

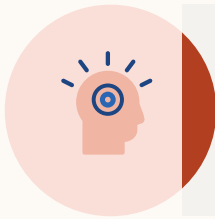


## Pocket Guide

# 5 Key Ingredients for a Unified Brand

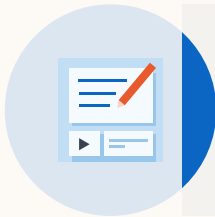
While there isn't a single recipe for building your unified brand, here are some key ingredients we recommend

01



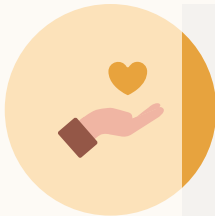
Unexpected creative

02



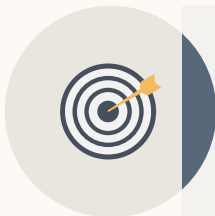
Distinctive consistency

03



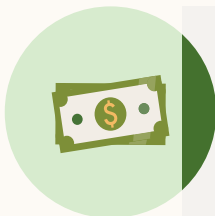
Power of emotion

04



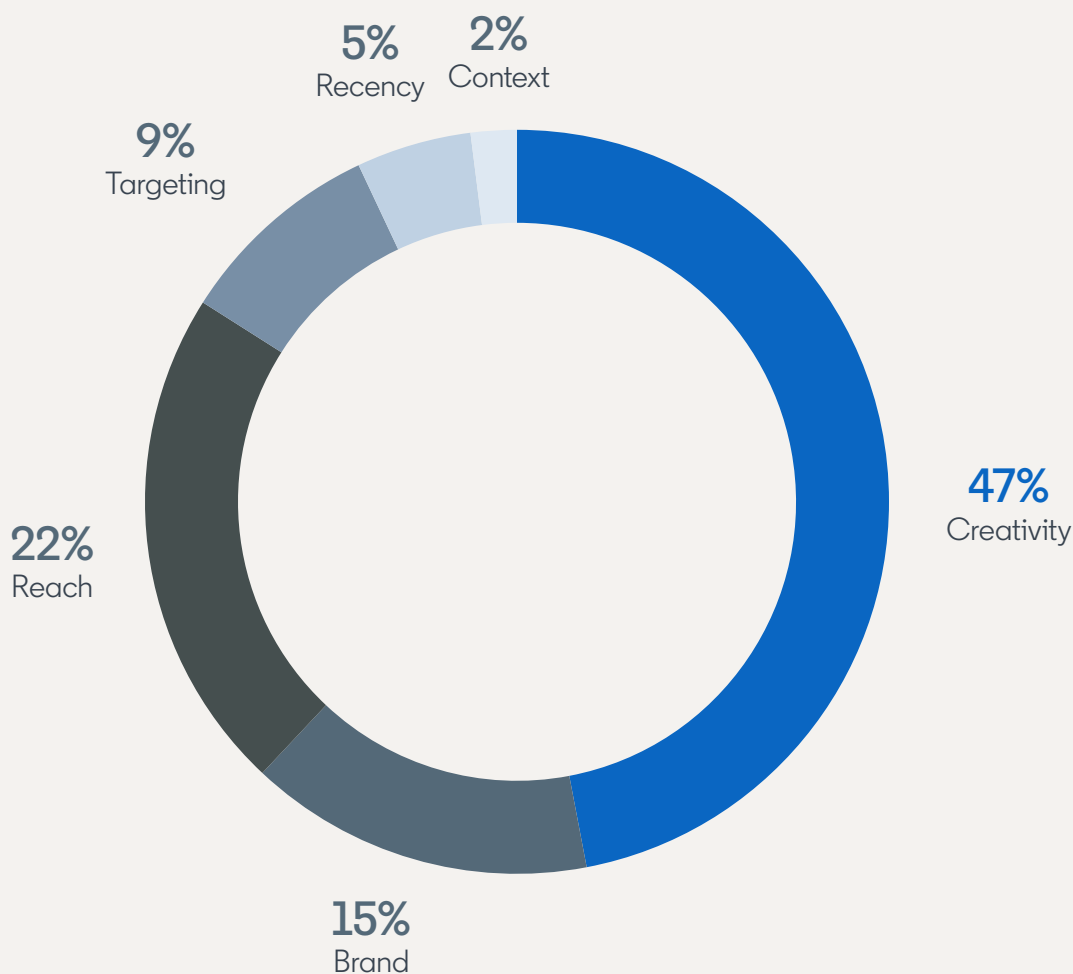
Be always-on

05



Balance your organic and paid

# Creativity is the most important factor in building awareness and memories

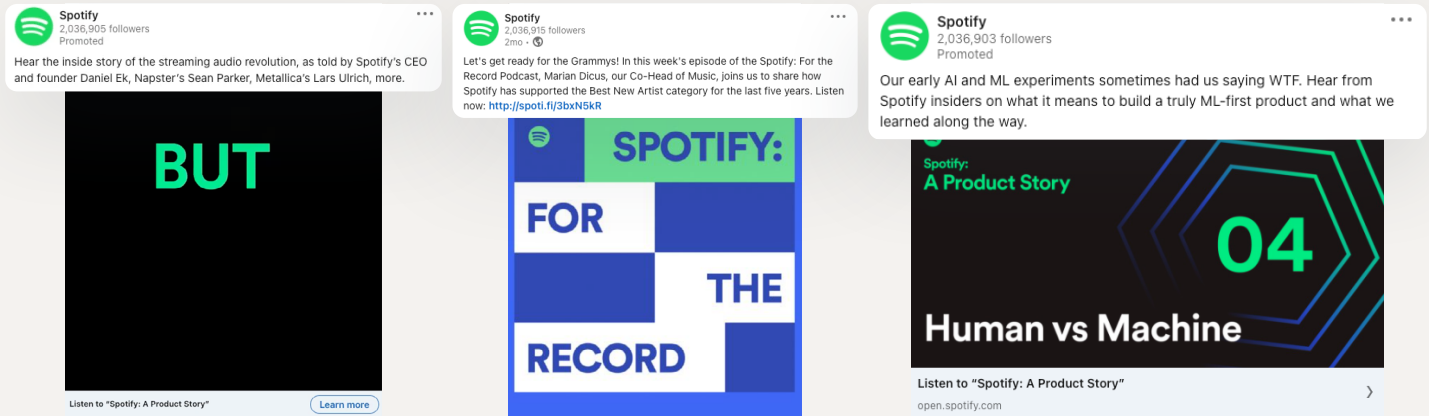


Source: Nielsen, "[When it Comes to Advertising Effectiveness, What is Key?](#)"



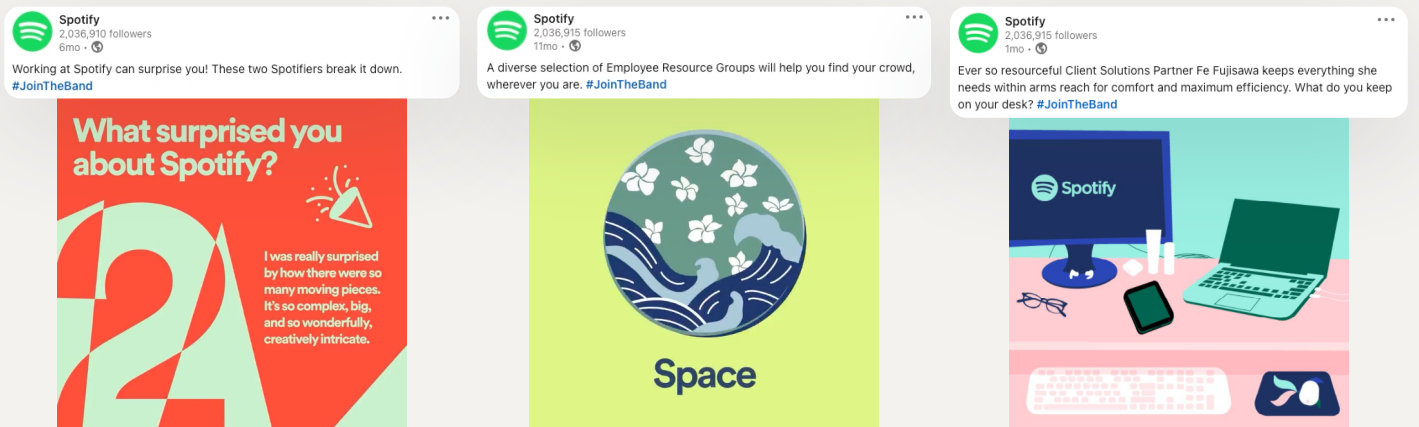
# Unexpected creative

## Consumer Brand



Spotify boosts their consumer brand, focusing on their products, with a strong visual language and messaging.

## Talent Brand

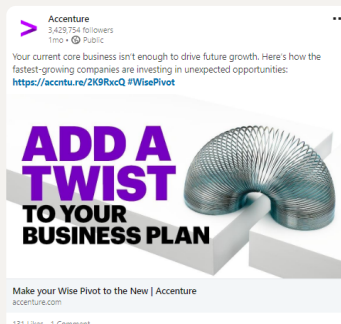
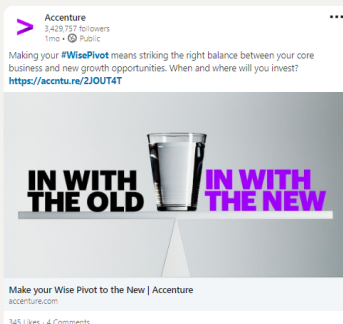
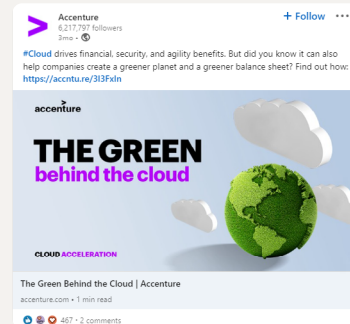
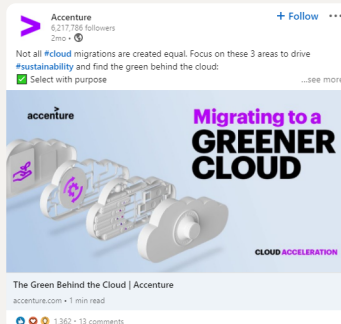
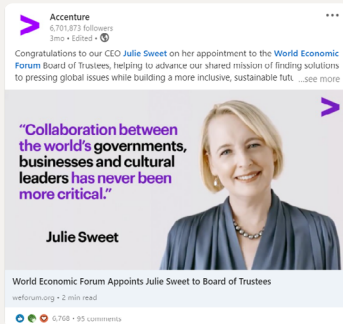


When it comes to talent brand, Spotify uses a great mix of animation and leverages their #JoinTheBand hashtag.

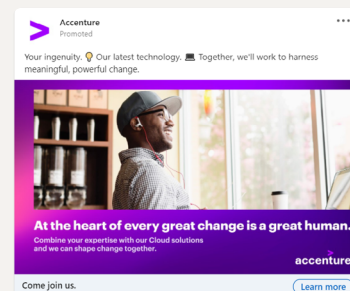
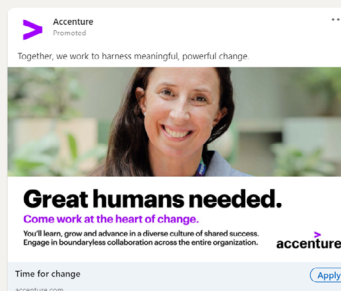
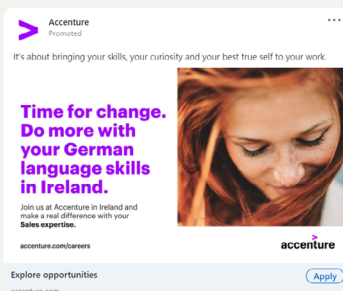
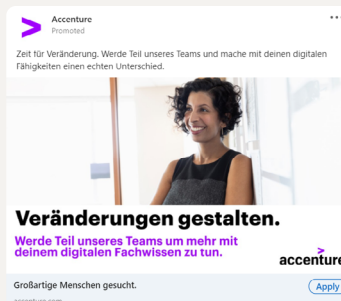
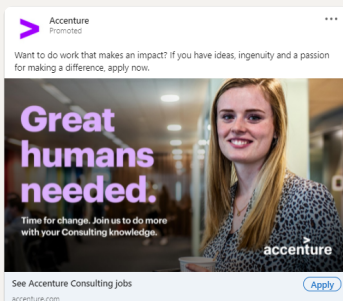
# Distinctive consistency

Accenture make good use of their brand codes and assets to ensure they are consistently distinctive.

## Consumer Brand

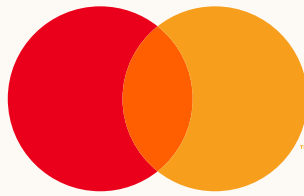


## Talent Brand





**Coke:**  
Shapes



**Mastercard:**  
Logo



**Nike:**  
Slogans / taglines



**FedEx:**  
Colour combinations



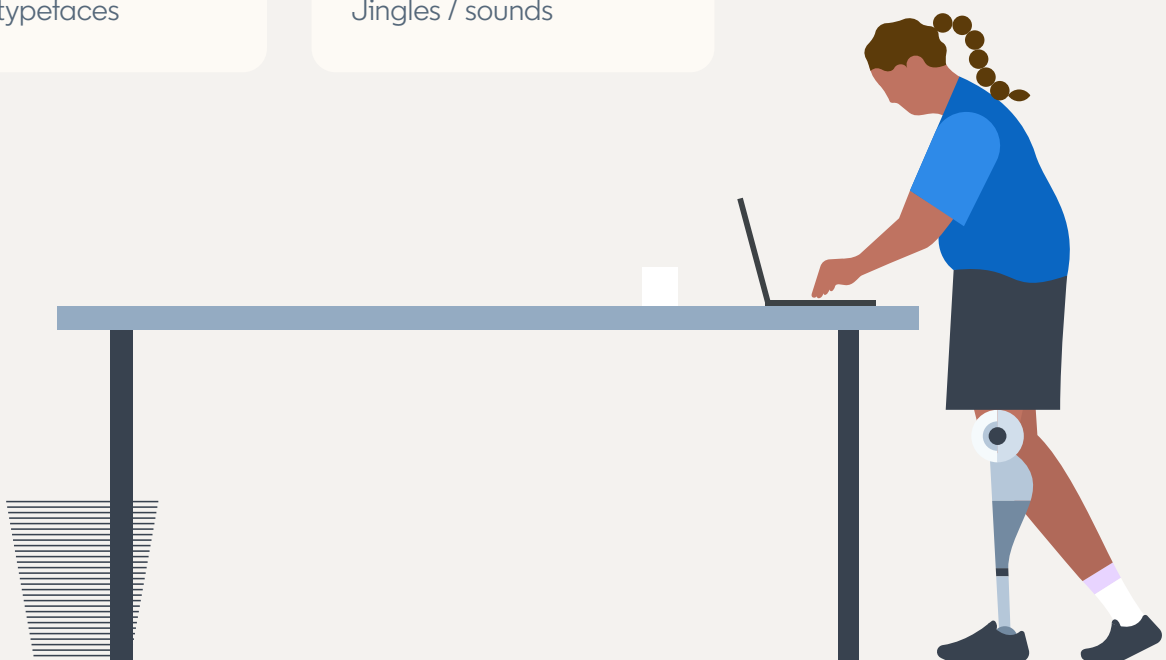
**Nintendo:**  
Mascots / characters



**IBM:**  
Fonts / typefaces



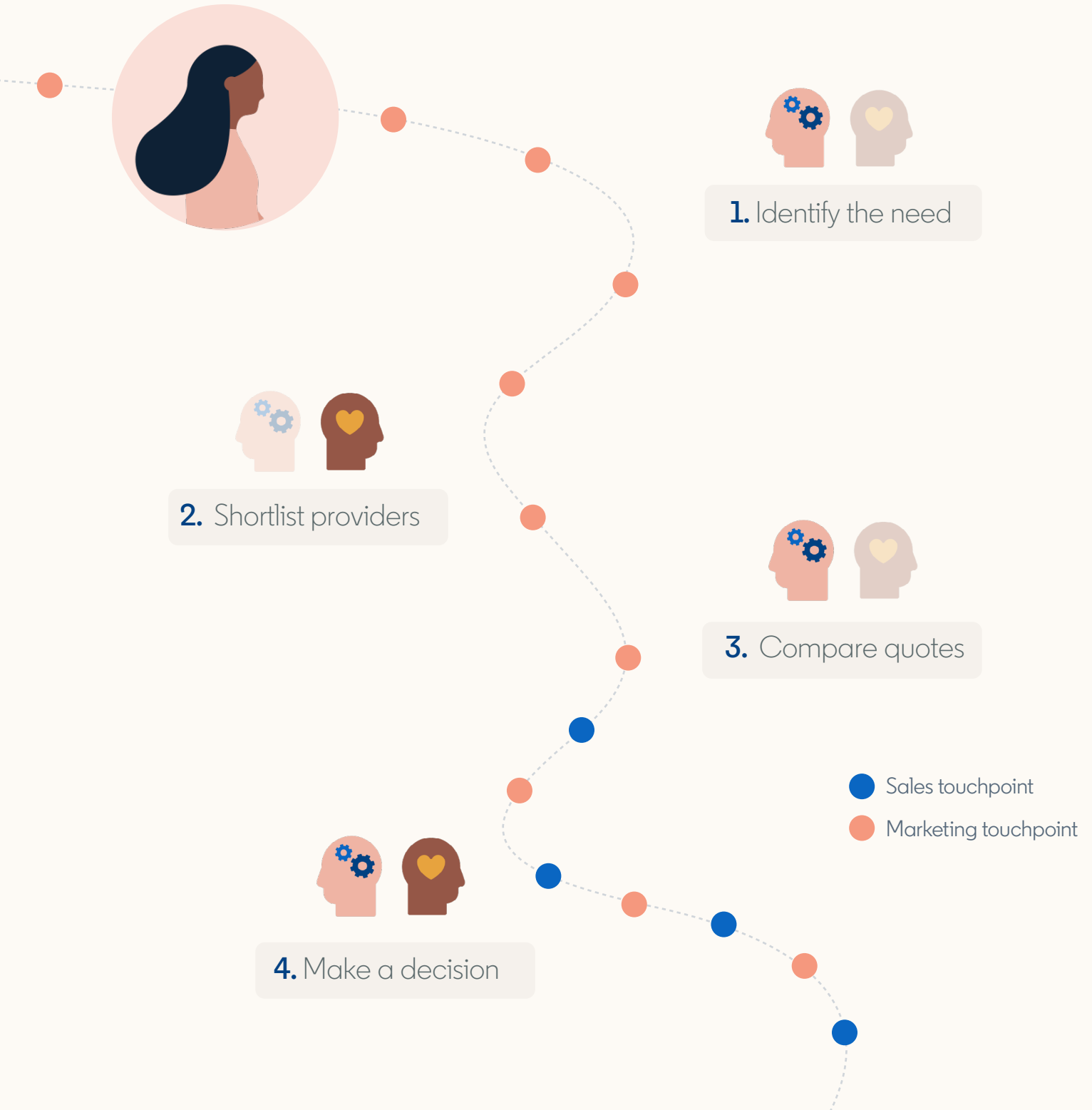
**Microsoft:**  
Jingles / sounds





# “B2B Buying is both emotional and rational”

Robert Schwartz, Strategy Director, Mediacom



# Power of emotion

## Consumer Brand

**the LEGO Group**  
766,246 followers  
1mo · 🌐

To celebrate the launch of the new LEGO® NASA Space Shuttle Discovery, the LEGO Group spoke exclusively to Former NASA Astronaut Dr. **Kathy Sullivan** to reveal details of her experience onboard the original NASA STS-31 mission and how the real-life space shuttle compares to the LEGO model's detailed reimagination of the spacecraft and famous Hubble Space Telescope 🚀

Interview available now → [lego.com/gobeyond](https://lego.com/gobeyond)



👍❤️🔥 5,572 · 236 comments

**the LEGO Group**  
766,246 followers  
2mo · Edited · 🌐

Curious about how we ensure our play experiences stay relevant as we turn 89 years this year? Our brand new podcast "Our LEGO® Stories" gives a peek behind the scenes. Check it out!

🎧 Spotify → <https://lnkd.in/eUaUjrg>  
🍏 Apple Podcasts → <https://lnkd.in/ep8bMTb>  
🎧 Stitcher → <https://lnkd.in/eJyCERr>  
🎧 Google Podcast → <https://lnkd.in/eTIMWr4>  
📺 YouTube → [https://lnkd.in/eSqr\\_bf](https://lnkd.in/eSqr_bf)

#ourLEGOstories #LEGOpodcast



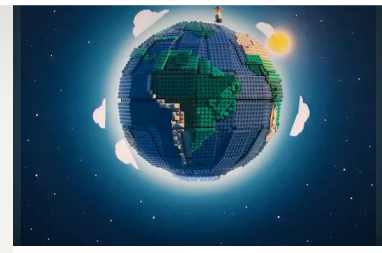
👍❤️🔥 587 · 11 comments · 36,430 Views

**the LEGO Group**  
766,246 followers  
4d · Edited · 🌐

Can kids' ideas change the world? Yes, they can! Today on Earth Day, we're calling on families to join our new Build the Change activities in celebration of Earth Day 2021. On our website, we've set up new challenges for kids that provide them with Learning through Play experiences and opportunities to express their creative solutions to environmental issues.

Participate in the challenges with your kids, and share their ideas with us → [LEGO.com/BuildtheChange](https://lego.com/BuildtheChange)

#PlanetPromise #LEGOBuildtheChange #EarthDay



👍❤️🔥 1,863 · 38 comments · 25,584 Views

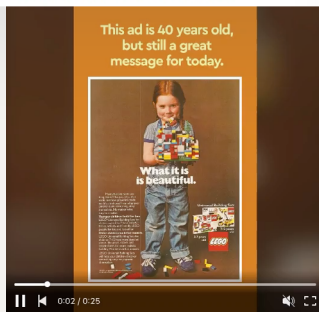
While focusing on the emotion their product brings to consumers, they also focus on education and sustainability for the younger target market.

## Talent Brand

**the LEGO Group**  
766,246 followers  
1mo · 🌐

Help us celebrate International Women's Day and the female leaders of the future, by recreating this iconic LEGO® ad with your child! Upload your photo and learn more about how we are rebuilding the LEGO Group into a more equal and inclusive workplace at <https://lnkd.in/e8zeVJw>

#IWD2021 #LEGOFutureBuilders #RebuildTheWorld



Recreate this iconic LEGO® ad with your child

👍❤️🔥 7,697 · 155 comments · 173,883 Views

**the LEGO Group**  
766,246 followers  
3d · 🌐

Two LEGO® icons say goodbye after 90 years of combined experience! ❤️ Jan Ryaa, Design Master, has been with the LEGO Group for almost 48 years, while Stan Schmidt, Senior Element Coach, has "just" been in the company for around 42 years. Together, they have their names on more than 70 LEGO element patents! 🙌 Read more → <https://lnkd.in/eeecpJM>

"But just because our names are on the patents doesn't mean we can take all the credit. It has always been a team effort and we're just proud to have played a part in the development of all these elements," says Jan.

On their last day as LEGO employees, they decided to walk out the door together.

#LEGO #LEGOdesigners #BehindtheBricks



👍❤️🔥 11,280 · 244 comments

**the LEGO Group**  
766,250 followers  
4mo · Edited · 🌐

In 2020 we wanted to lift the lid on our offices and hubs and take a peek inside to share the stories of our awesome people and the cool places they work. #BehindtheBricks was born and we had a lot of fun speaking to colleagues from across the globe 🌍

👉 Take a look and explore jobs → <https://lnkd.in/ewU6W5e>



#BehindtheBricks #Values #Fun #LEGOcareers



LEGO always taps into the heritage of their brand and brings up the emotion of childhood, while showcasing their employees in many ways.

# Harnessing emotion


## Consumer Brand




 **Shopify**  
217,286 followers  
1yr • 

[+ Follow](#) [...](#)

Starting local, and scaling global. Each of our independent Shopify businesses around the world is rich with a deeply unique story that often begins with a single footprint in the sand which quickly grows into a journey with hundreds of steps more. A business like Hiut Denim was started with a purpose beautifully rooted in its community and has since grown into a brand that serves a worldwide network of customers.



Over a million independent Shopify businesses are shaping a new global economy, read more about just how much they've impacted the world in our first ever Global Economic Impact Report: <http://bit.ly/ShopifyGEIR3>  
[#Shopify1Million](#)



   164

11 Comments


## Talent Brand

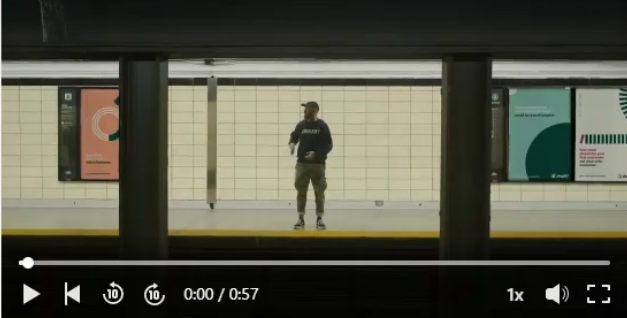
 **Shopify**  
339,192 followers  
7mo • 




[+ Follow](#) [...](#)

A ton of work goes into Shopify as a platform, all year round, and especially for Black Friday and (today!) Cyber Monday.

One of the best ways we as Shopify employees can understand merchants and truly create what they need, is by being merchants ourselves.

Take a look 

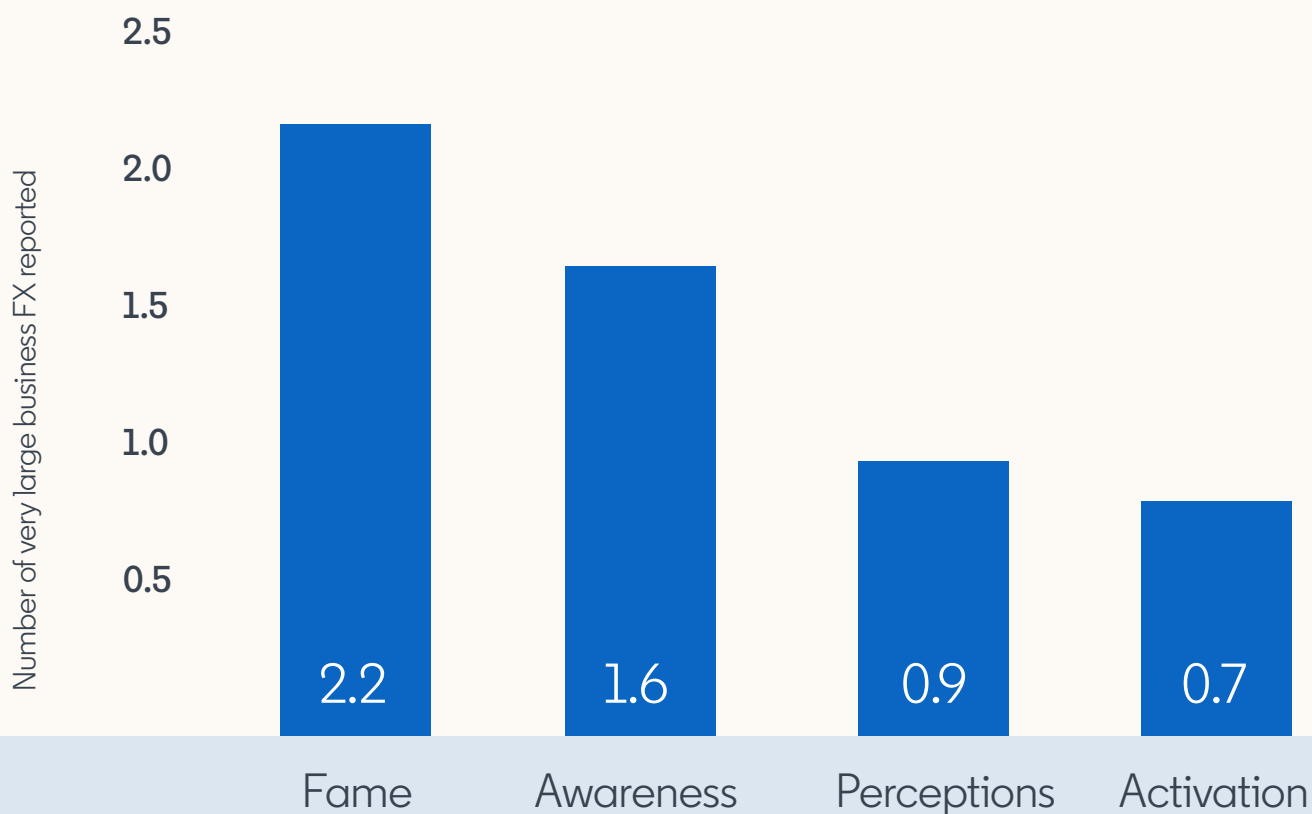


   197 • 4 comments

# Brands with the highest share of mind have the highest share of sales



## Primary campaign objectives



# Ensure you are always on

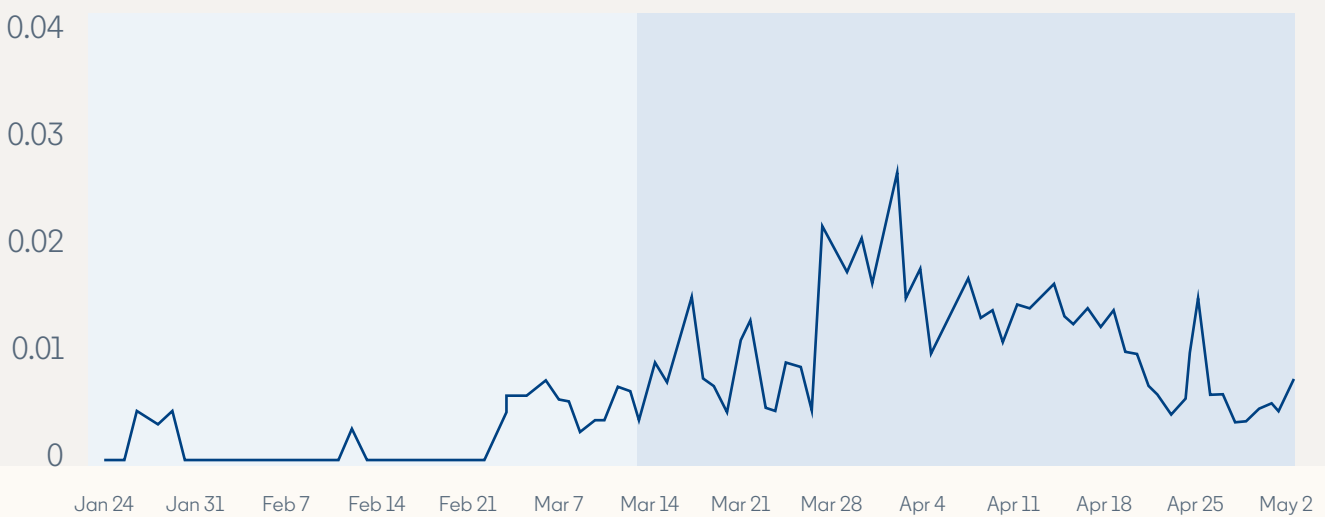
Build trust and manage reputation over time

Greater cost efficiency and better performance from “always on” campaigns

## Spend



## Click-through rate



# Putting it all together: Example always on strategy

A comprehensive approach allows company x to drive engagement, fuel positive perceptions, and build their brand across, talent, corporate, and consumer audiences.




# Humanize your brand

Business buyers are human, and they want to work with businesses that make them feel good.

## Community & causes

**Hewlett Packard Enterprise**  
3,096,976 followers  
2w • 🌱

Read how AI is being used to catch poachers and track wildlife populations:  
<http://hpe.to/60001oufg> #WorldWildlifeDay



How technology is protecting endangered species [View](#)


hpe.com

👍 🌱 🐾 206

## Diversity & equality

**Accenture**  
5,187,773 followers  
1w • Edited • 🌱

How are we building a culture of equality at Accenture? Hear from our CEO **Julie Sweet**: <https://accntu.re/333PIFg> #GettingToEqual #IWD2020




#GettingToEqual in the Workplace | Accenture

👍 🌱 🐾 1,847 · 21 Comments · 68,572 Views

## Personal stories

**Adobe**  
2,134,958 followers  
Promoted

When Rachael got the opportunity to fight the Australian bushfires, she didn't hesitate to volunteer. The next day, she was on a fire truck. Find out about her experience and learn how she brings the same tenacity to Adobe's Professional Services Sales team.



[Share Image](#)

Rachael Macdonald: Living Off the Land, Life at Adobe and Fighting the Australian Bushfires [>](#)

blogs.adobe.com

## Passion & aspiration

**Microsoft**  
10,508,131 followers  
Promoted

Create what you want to, whenever you want to, without any compromises. Be part of a new work culture. [#WorkxLife](#)



Work x Life [Learn more](#)

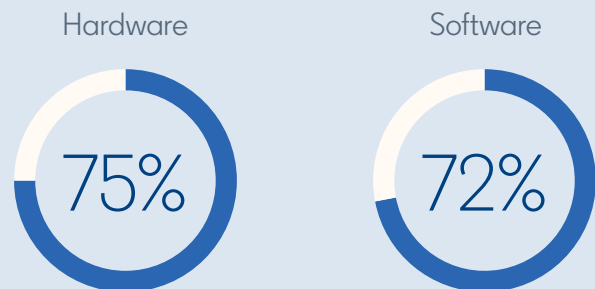
microsoft.com

# B.E.T.A.s, the next generation of B2B buyers, care about multiculturalism, community contribution, and sustainability



Published in "Work in BETA: The Rising B2B Decision Makers" by The B2B Institute, 2020

Globally, BETAs make up the majority of ultimately decision makers in hardware and software



% of Ultimate Decision-Makers who are BETAs

# Find the right story for each audience

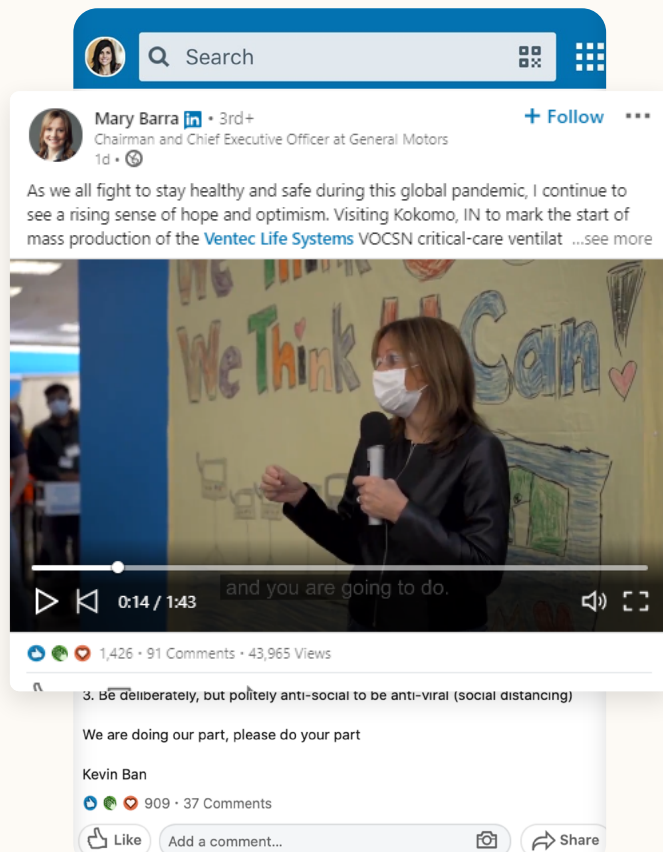
Stakeholder	What do they care about?	What is their core question?	Why should I care?
Employees	Culture, belonging, vision, leadership, job safety	Am I working in the right place?	Retain talent & maximize human capital
Investors	Vision, leadership, profitability, financials	Is this a good investment?	Attract capital & increase company value
Customers	Reliability, trust, value	Can this company solve my problems & create value for me?	Win & retain business
Suppliers	Reliability, trust, financials	Is this a trustworthy business partner?	Build trusted partnerships
Government	Taxes, adherence to regulations, innovation	Is this company a positive actor for our country?	Good relationship with policy makers
Society	Corporate responsibility, sustainability, contribution to society	Is this company acting in the best interest of society at large?	Public perception
Talent	Innovation, challenge, inspiration, vision	Is this a great place to work?	Attract hard-to-hire talent & skills of the future
Press	Company news, stories	What is happening in this company?	Favorable press coverage

# Leverage your leaders

Leaders embody your Brand DNA. Tap into your executives and subject matter experts to establish authority and credibility on key topics.

- Take control of the narrative around their business and industry
- Demonstrate a thoughtful and authentic voice
- Build a sense of connectedness among their stakeholder community

**Mary Barra, Chairman & CEO at General Motors** visits a manufacturing facility to pledge commitment to making a meaningful contribution.



**Arne Sorenson, CEO, Marriott International** exhibited compassionate leadership with an emotive note to Marriott associates.





82%

Decision makers said thought leadership shared by someone they know and respect is a critical factor in getting them to engage

Source: LinkedIn-Edelman Thought Leadership Study, 2020

# Executive thought leadership across all dimensions of brand



Hildegard Wortmann • Following

Member of the Board of Management for Sales and Marketing AUDI AG. Innovation...  
1d •

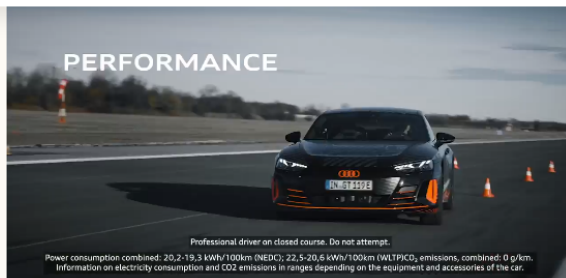
The Audi e-tron GT will hit the showroom floors around the world soon. Together with our dealer partners we cannot wait to present this new brand hero to you! Pre-sale starts this Thursday, February 18 in all major European markets.

In order to prepare our international retail team in the best way possible, we continue our steadfast commitment to digital transformation within our business. With the second digital Central Launch Experience (CLX) now live, we have welcomed more than 10.000 participants from dealerships around the globe onto our Audi digital training and event platform. This is not just about sharing the passion and detail for the Audi e-tron GT, but also about connecting and engaging our Audi retail teams together. As a global sales team, we are passionate and dedicated to our quest to a more sustainable future, to innovative products and a consistent customer-centric mindset.

Together with our Audi retail teams around the world, we are getting ready for the Audi e-tron GT to hit the market.

Who is ready for a test drive?

#Audi #FutureIsAnAttitude #Sales #Digitalization #ElectricMobility



565 • 23 comments • 7,841 Views



Hildegard Wortmann • Following

Member of the Board of Management for Sales and Marketing AUDI AG. Inn...  
2mo •

I am a woman. I have a responsibility being a female leader in the automotive industry. I can make a contribution and together we can make a difference.

For me, today's International Women's Day is a significant day to reflect upon. It stands for gender equality and against discrimination of women.

This day is an important sign. However, it is not enough. Gender equality should be taken for granted on 365 days a year. I choose to challenge the status quo, always pay attention and take chances for creating impact. I choose to inspire all the women around to shape a future in which gender equality is no longer a topic.

There are so many amazing women out there, changing society with their courage and ideas. Like Ella Fitzgerald once said: "Just don't give up trying to do what you really want to do. Where there is love and inspiration, I don't think you can go wrong." Let's keep making progress together. Be brave and follow your dreams! Every step matters!

Today's stage belongs to my strong female colleagues around the world. Representative for our sales and marketing community, five of them tell you what this day means to them. So proud to have you all in my team!

#Audi #OneTeamAudi #WomenEmpowerment #InternationalWomensDay #ChooseToChallenge



644 • 21 comments



Hildegard Wortmann,  
Member of the Board of  
Management for Sales &  
Marketing at AUDI AG.  
creates content to support  
their communication across  
their consumer, corporate and  
talent brand.



Hildegard Wortmann • Following

Member of the Board of Management for Sales and Marketing AUDI AG. Innov...  
3mo •

Thanks to our Audi fans and customers and proud of our great international team!

Audi delivered 6.4 % more cars worldwide in the third quarter than in th...see more



448 • 15 comments

# Align around your Brand DNA across the key teams to maximize impact



## Brand

- Core brand narratives
- Look, feel and identity
- Existing campaigns



## Talent Acquisition & HR

- Talent brand campaigns
- Key talent audiences and hiring challenges
- Employee experience and internal comms



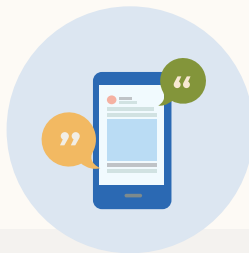
## Corporate comms

- Corporate narrative
- Reputational risks, media relationships and opportunities
- Integrating corp comm priorities into unified messaging



## Content & digital teams

- Intersection of key themes and other content narratives
- Channel & distribution strategy, including paid and organic media



## Exec comms

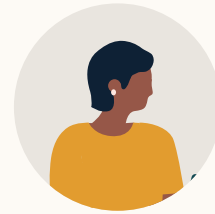
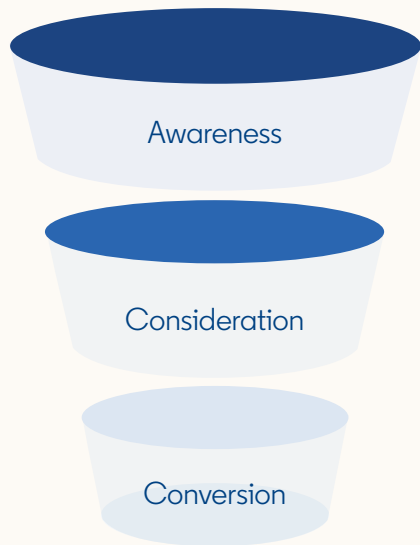
- Who should be involved
- Content themes
- Workflows & production
- Measuring impact

# Measure and optimize across the funnel

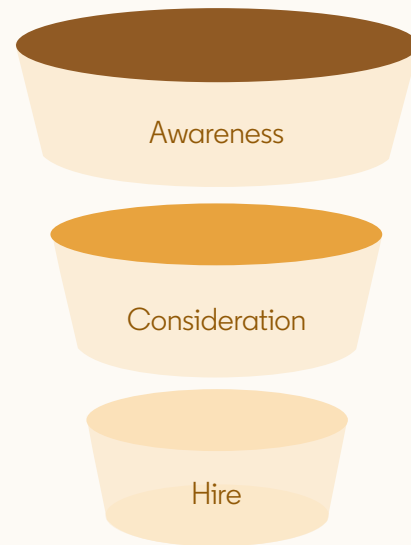
Measure success at each stage of the buying journey for prospects and candidates



Prospects - Sales Funnel



Candidate - Hiring Funnel



Key metrics  
and KPIs

- Brand lift
- Sentiment analysis
- Impressions delivered
- Unique engagers on LinkedIn
- % Net new engagers

- CTR/Engagement rate
- Topic ownership study
- Sentiment analysis
- Share of voice analysis

- Lead gen
- No. of subscribers / email / event list
- Conversions
- Pipeline
- Ad effectiveness study

- Increase in % talent pool engaged
- Increased company page views
- Engagement
- Clicks to job ad

- Traffic to your careers website
- Increased Company Page followers & engagers
- Job views

- Increased % of warm candidate InMails
- Job applies
- Conversions
- Influenced hires based on updated LinkedIn profiles

# Paid and organic work together



## Organic nurtures communities

- Keep an “always on” pulse and presence for your interested communities, and test content for paid campaigns
- Hashtags and page targeting can help connect with specific interest groups or audiences

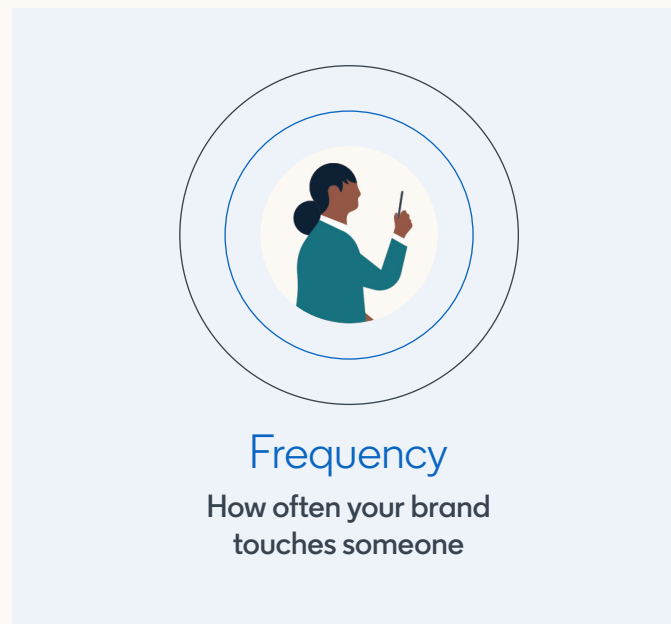
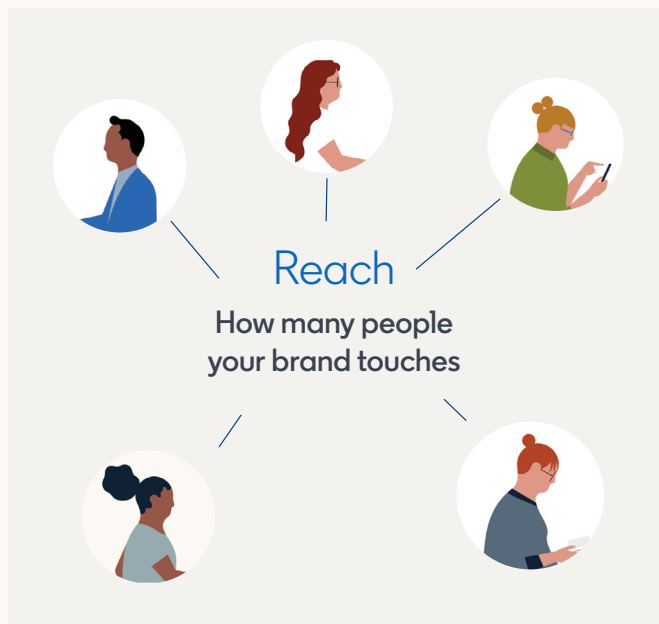


## Paid charts new territory

- Reach audiences that look similar to the people you know but that you aren't connected to yet
- Directly engage known prospects with targeted content and campaigns to deepen their engagement

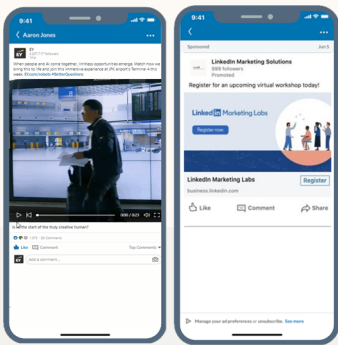
# Balance reach and frequency

Continuous reach is important when building brand continuity and recognition



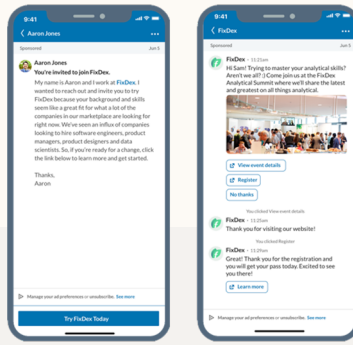
# Play our formats to your organic and paid strengths

Multiple content touchpoints and formats provide a range of tools to engage with audiences and develop audience-specific as well as blended buying journeys.



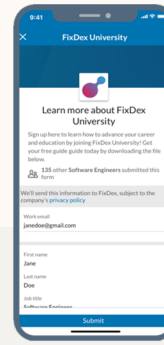
## Sponsored Content

Video Ad  
Single Image Ad  
Carousel Ad

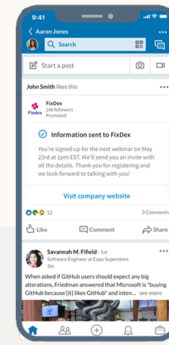


## Sponsored Messaging

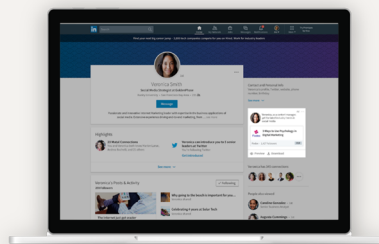
Message Ad  
Conversation Ad



## Lead Gen Forms



## Posts & updates



## Additional ad formats

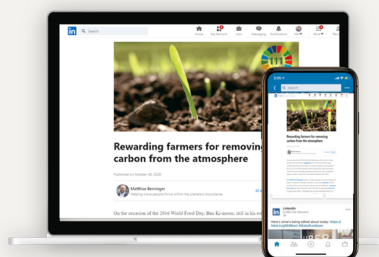
Dynamic Ad  
Text Ad



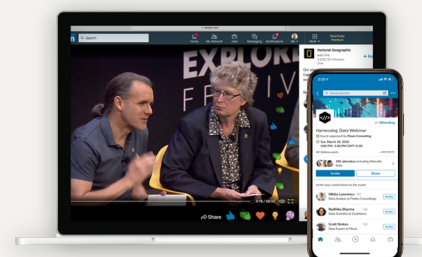
## LinkedIn Pages

Company Page  
Showcase Page

# Touchpoints for Customers



## LinkedIn articles

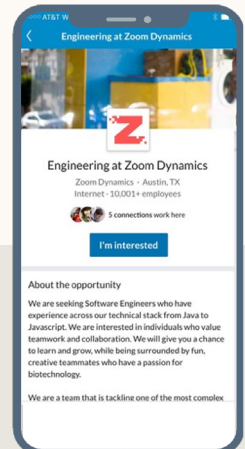
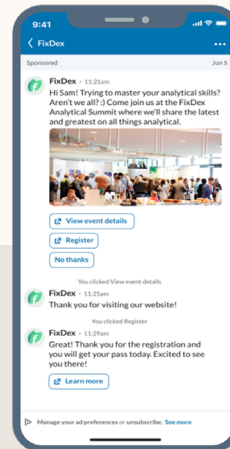
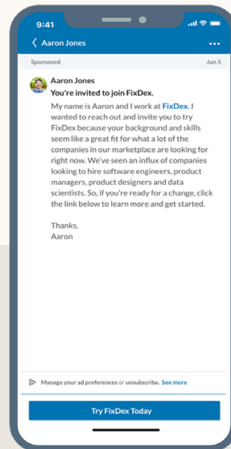
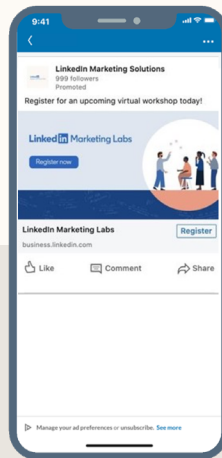
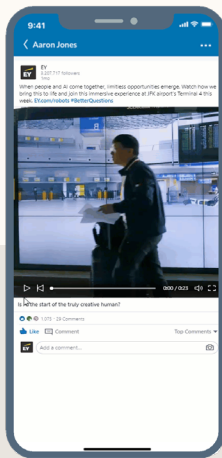


## LinkedIn Live and Events

LinkedIn Live streaming  
Virtual events solution

# Play our formats to your organic and paid strengths

Multiple content touchpoints and formats provide a range of tools to engage with audiences and develop audience specific as well as blended buying journeys.



## Sponsored Content

Video Ad  
Single Image Ad  
Carousel Ad  
Job Ad

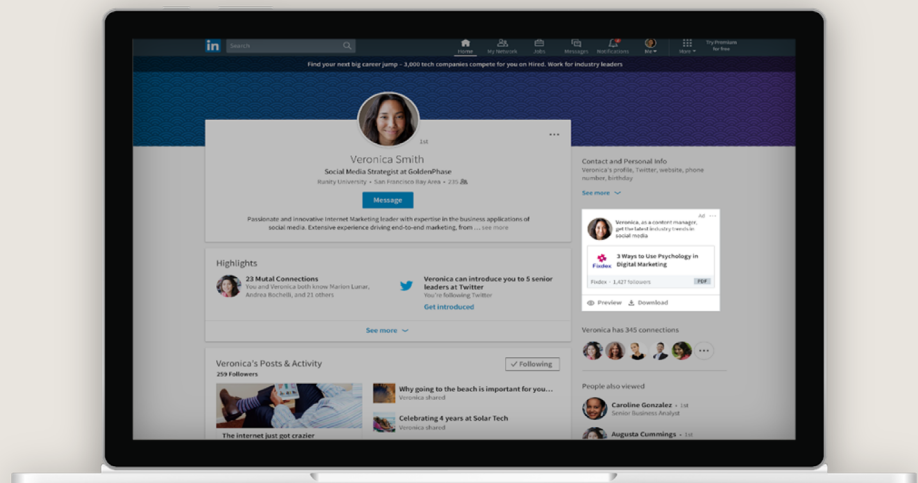
## Sponsored Messaging

Message Ad  
Conversation Ad

## Talent tools

Landing pages

# Touchpoints for Talent



## Additional ad formats

Dynamic Ad  
Text Ad

# Subscribe to our blog

For more information about the power of a unified brand in the midst of the Great Reshuffle, subscribe to our blog.

Subscribe to our blog



# Subscribe to our blog

For more information about the power of a unified brand in the midst of the Great Reshuffle, subscribe to our blog.

Subscribe to our blog

