FICPI VIRTUAL OPEN FORUM

Trade Marks
Breakout Session 2

Wednesday 4 November 2020
“FICPI is a global community, built on trusted relationships, which strengthens the practice of the independent IP attorney”
Trade mark in crisis

Wednesday 4 November 2020
STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY

Speaker

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A brand is a promise. A strong brand is one with a clear positioning and an earned reputation for keeping its promises.

A strong brand builds trust and helps an organization reach its goals and stay true to its purpose.
People need to know the speaker in order to trust what is promised.
The corporate brand identity matrix

<table>
<thead>
<tr>
<th>VALUE PROPOSITION</th>
<th>RELATIONSHIPS</th>
<th>POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are our key offerings and how do we want them to appeal to customers and non-customer stakeholders?</td>
<td>What should be the nature of our relationships with key customers and non-customer stakeholders?</td>
<td>What is our intended position in the market, and in the heart and minds of key customers and non-customer stakeholders?</td>
</tr>
</tbody>
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<th>EXPRESSION</th>
<th>BRAND CORE</th>
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<td>What is distinctive about the way we communicate and express ourselves and makes it possible to recognize us at a distance?</td>
<td>What do we promise, and what are the core values that sum up the essence of what our brand stand for?</td>
<td>What combination of human characteristics or qualities forms our corporate character?</td>
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<td>What engages us (mission) and what is our direction and inspiration? (vision)</td>
<td>What are our attitudes and how do we work and behave?</td>
<td>What are we particular good at, and what makes us better than the competition?</td>
</tr>
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</table>

Greyser & Urde, 2019 Harvard Business Review
A strongly welded internal corporate brand identity ...

VALUE PROPOSITION
RELATIONSHIPS
POSITION

EXPRESSION
BRAND CORE
PERSONALITY

MISSION AND VISION
CULTURE
COMPETENCES
... communicated and positioned to customers and stakeholders ...
... helps you to build your brand’s reputation
THE NOBEL PRIZE CASE
– Reputation management
The will & the Nobel Prize Medal
Alfred Nobel Legacy – the Prizes

Greatest benefit of humankind ...

- Physiques
- Chemical discovery
- Physiology or medicine
- Literature
- Promotion of peace
- (Economy added later)
Finances

Donation

Capital 2020: 5 Billion SEK

To be used for awards
The Nobel Prize: A network of brands

REPUTATION

Scientific communities (stakeholder)

COMMUNICATION

The Nobel Foundation

Royal Swedish Academy of Sciences

Karolinska institutet

Norwegian Nobel committee

Swedish Academy

CORE IDENTITY

Nobel Prize

“For the benefit of humankind”

Nobel Museum, Nobel Peace Center & Nobel Media

Laureates (stakeholder)

Media (stakeholder)

General public (stakeholder)
Perspectives in a brand network ...

The Nobel Prize: A networked brand – the hub

A brand *within* a network, e.g. The Swedish Academy
Nobel Prize
- A networked brand

The Swedish Academy
- Brand within a network
Track record
Nobel laureates
The signing of the Nobel ledger

Shinya Yamanaka, 2012 Nobel Laureate in Medicine
The Nobel Prize Ceremony
Nobel Prize awarding ceremony with the royal family
Nobel banquet
– dinner, speeches, and dance
# The Nobel Prize corporate brand matrix

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<td>Celebration and propagation of scientific discovery and cultural achievements</td>
<td>Integrity, respect and dialogue</td>
<td>The world’s most prestigious award</td>
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<td>Symbolic according to traditions with a modern open approach</td>
<td>“For the greatest benefit to humankind” Discovery, Excellence, Engagement for higher ideals</td>
<td>Impartial cosmopolitan with a passion for science and cultural enlightenment</td>
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<td>As set forth by Alfred Nobel’s will, to award prizes to recognize the “worthiest” people</td>
<td>Objectivity, independence, and collegiality</td>
<td>Rigorous processes to evaluate and select laureates</td>
</tr>
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</table>
The flowers from Sanremo
homage to Alfred Nobel
The Nobel Prize Dialogue
– a interaction of science and culture
The Swedish Academy crisis
The Swedish Academy
1786
Swedish Daily reports on sexual harassment

2018

18 kvinnor: Kulturprofil har utsatt oss för övergrepp

[18 women: Cultural profile has sexually harassed us]
An international movement
Academy member Forstenson with husband Jean-Claude Arnault, known as “the cultural profile” in media

- Leaked information about nominated laureates
- Financial irregularities
- Sexual harassments
Media
The Swedish Academy – Debate, critique, and resignations ...
The investigation and consequences

- The misbehavior of Jean-Claude Arnault was known for a long time by members of the Academy
- Arnault was imprisoned
- The 2018 Nobel literature award was postponed
How serious is a crisis?

Three first questions to ask yourself in evaluating a crisis
#1 Is the problem coming from the *inside* of your organization?
2# Is the crisis related to your brand’s essence and core values?
#3 Will the crisis affect your entire business?
Question 1:

How serious is the crisis for the reputation of the Swedish Academy?

1. Not serious
2. Serious
3. Very serious
Question 2:

Was it the right decision to postpone the Nobel literature award?

1. No
2. Yes
Question 3:

Will the crisis in the Swedish Academy effect the reputation of the Nobel Prize?

1. No
2. To some extent
3. Yes
Question 4:

The reputation of the Nobel Prize, can it be restored?

1. It can not be restored – the damage is permanent
2. It can be partly restored – but never to the same standards
3. It can be restored – but it will take more than five years
4. It can be restored – but it will take more than ten years
5. It can be restored – given the correct actions and communications
6. It can be restored with time – but other awards will have its reputation as “the world’s most prestigious award”
7. It is already restored by the passage of time – people and media forget ...
References


Thank you for attending