

Reference Books

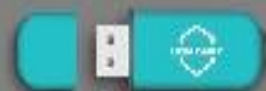
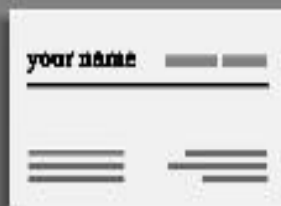
Public Relations Practices: Managerial Case Studies and Problems-
Allen H. Center, Patrick Jackson, Jackson & Wagner

Richard R. Dolphin, The Fundamentals of Corporate Communication

Joep Cornelissen, Corporate Communications: Theory and Practice

**James L. Horton, Integrating Corporate Communication: The Cost
Effective Use of Message & Medium**

**Corporate Communications: Principles and Practices – Dr. Jaishri
Jethwaney**



Corporate Identity (Tangible + Intangible Characteristics)

It is a combination of color schemes, design , words etc that a firm employs to make visual statements about itself and to communicate its business philosophy.

Visual manifestation of the company as conveyed through the organisations name, logo, motto. Products, building, stationery, uniform and other tangible evidences created by the organisation.

It is an enduring symbol of how the firm view themselves, how it wishes to be viewed by others and how others recognise and remembers it.

Corporate Design (company logo, uniform, corporate colors)

Corporate Communication (Advertisement etc.)

Corporate Behavior (internal values and norms)

Elements of Corporate Identity



Benefits of Corporate Identity

- 1) Motivates people
- 2) Creates a sense of pride and belongingness
- 3) Helps build company ethos, culture, heritage
- 4) Investors relations, public relations and HR Profnls. can bank upon a robust identity to relate to their target audience
- 5) It helps to provide a direction to the employees

RECAP

- * Tangible Characteristics: Color, Style, symbol, lettering, signature line, stationery, uniform, building and advertising
- * Intangible Characteristics: Goodwill earned, customer's experience w.r.t. company's products, services, shares/ stocks/ bonds etc



Distinctiveness: Corporate image creates awareness, triggers recognition & instils confidence in stakeholder groups because these groups will have a clearer picture of the organization.



Impact: Corporate image provides a basis for being favored by stakeholders.



Stakeholders: When organizations project a consistent image of themselves, they avoid potential pitfalls that may occur when conflicting images and messages are sent out.

Strategic Advantages through Corporate Image

Birkigt and Stadler's model put emphasis on the concept of corporate identity which they defined as consisting of the following attributes:

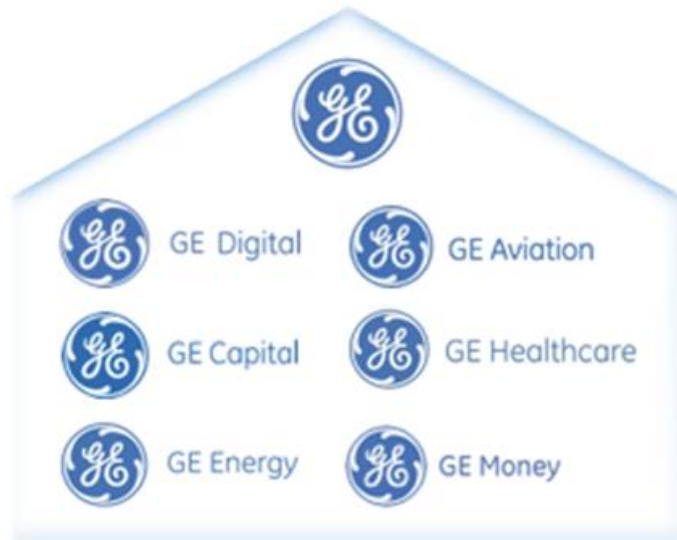
Symbolism: corporate logos and the company house style (stationery, etc.) of an organization

Communication: all planned forms of communication including corporate advertising, events, sponsorship, publicity and promotions

Behaviour: all behaviour of employees (ranging from managers and receptionists to front-line staff such as salespeople and shop assistants) that leaves an impression on stakeholders

Corporate Identity

The two main brand architecture models



Master-Branded model

GE Group and all its subsidiaries carry the same logo



Stand alone model

Google Group and all its subsidiaries carry their own brand identities

2 MAIN BRAND ARCHITECTURE MODELS



atlantic



Monolithic Corporate Identity

Strong master brand

An overarching identity, constantly leverages its strength with sub-brands or brand divisions.

Example Google, and Google Maps, or Google Docs.



Endorsed Brand Identity

Far more flexible than the monolithic strategy.

Each extension is given its own separate identity, and they can either be associated with the brand or not – depending on the context.

Example: Sony and PlayStation



The Product Branded Identity

Usually, the parent brand is responsible for investment only, and they don't have any connection with the branding elements used to establish the sub-brands.

Example: Procter and Gamble

Corporate Image

The Image of an organization in the eyes of stakeholders.

A mental picture that springs from the mention of a firm's name

It influences attitudes of not only customers but also employees, media, analysts, influencers etc. towards an organization.

It acts as a comfort factor for customers and assures them that they are buying from the best.

Physical Manifestation (Office, Uniform, Packaging), products, delivery, service, product reliability, advertising, R&D, after sales service & competitive advantage are the elements in getting image perception from the stakeholders.

Factors Enabling Corporate Image Building

Management team

History

Product market Recognition

Financial Success

Top Notch Customers

Employee Loyalty

Creating Effective Corporate Image:

Mission Statement

Corporate Identity Tools

Training & Promotion

MIS & Corrective Action

Difference between Corporate Image and Corporate Identity

CORPORATE IMAGE

The concept Corporate Image should draw the company's attention to the way in which it is perceived in the market.

What the organization appears to be? (identity established and communicated to audiences)

Image changes from one audience to another

CORPORATE IDENTITY

The concept of Corporate Identity should draw the company's attention to the way it perceives itself.

Presentation of the corporate persona of an organization

Identity does not change from one audience to another.

A company's Overall reputation is a function of its reputation among its various stakeholders in specific categories. It is an Asset for the Organisation.

“It takes many good deeds to build a Good Reputation, and only one bad one to lose it.”

—Benjamin Franklin

Corporate Reputation

Definition:

The Collective Assessment of Corporate's Past Action and the ability of the company to deliver improving Business Results to Multiple Stockholders over time.

Pre-Requisites for Corporate Reputation

Ethical and Stable Workplace

Financial Performance

Leadership & Management

Social Responsibility, dedication to Environmental Causes

Customer Focus

Quality & Reliability

Emotional Appeal

Advantages of Good Corporate Reputation

- 1) Competitive Advantage in the Marketplace
- 2) Ability to sustain stakeholders support in adverse times/ or, crisis situations
- 3) Enables the organisation to charge premium price for their products / services
- 4) Helps to differentiate the products in a highly competitive market
- 5) Enables the company to expand its operations and gain acceptability in foreign markets as well
- 6) Reputed firms can easily enter into favourable Financial Arrangements with Banks, and other Financial Institutes