

The 10 C's of Sustainable Branding

The 10 C's of Sustainable Branding is a strategic framework for obtaining a holistic view of the relative strength of a brand. It examines a brand from various dimensions to identify the specific areas that require immediate attention. The 10 C's may be understood as a "health check" for a brand. Once a brand identifies an underperforming area, they can take the right actions to prevent the problem from escalating and spend their marketing investment sensibly and effectively.

More importantly, the 10 C's bolster the sustainability and endurance of the brand, preparing it to face any challenge. This strategic framework is constructed based on the fundamental principle that "a brand is the set of values that it represents and the actual values that it can add to those who are involved with the brand."

The framework consists of four main clusters:

<p>FROM MICRO TO MACRO ANALYSIS</p> <p>CORPORATE Brand is culture</p> <p>CONTEXT Brand is trends</p>	<p>FROM STAYING IN TUNE TO STAYING IN TOUCH</p> <p>CONNECTION Brand is meaning</p> <p>COMMUNICATION Brand is dialogue</p> <p>CONTACT Brand is experience</p>	<p>FROM CUSTOMER TO COMPETITIVE ANALYSIS</p> <p>CUSTOMER LIFESTYLE Brand is a way of life</p> <p>COMPETITIVE ADVANTAGE Brand is relative</p> <p>CUSTOMIZATION Brand is fluid</p>	<p>FROM ROLE TO CUSTOMERS TO ROLE TO SOCIETY</p> <p>CONVERGENCE Brand is to play a role in the user's life</p> <p>COMMUNITY Brand is to play a role in the community</p>
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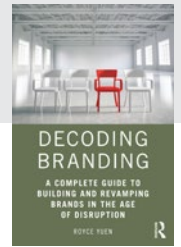
From Micro to Macro Analysis

When a brand undergoes a "health checkup," the logical starting point for reviewing the brand is its origins—the corporate. It is critical to ensure that the brand is properly understood and embraced by the team whose task is to promote the brand to the outside world. If they are not convinced about the values of the brand themselves, there is no way that they can convince others.

Furthermore, a brand must operate in a context. This is how it fits into the market environment and appeals to different stakeholders. Every market has its unique set of rules, and understanding the rules is a prerequisite to joining a game. It is worth noting that brands with disruptive power can redefine the game and how it is played. Hence, brands must review their market position from time to time, or they may be outcasted.

From Staying in Tune to Staying in Touch

There can be no relationship without ongoing communication. Brand owners cannot expect consumers to go to them all the time. They should take the lead in communicating with customers



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to nurture a deeper sense of mutual understanding. Communication can inform, educate, intrigue, and steer. It also triggers feedback and promotes a loop of constant exchange.

The whole point of communication is to drive contact. Contact can take many forms, such as the consumer visiting the brand's physical stores, checking out its website, or simply picking up the phone to call customer service. Making contact is extremely important because it is the "moment of truth" and a major step forward in the customer journey.

Ultimately, our goal is to connect with the customers after they have initiated contact. Connecting signals the existence of shared values, and this emotional alignment is what contributes to the most unbreakable bond between the brand and its advocates. After all, the endgame of all marketing activities is to achieve customer loyalty.

From Customer to Competitive Analysis

Marketing starts and ends with the customers. A brand is worthless if it is not appreciated by the people it serves. Yet understanding and pleasing customers is easier said than done. A brand must not take anything for granted and should try to offer more than what is expected of them. After all, customers will only value the brands that genuinely add value to their lives.

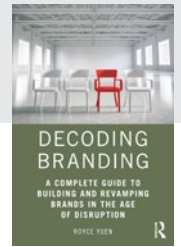
A customer may voluntarily seek other alternatives if he is unsatisfied or simply bored with the brand he currently uses. It is also natural that brand competitors will flirt with customers by offering enticing incentives that may outweigh the trouble of brand-switching. At the end of the day, a brand can only blame itself for any customer defection, for being good is no longer good enough.

The days of mass marketing are long gone. "One-size-fits-all" is not only wishful thinking; it is an outdated mindset. If a manufacturer only sees things through its own perspective, it is deemed to fail. Customers now expect some degree of customization so that the brand can more precisely answer their specific needs.

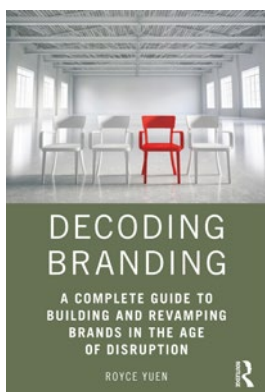
From Role to Customers to Role to Community

A brand exists because it has a role to play in people's lives. This convergence between the brand and the customer's life defines the mission of the brand. The more significant the role, the more attached the customer.

A truly respected and admired brand extends its positive influence from the industry to the community. The brand does not simply orchestrate a strategy to generate more publicity or brand exposure; its positive contributions derive from a sense of responsibility and commitment. By giving back to a receptive community, the brand can naturally emerge as a leader because leaders attract followers. This final "C" explains why the framework is called the "10 C's of Sustainable Branding" – it helps brands become more sustainable while also fostering sustainability in the community.



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For further details on how to apply **The 10 C's of Sustainable Branding** in upgrading your brand performance, please refer to “Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption”.

<https://www.routledge.com/Decoding-Branding-A-Complete-Guide-to-Building-and-Revamping-Brands-in/Yuen/p/book/9781138802674>

