

Corporate Brand Management II

Group Presentation



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Motivation

Why Kambly:

- Well-known Swiss brand
- High quality and delicious products
- Interview with Oscar Kambly about future development of Kambly

Our goals:

- Present the background of Kambly
- Evaluate the presentation and perception of Kambly and
- being creative ... and give Kambly a little boost and emotion...



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Approach and Sources

Approach

- Outside view
- Survey (N = 48)
- Our personal opinions

Sources

- Survey (N = 48)
- Personal opinions
- Internet research
- Interview Oscar A. Kambly in *Sonntag 14.02.2010*
- Corporate information provided by Kambly
- Rico Adamina - Graphic Designer Republica
- Prof. Casanova, Corporate Brand Management



Goldfischli- Original



Approach

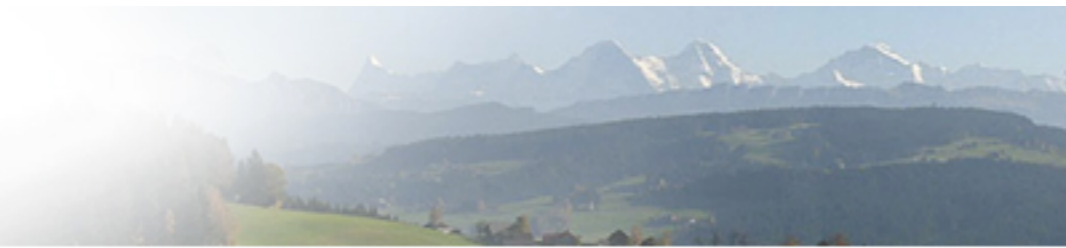
Integrated Brand and Reputation-guided management

Level	Contents	Tasks
Corporate Mission	<ul style="list-style-type: none"> Who are we? What is our aspiration and purpose? What is our business, now & in the future? What do we offer? 	<ul style="list-style-type: none"> Identity Vision & Mission statement Business strategy Customer needs orientation
Brand Mission	<ul style="list-style-type: none"> How are we perceived? How do we want to be perceived? How is our behaviour perceived at the various touchpoints? 	<ul style="list-style-type: none"> Reputation measurement & analysis Brand Personality: the Brand essence Gap analysis (stakeholder specific)
Impression Management	<ul style="list-style-type: none"> How do we reach the perception we envisage to achieve? 	<ul style="list-style-type: none"> Brand architecture (scenarios) Evolution of the brand personality (attributes & core values) Emerging into a brand & reputation guided company
Corporate Identity	<ul style="list-style-type: none"> Corporate design Corporate communication Corporate behaviour 	<ul style="list-style-type: none"> Creating a fitting visual style (look & feel) Defining stakeholder specific messages Developing consistent guidelines
Integrated Communication	<ul style="list-style-type: none"> Communication concept Question of coherence: "Who communicates with whom and how, here, about what and why?" 	<ul style="list-style-type: none"> Segmenting target groups Centralisation vs. decentralisation Communication & marketing Using of tools

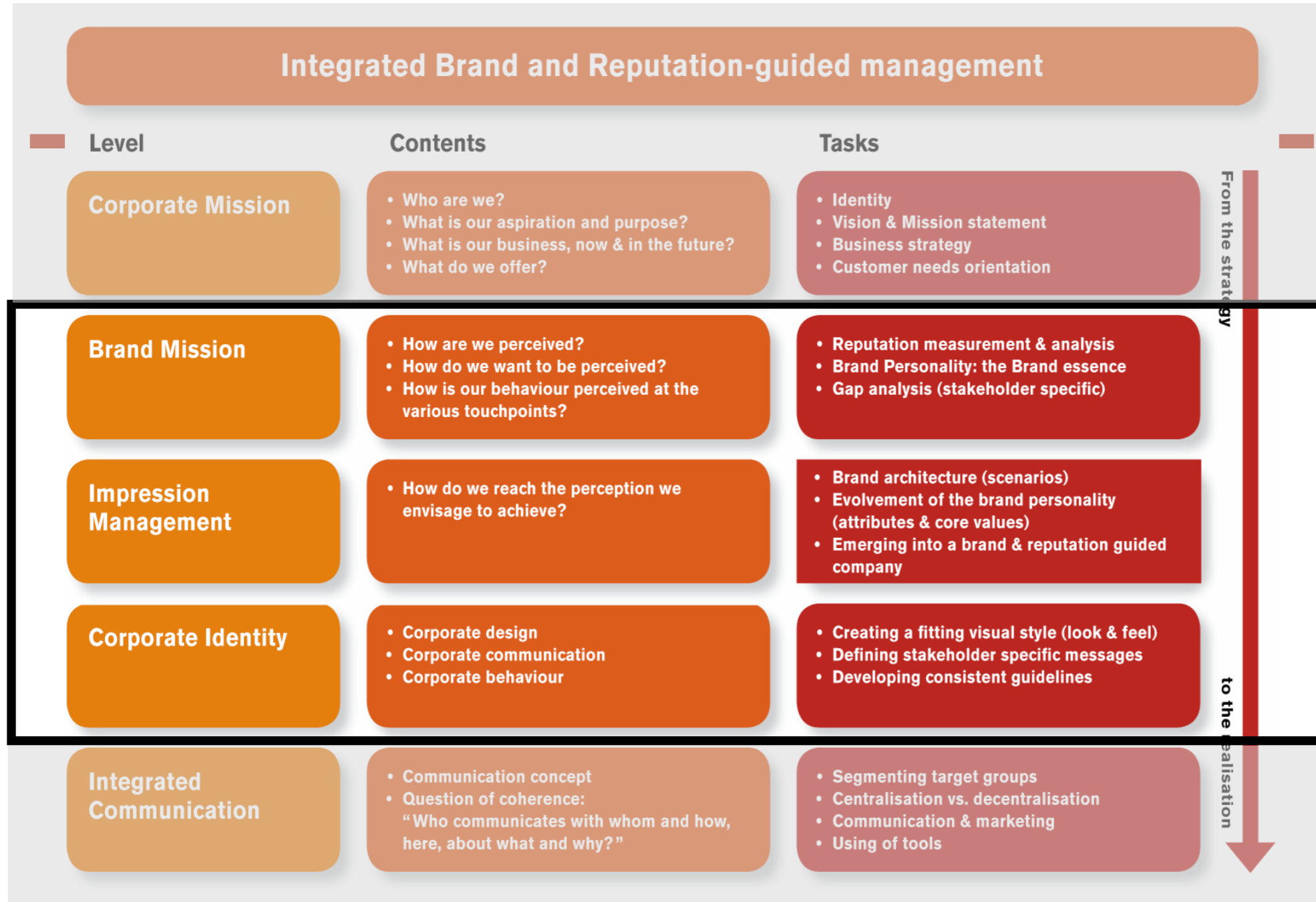
From the strategy

to the realisation





Approach





Content

- History, Facts & Figures
- Future Plans
- Brand Mission and Perception Survey
- Authentic Branding and Limbic System
- Corporate Identity
- Summary



Butterfly



History



Three generations
Kambly



100 years
of Kambly

1910

1953

1983

2010

Founded by
Oscar Kambly in
Trubschachen,
Emmental



Internationalisation
starts with Oscar
Kambly III





Facts & Figures

Today

- Family owned
- CHF 160 million return
- 50 % in export markets
- Whole Production in Switzerland
- Market leader in Switzerland
- Global quality and innovation leader
- 50 countries - 5 continents
- 420 employees





Raw Materials

3'100t flour = 26.9Mio
1'900t sugar = 16.5Mio
1'300t liquid chocolate = 11.3 Mio



740t oils

240t hazelnuts

220t almonds

170t butter

110t milk powder

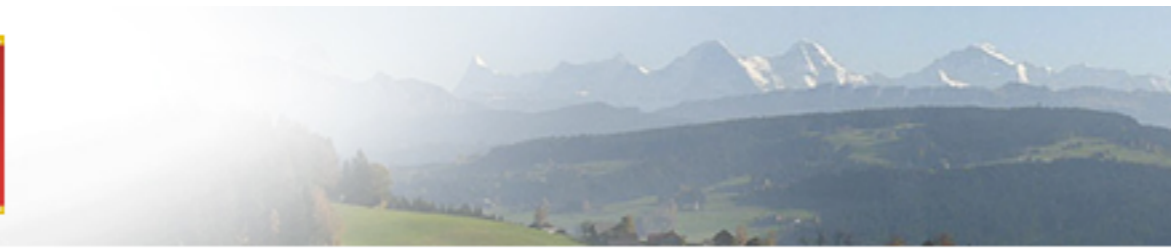
220t egg-products

8t baker's yeast

8t cream

48t salt





Future Plans

International Expansion as a premium-brand

- 2010 Thailand / Vietnam / Indonesia / Malaysia / Philippines
- Long term expansion into China
- Promote Swissness

Innovativeness

- New creations on a yearly basis
- Latest innovations:
 - 3 types of sablés biscuits





Brand Mission I

Traditional, Real,
Quality without compromise,
Reliable and Sustainable



Mandelcaramel



Brand Mission - Perception?



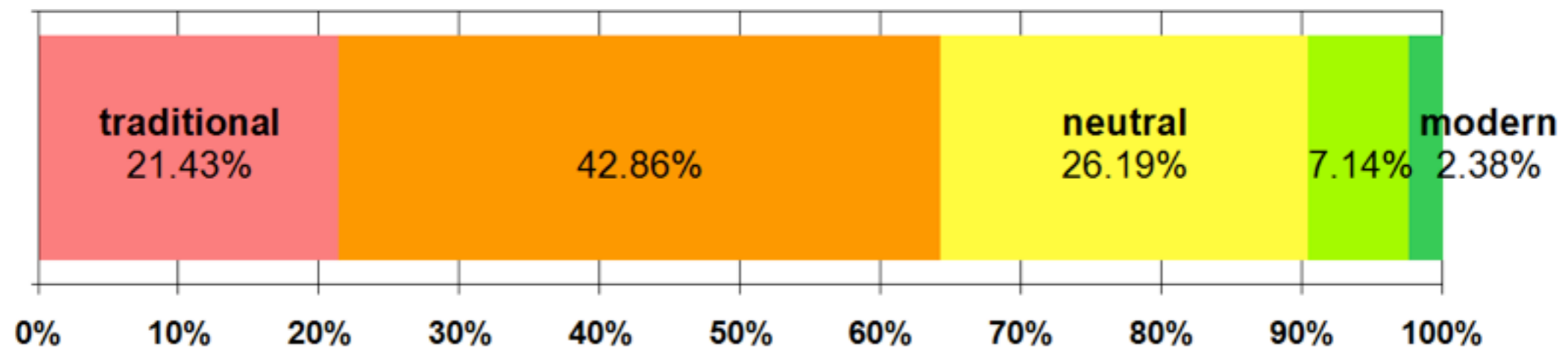
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Perception Survey – Central Results

Brand Position

- Kambly is seen as rather traditional



- 60% are voting for rather traditional
- 10% consider the Brand Kambly as modern



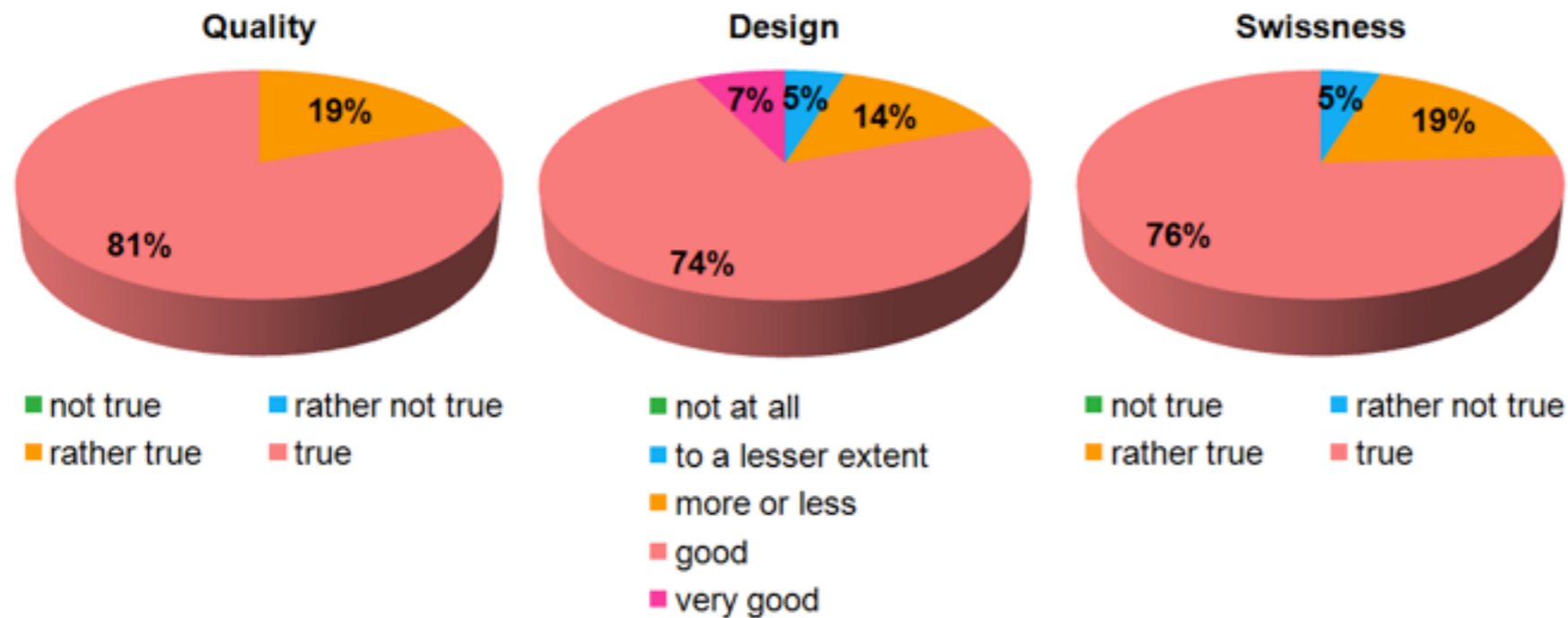
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Perception Survey – Key Findings

Brand Image (Strength)

- + very high quality and taste perception
- + strong package design
- + stands for Swissness



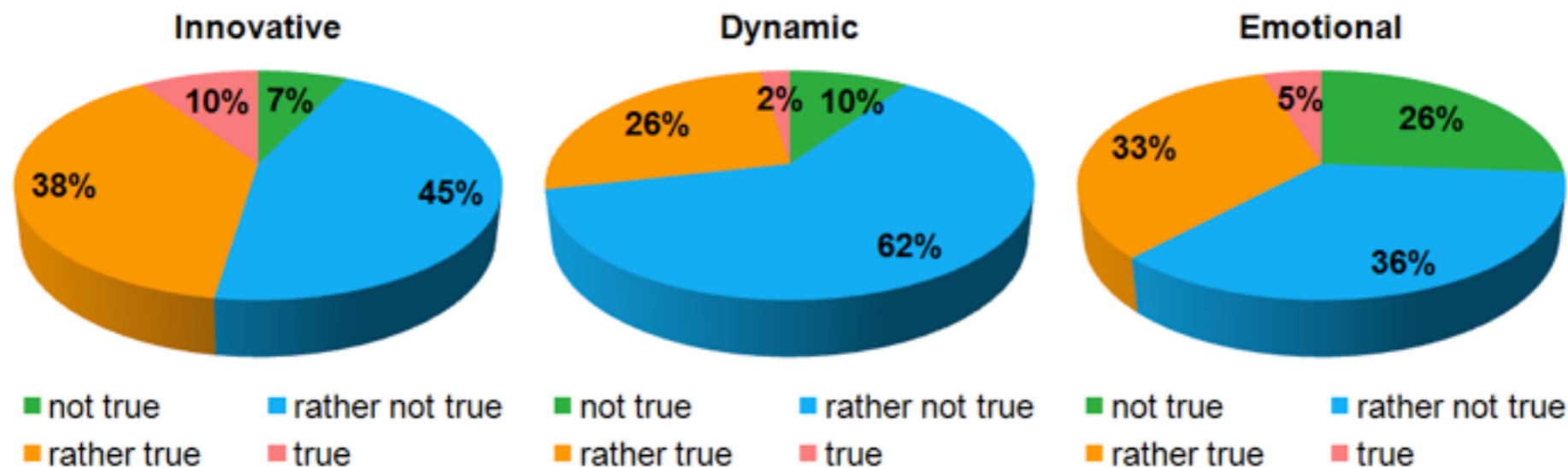
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Perception Survey – Key Findings

Brand Image (Weaknesses)

- innovations are not well enough communicated
- old fashioned, low dynamics
- low emotionality



Mandelcaramel



Perception Survey - Results

Danger...

... of drifting away from traditional values and quality towards being perceived as outmoded or even boring!

Tasks

- strengthen the transfer of key values
- combine tradition with emotionality
- effective advertising campaigns



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Brand Mission II

**„Kambly is a lifestyle - a contribution to
all who know distinguishing great from
good“**

„Kambly ist ein Lebensstil, eine Widmung an all jene, welche das Bessere vom Guten zu unterscheiden wissen.“



Feuille d'Or



Authentic Branding

Authentic Branding



Carré Fondant



Authentic Branding



Carré Fondant



Brand experience I





Brand Experience I





Brand Experience II



Caprice



Brand Experience III



Suprême de Noisettes



Brand Experience III



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Try it now



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Brand Experience - Conclusion

Authentic Branding



Look and **feel**: old fashioned, lack of emotionality

Hear: Typical Sound for Kambly not existent

Taste and **smell**: Perceived as excellent

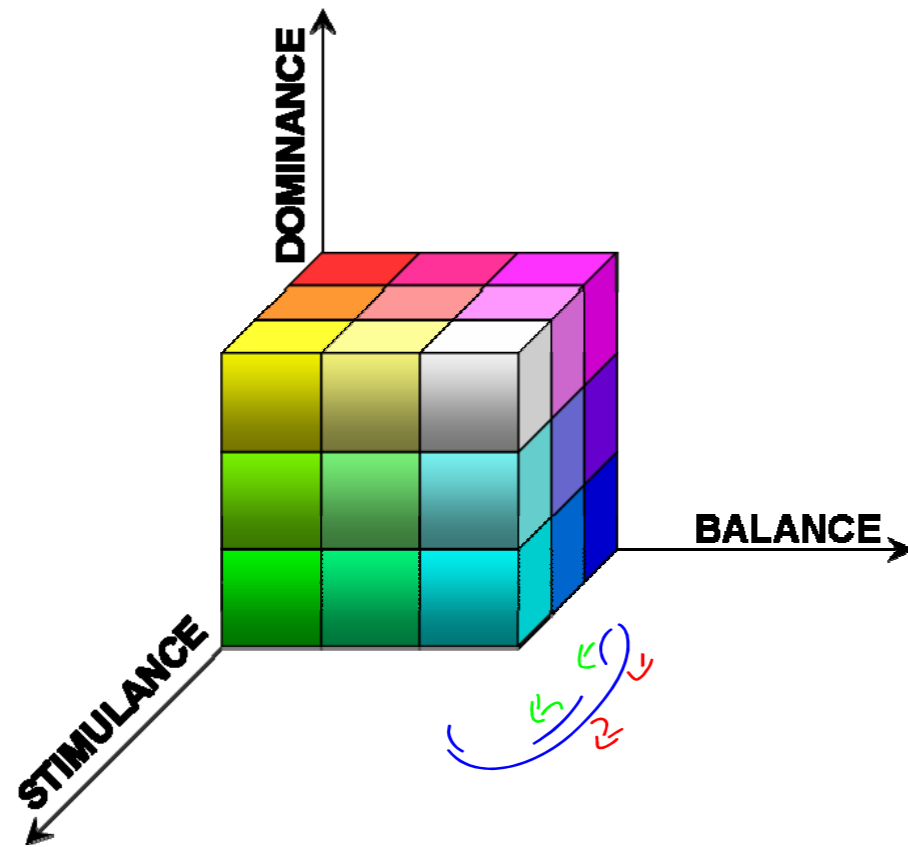
The Analysis of the five senses reinforce the results of the perception survey



Suprême de Noisettes



Limbic Cube



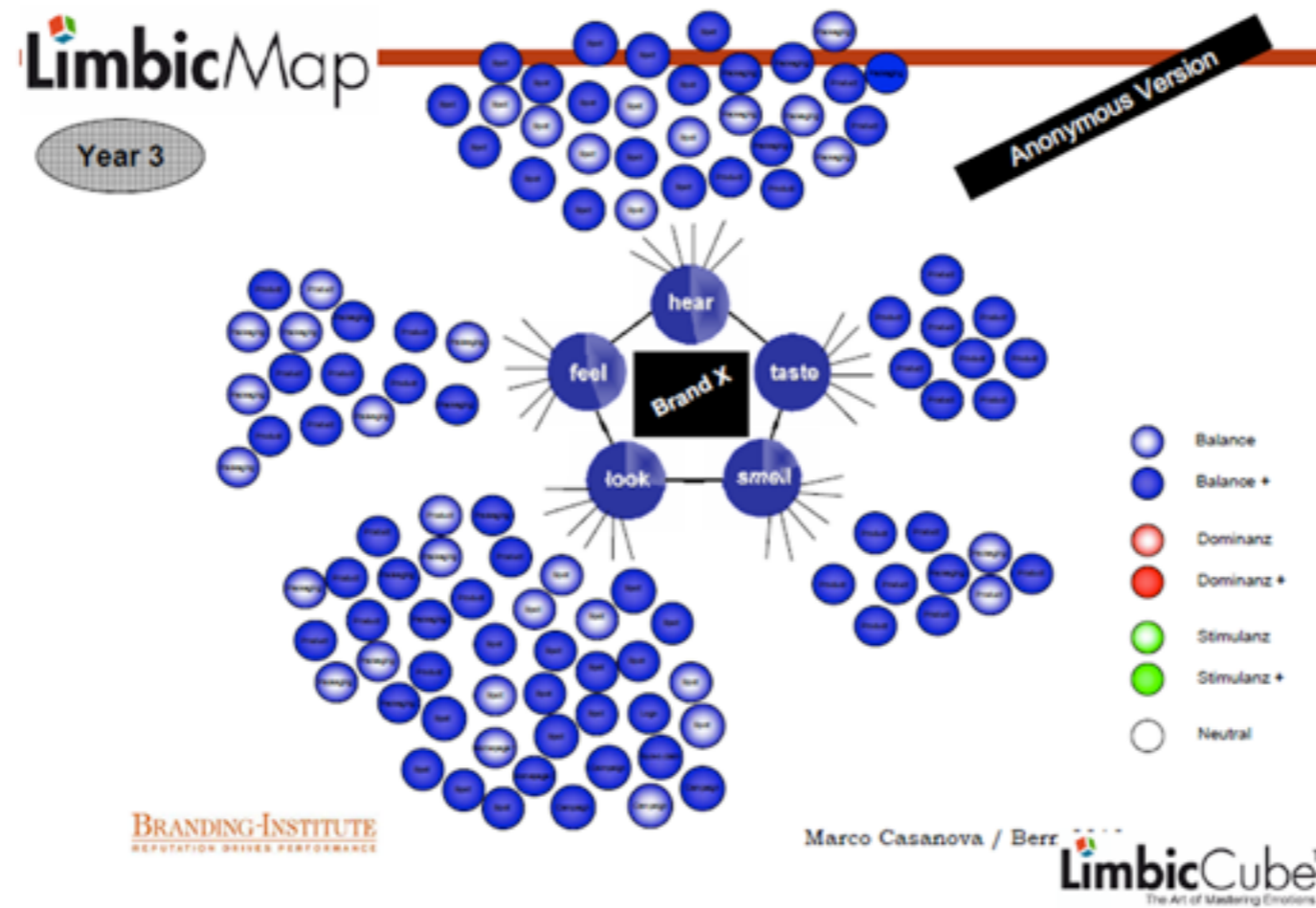
- Is a mainstream brand
- Should try to reach all the limbic personalities with their communication



Goldfischli - Cheese



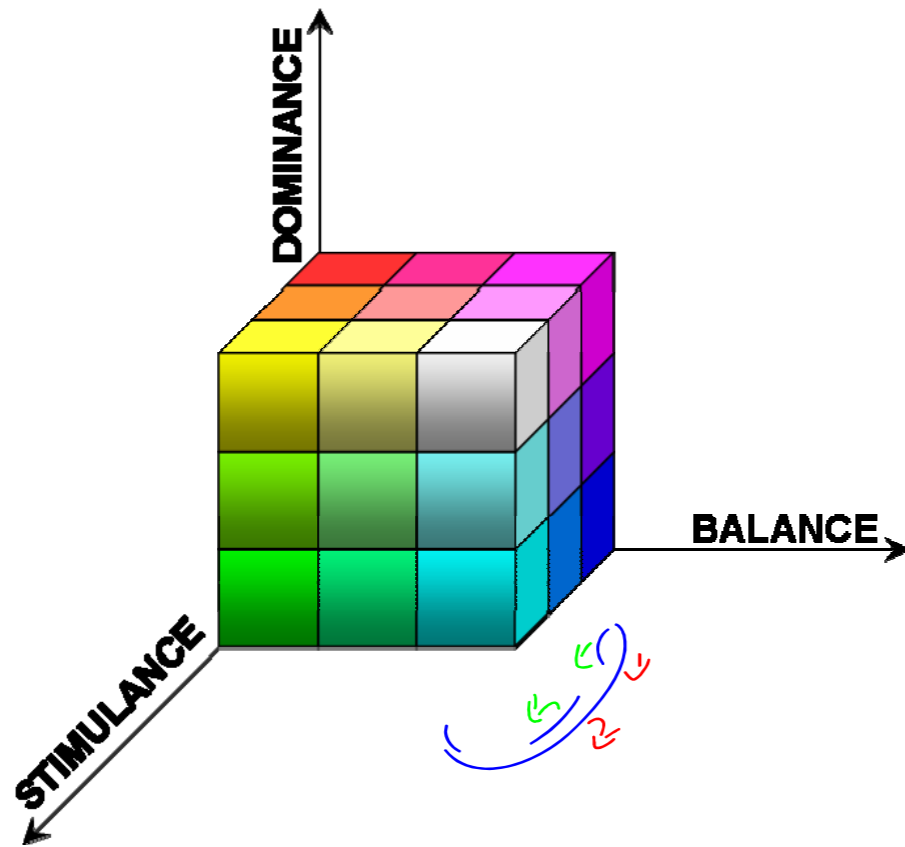
Limbic Cube



Goldfischli - Cheese



Limbic Cube



- The way Kambly communicates addresses first of all the balance orientated customers
- To avoid becoming a „dinosaur“, Kambly should try to reach all the limbic personalities



Goldfischli - Cheese



and now ?



Goldfischli - Cheese



Corporate Identity

- **Corporate Design** - creating a fitting visual style (look and feel)
- **Corporate Communication** – Defining stakeholder specific messages
- **Corporate Behaviour** – Developing consistent guidelines





Corporate Identity



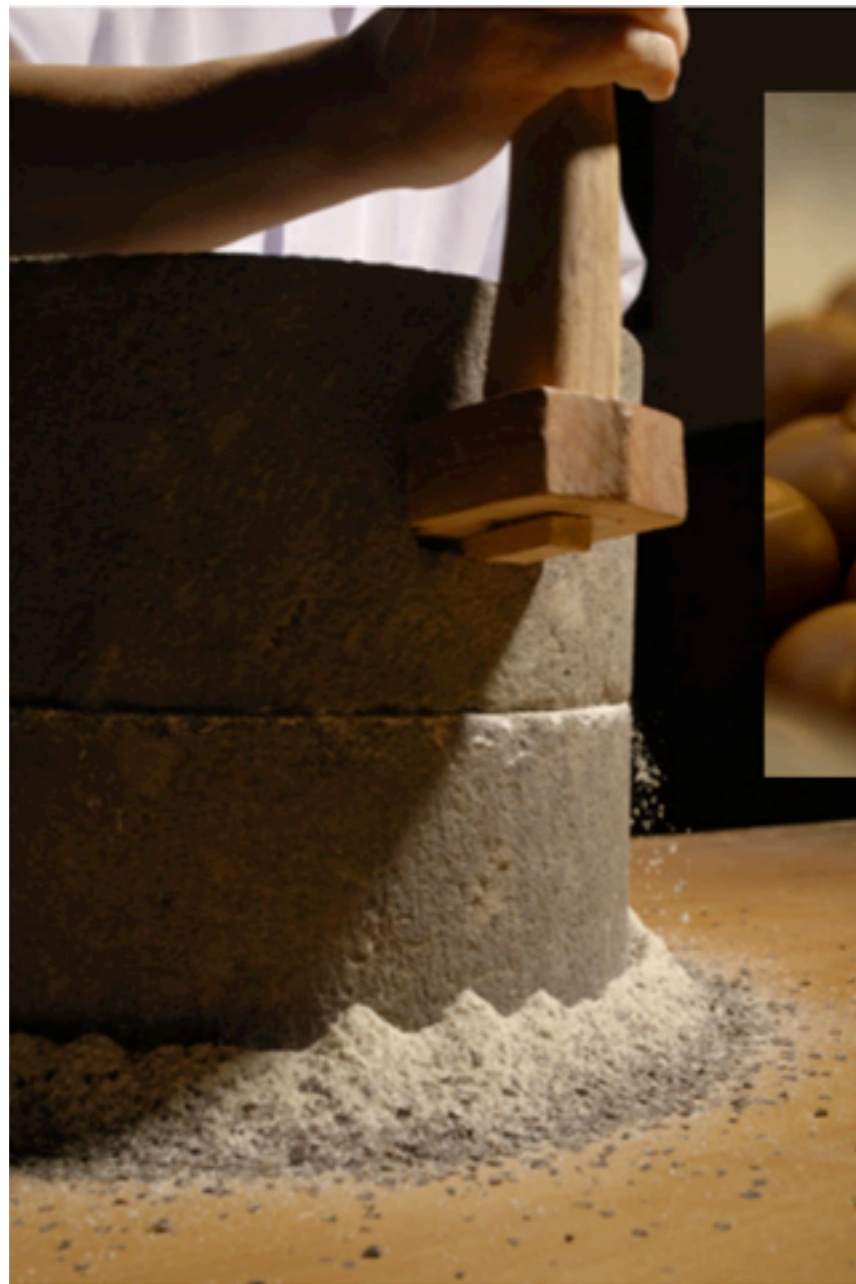


Corporate Design





Corporate Design





Corporate Design





Corporate Design





Emotionality I



dini Schwiz



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Emotionality II







Shop-in-Shop Solutions

Current Situation:

- Kambly wants you to come
- No real retailer presentation and
- therefore no distinction to competitors



© Steven Eling



Ganache Framboise



Shop-in-Shop Solutions (Example Lindt - Coop City)



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Shop-in-Shop Solutions (Example Toblerone / Läderach)



Ganache Framboise



Summary

- Use the strengths in order to establish a corporate identity which reaches all the levels of the limbic system
- Give Kambly an emotion
- Don't miss the chance of perfect presentation at the touch-point





Questions and answers

