



Mindset

Today's Trends With Analysis

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Print this E-zine and use checklists as points of discussion and for your marketing planning.

In This Issue

Dear Reader,

Surveys that monitor and track a brand's attributes continue to find that measures of credibility rank high in consumers' perceptions of brand strength. Therefore, this issue highlights the characteristics and benefits of organizational credibility.

As in previous issues of ***Marketing Mindset***, the analysis is structured to be comprehensive yet simple to implement in the planning and evaluation of your marketing strategies. This format allows for note taking and assists with the tracking of action items.

We welcome all feedback and comments. We look forward to any critique that will help make this E-zine a better tool for you.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
contact us



Today's Trends – Credibility as a Strategy for Brand Success

As new market entrants strive to become business and technology equals to established industry leaders, credibility quickly emerges both as a measure of brand strength and as a competitive advantage. In a fast-paced global market, credibility represents the promise of transparency, fairness, accountability and long-term access to a supportive and cooperative partnership. Therefore, new business owners should consider the establishment and nurturance of credibility in the marketplace a strategic requirement for achieving superior performance and for creating a recognized and respected brand.



Transparency, fairness, accountability and access are characteristics associated with earning and maintaining credibility.



Qualifying Question

Is the perception of personal and organizational credibility important to the success of your organization? Yes No

If Yes,

Relevance to your Marketing Strategy: High Medium Low

Priority for your Planning: Short-Term Mid-term Long-Term

The Young & Rubicam Brand Asset Valuator (Y&R BAV) model measures brand strength by assessing customer perceptions of over 50 different brand characteristics. The five overall categories are differentiation, energy, knowledge, relevance and esteem, where esteem is a measure of credibility and trustworthiness. **Review your organizational actions in the marketplace, as well as those of your leaders. How do your actions build and maintain credibility? Is there a need for corrective action?**



Data from the Y&R BAV reveals that, over the past five years, the correlation between "trustworthy" and organizational attributes such as "progressive," "innovative" and "dynamic" have declined. Instead, there is an increased positive correlation between "trustworthy" and attributes such as "kind," "obliging," "simple" and "original," terms that measure organizational culture and describe authenticity. **Have you developed a proactive policy to highlight these traits in your organization? Do you have a commitment to community? A policy for ethical behavior? Or policies for governance and transparency?**



A recent McKinsey & Company interview with chief executive officers and chief marketing officers in Europe suggests "that many marketers have a credibility problem because their creativity often runs counter to the discipline needed to excel elsewhere in the organization." **How do you manage creativity so that it does not interfere with your credibility? Do you benchmark and track the success of your creative initiatives? Do you train and coach your creative staff to understand the impact they have on organizational performance?**

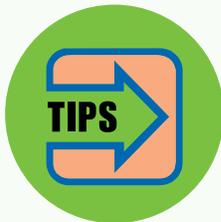
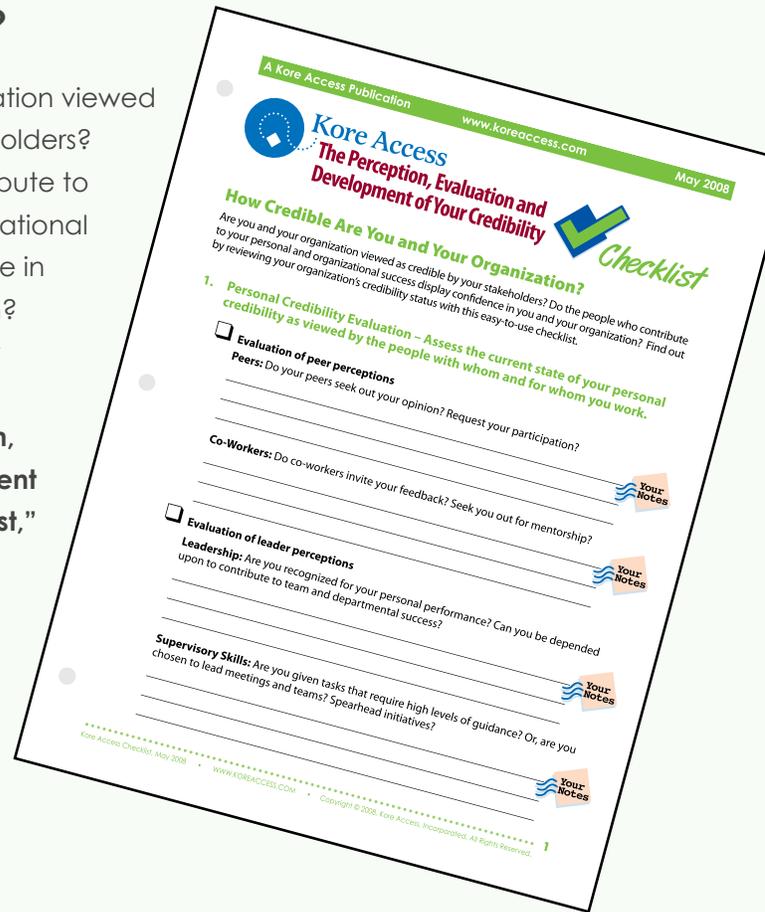




Recommended Resource

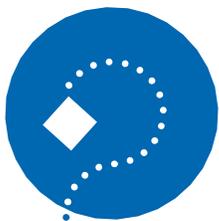
How Credible Are You and Your Organization?

Are you and your organization viewed as credible by your stakeholders? Do the people who contribute to your personal and organizational success display confidence in you and your organization? Find out by reviewing your organization's credibility status with "The Perception, Evaluation and Development of Your Credibility Checklist," an easy-to-use checklist from Kore Access. To get started on your review and evaluation, [click here](#). (A printable PDF will be provided for your convenience.)



- * To learn more about communicating the characteristics that build, earn and maintain credibility in the marketplace, read "Establishing Credibility: The 3 C's to Pursue," a Kore Access marketing resources article. For the full article, [click here](#). (A printable PDF will be provided for your convenience.)
- * To explore viewpoints on marketing to belief systems versus marketing to service and product facts, read Seth Godin's book, [All Marketers Are Liars](#). This book discusses, through the use of numerous examples, the ethics of marketing to perceived consumer wants, especially when it is done regardless of the facts.

*For additional marketing resources,
please visit www.koreaccess.com.*



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www.koreaccess.com • info@koreaccess.com • (850) 341-9075