



**home innovation**<sup>®</sup>

consulting network

# **Innovation and Brand Slogan**

**Standard and Reality**

In market slogans and hence in corporate design often an innovative standard is expressed. This standard is documented as part of the corporate identity in the company's philosophy and their actions. This causes standard and reality to be congruent, and credibility is provided in equal measure within the company as well as on the market.

A bag manufacturer's slogan, "BREE – always one idea ahead", expresses innovation. Innovations are based on the company's anticipation of future trends and needs as well as the understanding of an independent and non-depreciating design. For this purpose, one must accommodate the value changes of the market. A complete fashionable orientation will lead to short product life cycles. This may, of course, be part of a conscious novelty strategy. However, in any case it is the responsibility of the company management to define the mission, the policies and contents as well as the innovation and marketing strategy and ensure their observation. Furthermore, any corporate manager who models innovative culture and takes on the responsibility for it will support and demand the innovative spirit of all employees.

"LAMY. Design Made in Germany. This claim with two meanings yields the philosophy, which the modern medium-sized family business C. Josef Lamy GmbH, owner of the successful LAMY trademark, is dedicated to. Lamy is considered a global pioneer among the manufacturers of branded writing utensils due to the continuous efforts at the head office in Heidelberg to stand out with innovative ideas, the highest possible quality standards and modern designs." A quote from the news of the LAMY GmbH documenting the correlation between the company's philosophy and the brand statement.

Of course, from the viewpoint of the international markets it is a great advantage to penetrate a globally conceptual, similar brand slogan in order to not only utilise the economies of scale, but also guarantee a uniform company appearance, because deposits into the same communication account will obtain the highest possible efficiency.

The literal translation into different languages can absolutely cause a variety of associations and a differentiated understanding due to the fact that in other language areas certain words are associated with different contents and values. This is why often the English language is the language of choice for global economics. For example, a well-known brand for bicycle safety formulates “TRELOCK inspired German innovation”. An inspiring spirit modelled by the company’s management with the result of successful innovations.

The former slogan of the brand LEIFHEIT “Ideas for home” referred not only to innovations, but also to the market. This was very beneficial in new markets in which the brand did not have the advantage of an association with the product ranges. On the other hand, a phrase like “Always a better idea” is also targeted at the company’s employees to promote the development of ideas in all corporate processes and departments, which then generate a competitive advantage and ultimately added value.

Special challenges arise when profit dimensions of different corporate areas are to be subsumed in one sentence. “Melitta is coffee indulgence” surely does not transfer well to the sub brand Cilia® and does not do justice to the tea culture. Therefore, a self-contained brand identity or differentiated statement such as “Cilia for the most sophisticated teatime” is much more fitting.

Successes arise when a market slogan accomplishes to build a bridge between standard and reality and innovation.