

BRANDEK A VERSENYPIACON

Szabó Béla / brandcomms igazgató



EGYÜTT. VELED



A STUDY FOUND THAT
80% OF EXECUTIVES
BELIEVED THAT THEIR
PRODUCT STOOD OUT
AGAINST THE COMPETITION

And that 8% of customers agreed.

McKinsey

TELECOM PROVIDERS TOP 10

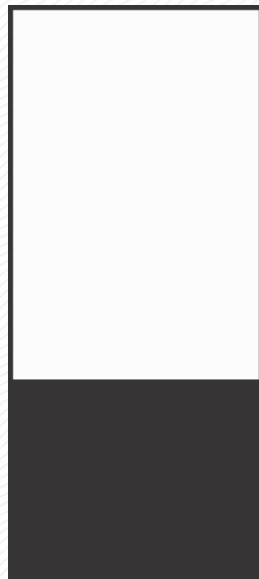
		Brand Value 2016 \$million	Brand Contribution	Brand Value % Change 2016 vs 2015
1	AT&T	107,387	3	20%
2	Verizon	93,220	3	8%
3	China Mobile	55,923	4	-7%
4	Deutsche Telekom	37,733	3	12%
5	Vodafone	36,750	3	-4%
6	Movistar	21,945	3	3%
7	NTT	19,552	2	N/A
8	BT	18,575	3	3%
9	Orange	18,465	3	6%
10	Telstra	12,825	3	1%

Source: BrandZ™ / Millward Brown (including data from Bloomberg)
 Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 (lowest) to 5 (highest)

A MÁRKA AZ,
AMI EGYEDÜL DIFFERENCIÁL



BAU



Differenciálás



Game change

game
changing



BAU

A márkamérés mit támogat?



TERMÉK/SZOLGÁLTATÁSKONCEPCIONÁLIS
INNOVÁCIÓ



KONCEPCIONÁLIS
INNOVÁCIÓ



BRAND
INNOVÁCIÓ

CLEVER BUOY.

HOW A SHARK DETECTION BUOY MADE WAVES FOR A TELECOMS NETWORK.

Background.

Optus has Australia's second largest mobile network. Our brief was to improve consumer awareness and brand perception by shifting the focus from the (in)famous size of the Optus Network, to the amazing things it can do.

Idea.

We created Clever Buoy. A smart ocean buoy that detects sharks and sends real-time alerts to lifeguards via the Optus Network. The PR campaign and earned media attention was our key platform in showcasing the project to the world, and a vital tool in transforming Optus' brand perception.

PR Results.

- Social PR reach of over 40 million – with an 86% positive sentiment towards the Optus brand.
- Featured in over 500 global news stories.
- Over 200 global broadcast news stories.
- Earned PR/Advertising value over \$7 million.
- Launch video had over 5.0 million online impressions.

Product development.

- Commercial Clever Buoys now in development, with public rollout targeted for 2015.
- New innovations division created within Optus to oversee the product launch.
- The NSW government has committed \$100,000 to public testing.

See case study film for more.



PR • GC • Corporate Reputation & Communications

Pressroom Photo



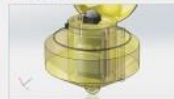
Video Snippet



Shark Snaps Clever Buoy



Shark Snaps Clever Buoy



Real Time Data, Real-time Alerts - Shark Attack - Clever Buoy - Lifeguard - Clever Buoy



PRK Source

GIZMODO

Mashable

WIRED

The Sydney Morning Herald

BBC

MailOnline

NATIONAL GEOGRAPHIC

FORTUNE

BUSINESS INSIDER

SUNRISE

THE AUSTRALIAN

7NEWS

Daily Telegraph

sky NEWS

news



This is incredible! Clever Buoy by @Optus to detect sharks and alert lifeguards. cleverbuoy.com.au

@lucifer1000

2014/07/07



Wow. What? Is there a corporation out there that's ACTUALLY using their technology effectively and ethically? ... cleverbuoy.com.au

@joshuawill

2014/07/07

The Daily Telegraph

Premier Mike Baird backs trial for new shark barriers and smart buoys as alternatives to mesh nets

THE AUSTRALIAN NEWSPAPER • AUGUST 14, 2014 • 11:00 AM

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Click to enlarge. Click to enlarge. See the list of Australia's top 100 innovation in Sydney. See the list of Australia's top 100 innovation in Sydney.



SHARK BLITZ
Baird to use smart detection devices to bid for safer beaches

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REI IS CLOSING
ON
BLACK FRIDAY



REI COOP #OPTOUTSIDE

TURNING LANDCRUISERS INTO AN EMERGENCY MOBILE NETWORK



A diagram consisting of two large, hollow, magenta-colored arrows pointing towards each other. The left arrow points right and contains the text 'LIMITÁCIÓK, KÉNYSZEREK'. The right arrow points left and contains the text 'AMBÍCIÓ'. The arrows are positioned such that their tips are close to each other in the center, creating a sense of tension or balance between the two concepts.

LIMITÁCIÓK,
KÉNYSZEREK

AMBÍCIÓ



ÁLDOZAT



SEMLEGESÍTŐ



INNOVÁTOR



KALÓZOKKÁ KELL VÁLNUNK

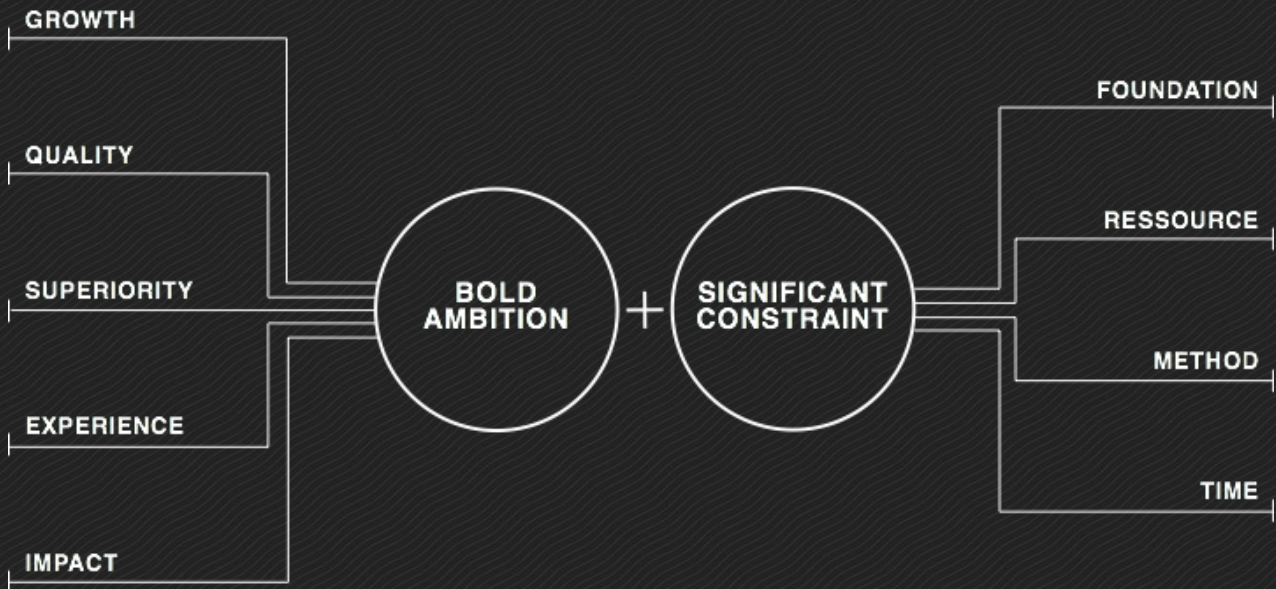
?

BRAND
INNOVATION

- Melyek az alapvető feltételezések, melyek meghatározzák az irányt
- Melyek azok a rutinok és folyamatok, melyeket ösztönösen használunk
- Hová fordulunk a megoldásért rutinból
- Milyen belső és külső kapcsolatrendszereket aktiválunk tipikusan
- Inkrementalitás

TÁMOGAT

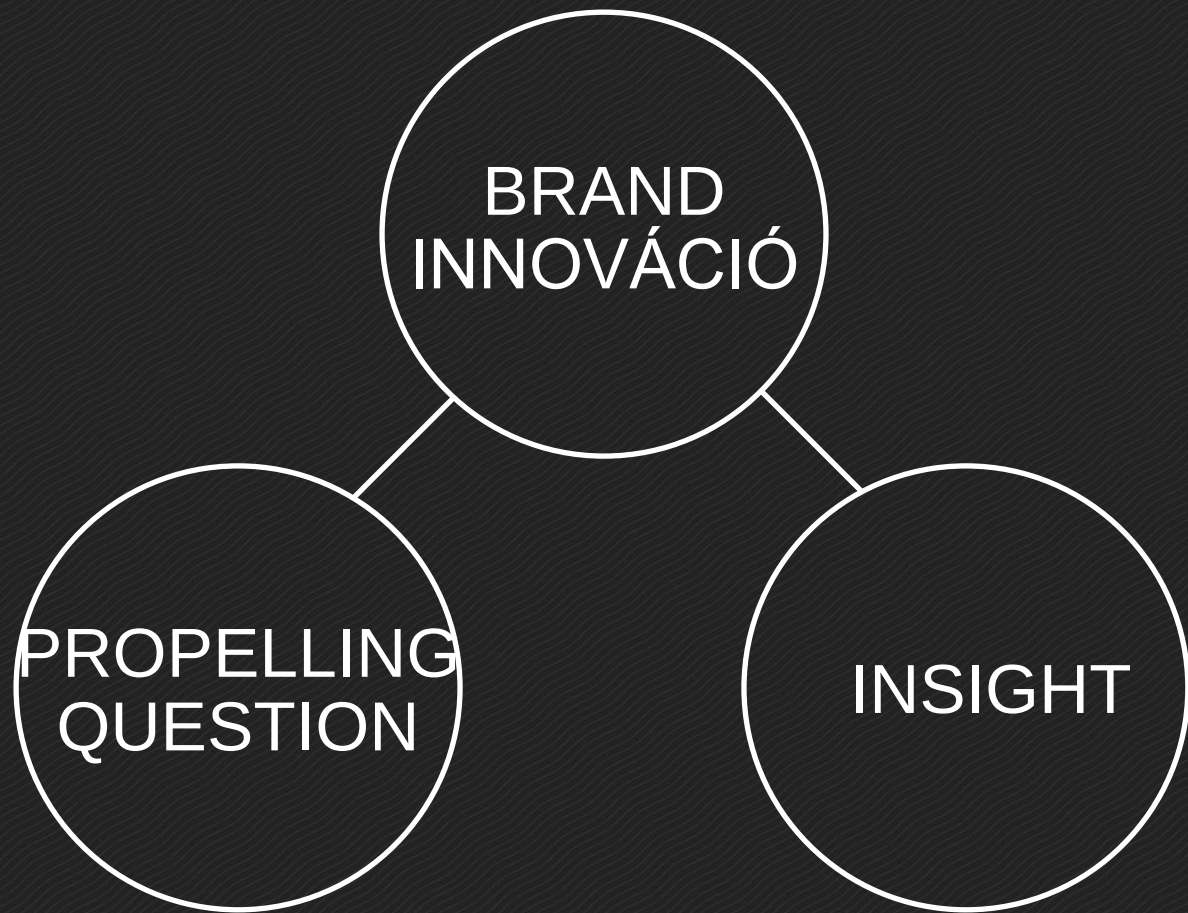
NEHEZÍT



A KÉNYSZEREK ÉS AMBÍCIÓK KÖZÖTT LÉTEZŐ
FESZÜLTSEG ÚJ ÖTLETEKET TERMEL KI

*Adam Morgan: A Beautiful
Constraint*

INSIG
HT



BRAND / Entrepreneurs
Journalism

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EGYÜTT. VELED