

"What's Next After Next?"
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Well, gee - what's next after what's next? Good question. That (second what's) in itself covers a magnitude of topics. "What's", could be in technology, biotechnology, concepts, products, theories, etc.

This time let's take theory of Brand and what's next after next - "Power Brand" is what's next after Brand.

First, of course, you have to build the Brand and then its awareness - but in tomorrow's global arena, Brand in itself will not be enough - it isn't easy just being just a Brand any more - you've got to be more.

Power Brand can be defined as something that people will pay more for, travel farther for and wait longer for - Power Brand.

Many times when I'm out I'll ask for a COKE (my Brand) and the server may ask "Will Pepsi be OK?" I usually succumb and say "OK". Power Brand - no - Brand, yes. Or how about the Bud Light Vs Miller Lite - a bit more of a Power Brand scenario here but... Starbucks? (Power Brand) Disneyworld? (Power Brand)

Recent studies are showing now that some brands are losing ground, primarily in retail areas (i.e. food and beverage industries). It pays for us to look "outside our box" in other arenas to learn if it affects us in the industrial industry and our Brands, or Power Brands too.

Factors in these declines are attributed to so many new products and Brands in the market today. Dot.com Brands also add to loss of awareness of brands.

Another issue is because of these increases in the number of other new Brand products that we develop an increased Brand dependency - Brand dependency relieves mental decision making - it's easier to rely on the Brand that hasn't let you down, one you're comfortable with that you rely on - why change - "...Ain't broke".

OK, so you've built your Brand (whatever it is) and developed your Brand's awareness - "What's next after next?" the what is develop your Brand into a Power Brand - Brand in itself will not be enough anymore. Is your glove, boot, respirator, harness, etc. a commodity, a brand or a Power Brand? Can it be differentiated?

Power Brand your Brand so people will pay more (more profits), travel farther for it (to the distributor who stocks it) and (hopefully no) wait longer for it.

Think about it.
George J. Hayward