks to its constant pursuit
of better offer, better service, better price
and better customer experience

IS THE REAL ALTERNATIVE.

**POSITIONING
STATEMENT**



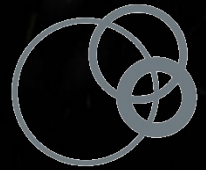
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archetype: **ACTIVIST /
REFORMER**

IT **CAN** BE BETTER,
IT **WILL** BE BETTER,
IT MUST BE **BETTER**

BRAND MANTRA



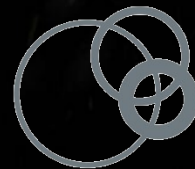
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KEY CODES

Change
Difference
Right choice
Out of the Box

Cutting Edge
Reliability
Novelty





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KEY DIFFERENTIATOR

ALTERNATIVE

Simobil vs Telekom Slovenije / or possible future T brand (Deutsche Telekom entering the market):

eating the big fish by being better alternative / modern, dynamic, less corporate-like



Simobil vs Low end / Economy brand:

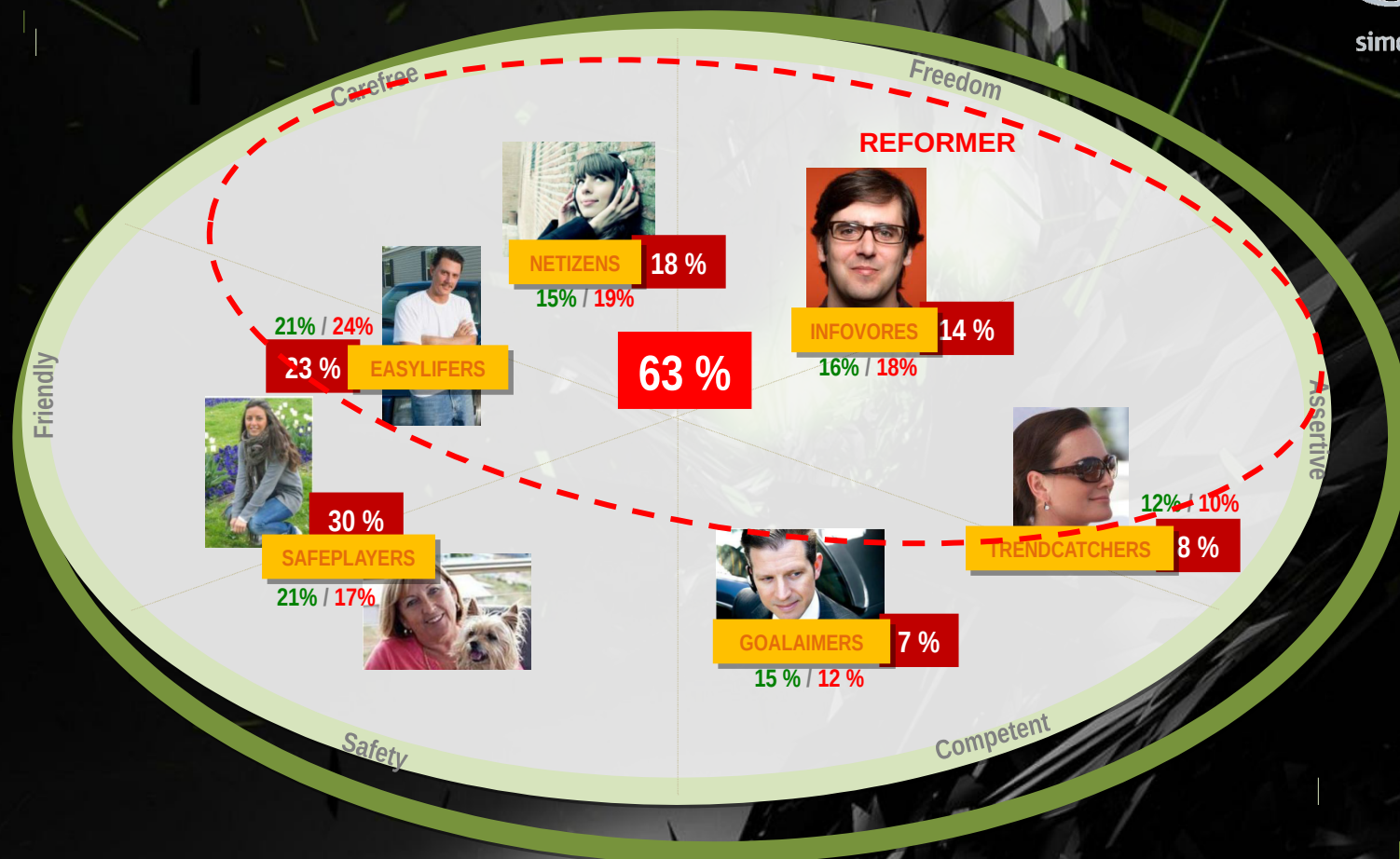
better customer experience, better choice



PROJECTION ON SEGMENTS



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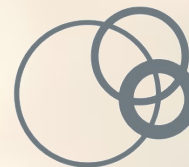
SEGMENT

share of people

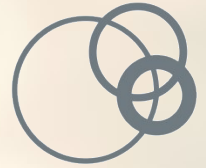
share of total turnover /
share of Simobil turnover

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2



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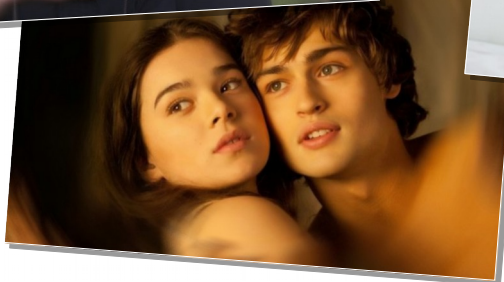
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With its **relentless passion for quality and improving**, Simobil is the right choice for those customers who seek for **pleasurable moments with those who matter to them.**

**POSITIONING
STATEMENT**

The pleasure of HUMAN-TO-HUMAN togetherness

archetype: **ROMANTIC**



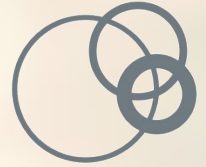
A man reserves his true and deepest love
not for the species of woman in whose company
he finds himself electrified and enkindled,
but for that one in whose company
he may feel tenderly drowsy.
George Jean Nathan



l.si

BRAND MANTRA

KEY CODES



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Moments of human interdependency
Passion
Improving
Intensive experience
Orgasm

Quality
Reliability
Community-creating connectivity

KEY DIFFERENTIATOR



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Pleasure of **being together**

Pleasure of **using quality**



Simobil vs Telekom Slovenije

/ future T brand:

more private, more intimate vs. noisy „Big“ „Mass Life Is For Sharing (L

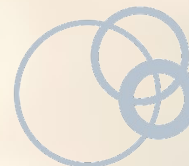


Simobil vs Low end / Economy Brand:

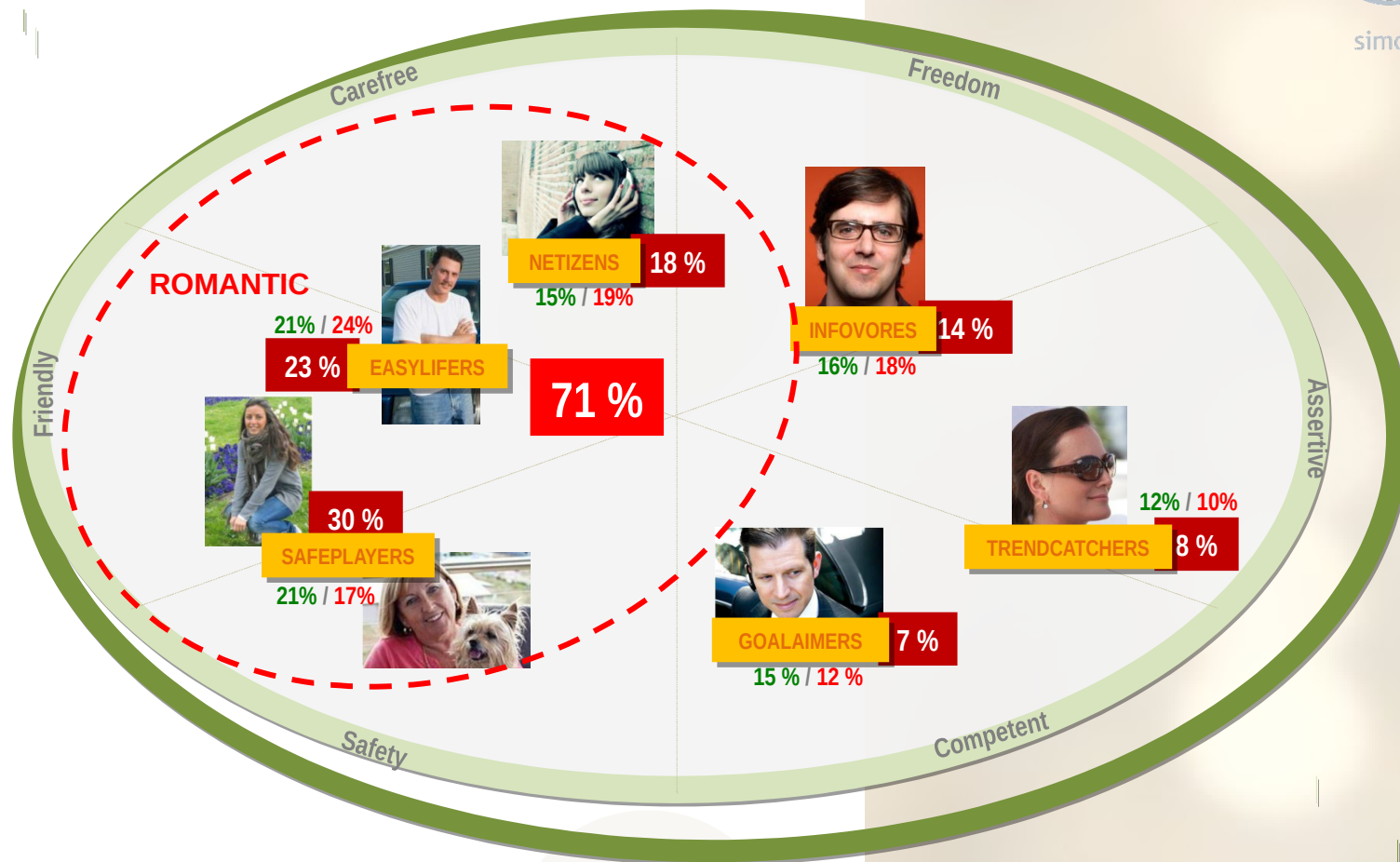
focus on human to human togetherness, quality vs. plain economy



PROJECTION ON SEGMENTS



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SEGMENT

share of people

share of total turnover /
share of Simobil turnover



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Simobil is the brand that understands that times are tough in Slovenia, that is why it is devoted to nurture and care for its customers with superior attention to their needs, highest level of customer care and excellent offer of services and infrastructure.

POSITIONING
STATEMENT



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YOU ALWAYS DESERVE THE BEST

archetype:
CAREGIVER



BRAND MANTRA

KEY CODES

**You deserve
Attention to your needs
Reassurance to you
Certainty creating
Transformation from:
„WE give“ → „YOU deserve“**

**Simplicity
Transparency
Customer care
Customer experience**



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KEY DIFFERENTIATOR CAREGIVING, CUSTOMER CARE

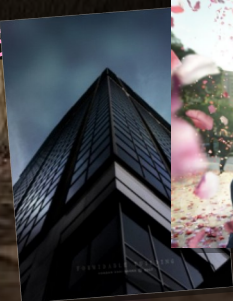
Simobil vs Telekom Slovenije / future T brand:


personal satisfaction of „you deserve“, really experienced care vs. impersonal, powerful state-owned corporation (TS), or advertising driven brand

Simobil vs Low end / Economy Brand:

care vs. plain economy

NEW
LOWER
PRICE





After expected acquisition of Telekom Slovenije by Deutsche Telekom and its rebranding to T, Simobil could expand its brand meaning to

ALWAYS THE BEST FOR SLOVENIA

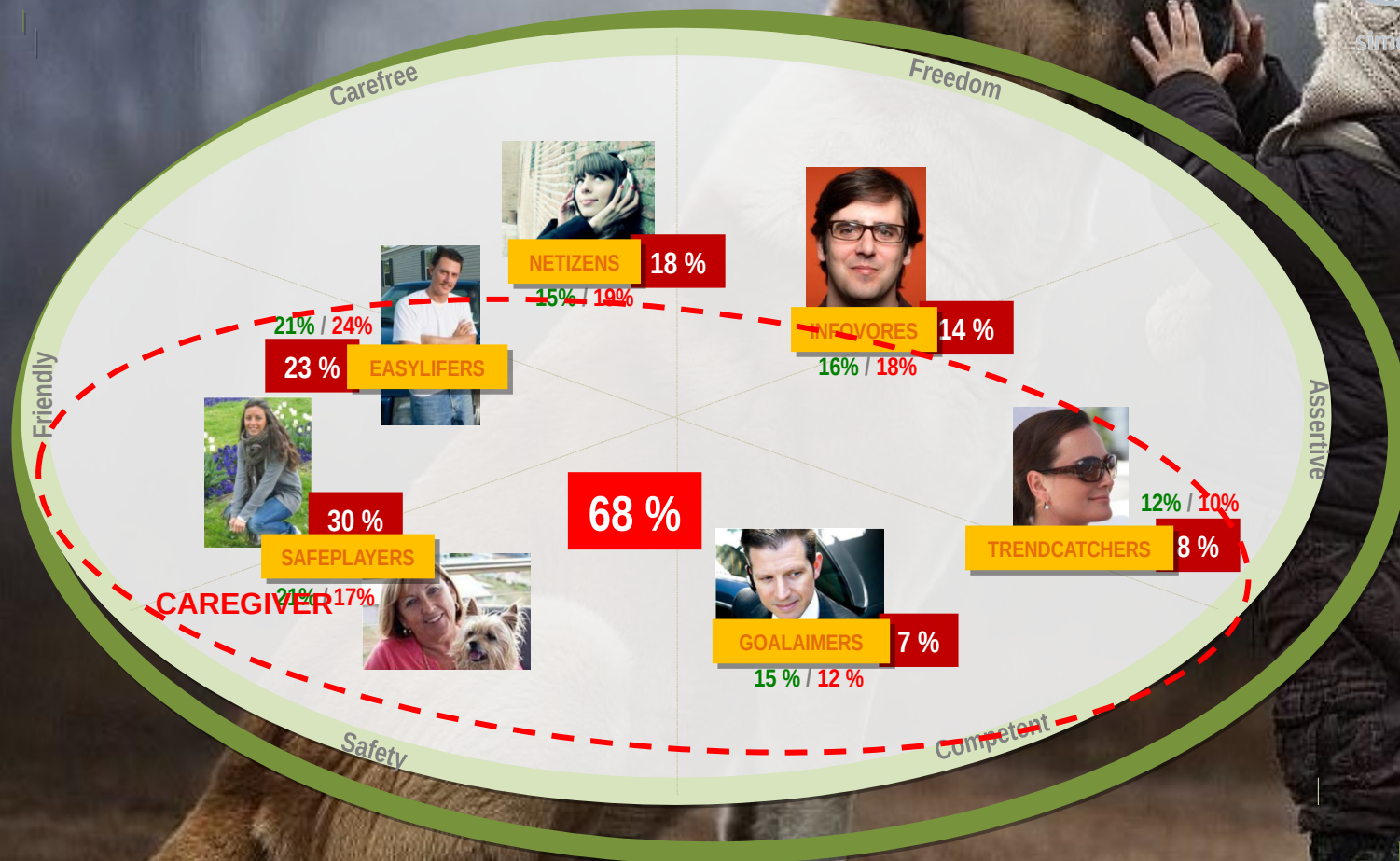
and capitalize on national pride.

(Austrian Telekom ownership should not be a barrier, if: skillfully communicated the „Slovenian code“ and because of T LIFS global positioning will leave the empty space of „Slovenian“, or “our“ brand)

PROJECTION ON SEGMENTS



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SEGMENT

share of people

share of total turnover /
share of Simobil turnover

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Services for the Screen World



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4



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Simobil is the brand that understands that times are tough in Slovenia, that is why it takes as

ITS MISSION TO INSPIRE SLOVENIAN CUSTOMERS ALWAYS TO LOOK AT THE BRIGHT SIDE OF LIFE

– thanks to its free and unorthodox approach to communication and easy-to-use, useful and relevant products and services.

POSITIONING
STATEMENT



KEY CODES

Unorthodoxy
Entertainment
Optimism
Inspiration
Easyness
Outstanding
advertising

Usefulness
Instantness
No-nonsense offer
Clearness



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WHY SO SERIOUS?

ARCHETYPE: INSPIRATOR/OPTIMIST



BRAND MANTRA



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KEY DIFFERENTIATOR

ENTERTAINMENT

Simobil vs Telekom Slovenije / future T brand:

inspiration, entertainment,
informality
vs. powerful state-owned



Simobil vs Low end / Economy Brand:

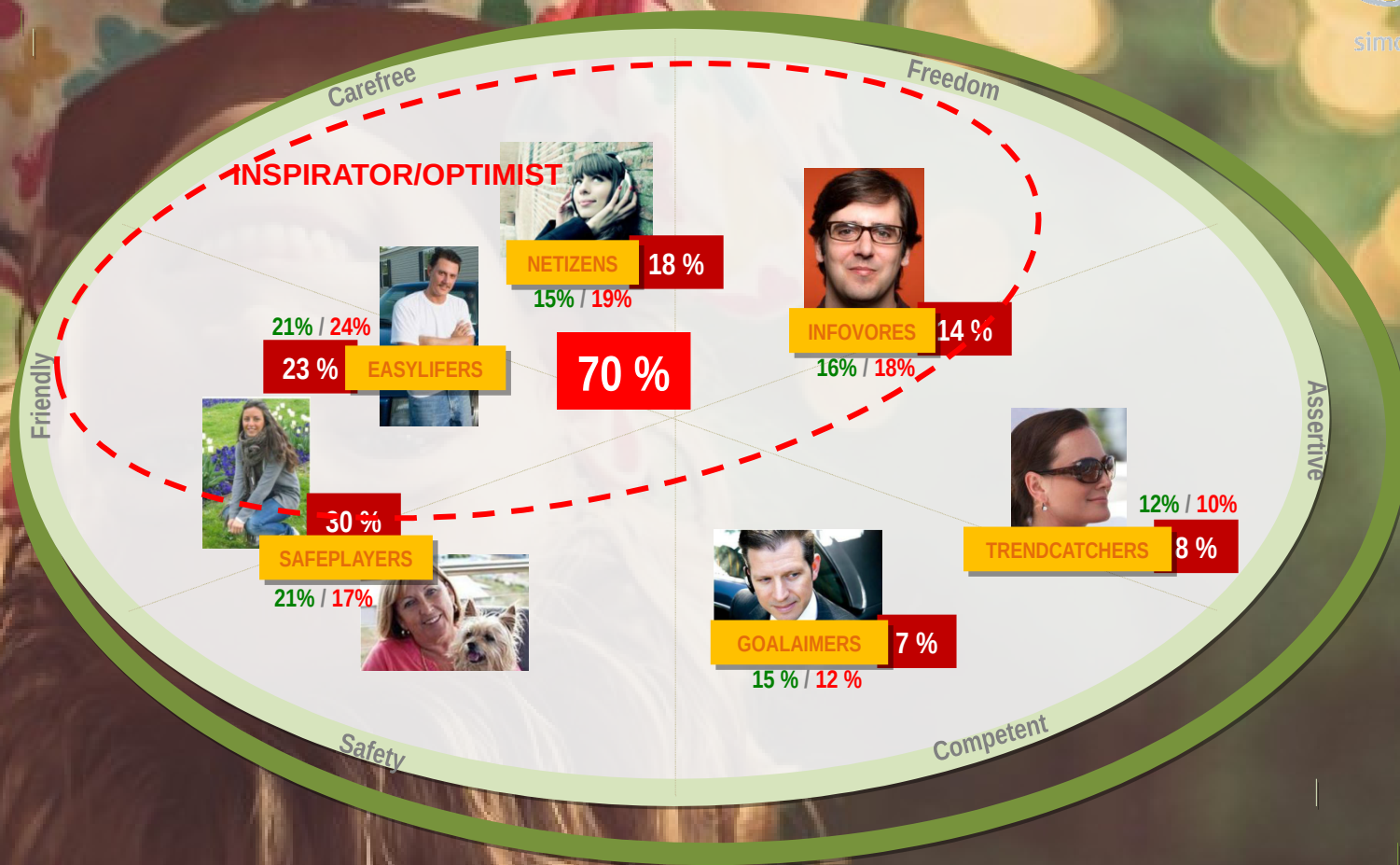
fun vs. plain economy



SEGMENTATION



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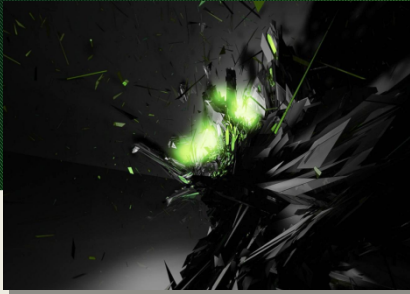


SEGMENT

share of people

share of total turnover /
share of Simobil turnover

Istropolitana *Agency*
Stories for the Screen World



Positioning statement:

For all those consumers who are DISSATISFIED with the status quo, Simobil, thanks to its constant pursuit of better offer, better service, better price

and better customer experience

IS THE REAL ALTERNATIVE.

**BETTER,
IT WILL BE
BETTER,
IT MUST BE
BETTER**

Key codes:

Change, Difference
Right choice, Out of the
(activist/reformer)
Box

Cutting Edge
Reliability
Novelty



Positioning statement:

With its relentless passion for quality and improving, Simobil is the right choice for those customers who seek for pleasurable moments with those who matter to them.

Brand mantra:

**THE PLEASURE
OF
HUMAN-TO-
HUMAN
TOGETHERNESS**

Key codes:
(romantic)
Moments of human,
interdependency, Passion
Improving, Intensive
experience

Quality
Reliability
Community-creating
connectivity



Positioning statement:

Simobil is the brand that understands that times are tough in Slovenia, that is why it is devoted to nurture and care for its customers with superior attention to their needs, highest level of customer care and excellent offer of services and infrastructure.

Brand mantra:

**YOU ALWAYS
DESERVE THE
BEST**

Key codes:

You deserve, Attention to your needs, Reassurance to you
Certainty creating
Transformation from:
„WE give“ → „YOU
deserve“

Simplicity, Transparency
Customer care, Customer
experience



Positioning statement:

Simobil is the brand that understands that times are tough in Slovenia, that is why it takes as ITS MISSION TO INSPIRE SLOVENIAN CUSTOMERS ALWAYS TO LOOK AT THE BRIGHT SIDE OF LIFE - thanks to its free and unorthodox approach to communication and easy-to use, useful and relevant products and services.

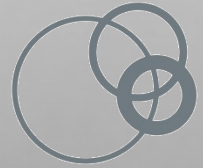
**WHY SO
SERIOUS?**

Key codes:

(inspirator/optimist)
Unorthodoxy,
Entertainment, Optimism,
Inspiration, Easyness,
Outstanding advertising

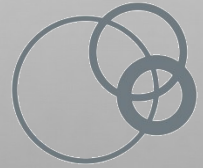
Usefulness, Instantness,
No-nonsens offer,
Clearness

Istropolitana Agency
Borisa Pekca Street 26/2



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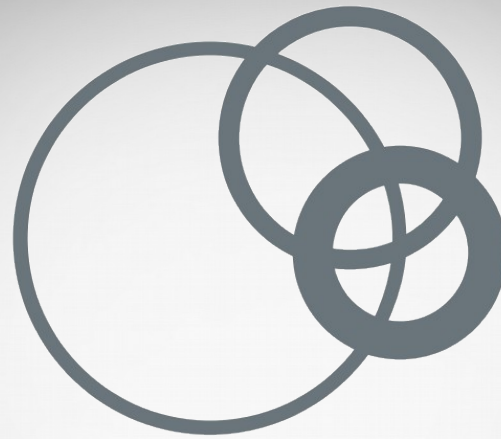
BRAND ARCHITECTURE



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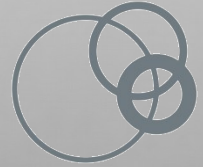
MONOBRAND

In this scenario there is a **STRONG, SINGLE MASTER BRAND** around which everything is unified. Customers have a clear picture of this company – its persona, its ethos, and its values – and make purchasing decisions based on



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competency, simplicity, effective media
power, clear and focused brand
meaning / building

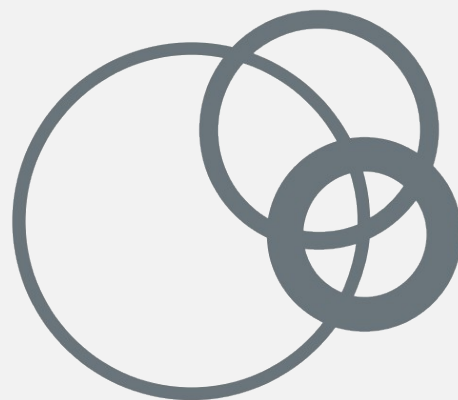


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ENDORSED

There is a marketing **SYNERGY BETWEEN THE SUBBRANDS AND THE PARENT NAME.**

The subbrands have a clearly defined market presence, but they benefit from the association and visibility of the parent. The parent, in essence, endorses the subbrands. (But also, the values of subbrands can penetrate into the parent name)



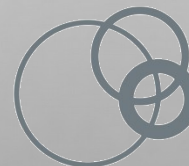
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y

BizSolutions

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y



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Biz more visible, therefore
Simobil being more
„professional“

Istropolitana *agilny*
Stories for the Screen World



competency, simplicity, effective media power, clear and focused brand meaning / building



modernity, joy, energy, clear differentiation, rebranding is needed

MONOBRAND

Scenario A



MONOBRAND

Scenario B

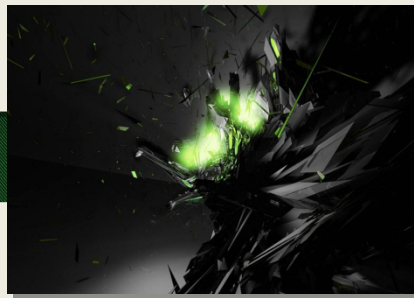


ENDORSED





STRATEGY



WIIFM ALERT!

Products, services, infrastructure

Brand mantra:
IT CAN BE BETTER,
IT WILL BE BETTER,
IT MUST BE BETTER

(activist/reformer)

How would you defend it? You personally

SLO dna, better world, "agent of change" mantra, we are looking for someone like that, simobil dna, inline with current trends-be different, to change - connected to segments high end users - corresponds to current planned strategy, anti corporation (in contrary to competitors)-long term-we always be alternative, compet. all the same-now is the strategy to be different, showing, that we can be good/better, easier to find product, much more emotional, clear straight forward - communication, product, encouraging internaly and for slovenian

people, closer to current simobil, better for SLO, changing according to competitors, change will, risky for the market, not tangible long term platform, deliverable? Are we completely different?, biggest change to current simobil- total oposit, hard to adress, excellent performance-allows less mistakes than joker, competition will copy us-can we sustain this position in long term?, always just opposing, always no2, reactive, defined by competition, not finding own way, but based on the way of the competitors, media expens, harder to fit in orto, can not be the right choice all the time (T?),

maybe too serious for society, can be pretentious-Simobil self centered, we became like bank-just



Brand mantra:
WHY SO SERIOUS?
 (joker)

How would you defend it? You personally

Clear distinction, position vs competitor, appealing to communicate, combined with orto, history based, safer as a communication concept, national mood, playful, inspiring, joyful, strong differentiator, nobody in category took this position, possible connection to busines, easier to approach (segments are not that demanding, products..), all mobile products are entertainment based, no real features on product level - and that should define the brand, eg simplicity can suit everywhere not only joker, clear differentiator, what people need in SLO positive vibe, more room for mistakes

How would you argue against it? You personally

Edgy - possible problem for business, business problem, product-high tech and biz, far away from current simobil positining (clear premium brand), not fitting to all segments (biz..), easier choice for now, but might not be sustainable in the long run, lacks in product definition, but anybody can be joker (no long term), network quality, biz-taken not seriously, biz and tech fit, (both may mean price decrease), room for mistakes can not be considered for solution,