

Unlock the Power of your Brand

Why are we here?

Name. Fame. Fortune. Success.

Personal + Professional

For an entrepreneur it's a SINGULAR ambition

About us

- Matrix Direct Communications Pvt. Ltd. has been offering integrated brand management solutions for 14 years to leading brands
- Matrix Rewards Pvt. Ltd. offers rewards and loyalty programmes for some of the best brands across various industries
- Matrix International Holdings Pte Ltd., Singapore has business interests in various organisations and brands

Our brands

- Matrix International Centre of Excellence : Creative Arts and Leadership & Innovations
- Galleria M, a state of the art exhibition centre
- The Indian Kaffee Express, our flagship café in Pondicherry
- Matrix Events specialising in corporate and social events

Creating a brand

What is it that defines a person?

What is it that defines a brand?

Business has a life of its own

A brand has a personality that is unique

Not what a person thinks of himself

Not what a brand believes it is

How others EXPERIENCE you is what defines you

How others EXPERIENCE a brand is what defines
a brand

A poor man's son can become a President

A tea seller's son can become a Prime Minister

BECOMING A SOMEBODY FROM A NOBODY.

HOW TO GROW FROM A SMALL BRAND TO A
BIG BRAND.

DEFINING THE RULES OF SUCCESS

FAILURE

A business is a reflection of our abilities
A brand is a reflection of our personality

Values. Ethics. Character.

Knowledge. Attitude. Behavior.

Empathy. Understanding.

Open mindedness. Flexibility.

Responsiveness. Concern. Value creation.

DIFFERENTIATION
IDENTIFYING OPPORTUNITIES
DISCOVER YOUR SUCCESS MODEL
STRATEGY
EXECUTION

YEH MERA INDIA!

Disorganised. Chaotic. Directionless.

Therein lies the opportunity.

Creating organisation.

Giving structure to chaos.

Providing direction.

There may be one India,
but there are many Indians within India.

The Keys to Success

- Discovering the pulse of your market.
- Identifying and owning the customer base.
- Finding your niche.
- Expanding geographically.
- Incessant customisation.
- Incessant change.

The Franchising Philosophy

The easiest way to grow is to help others grow.

Franchising is not a business process.

Franchising is a mentoring process.

Relationships Matter

There's nothing called a 'BIG deal'

There can only be successful business relationships.

START-UPS RIDE ON BIG BUSINESS
START-UPS BECOME BIG BUSINESS

Start-ups discover opportunities faster.

Big businesses need start-ups.

Which are the businesses that can help you grow?
Who are the people who can help you grow?

Investors. Employees. Affiliates. Customers.

WHAT EXCITES INVESTORS?

WHAT EXCITES INVESTORS?

- Bootstrapping or funding
- Passion or business idea
- The BIG differentiator
- Scalability

WHAT EXCITES INVESTORS?

- Ownership pattern
- Sense of ownership and control
- Look and feel - positioning and design

WHAT EXCITES INVESTORS?

- The quality of our Personality
- Quality of product or service
- Quality of systems and processes
- Quality of people

WHAT EXCITES INVESTORS?

- Investment Objective
- Expected ROI The tradeoff
- Fortune and self esteem,
- more than name and fame

WHAT EXCITES INVESTORS?

- No conflicting priorities
- Shared vision
- A defined road
- A defined destination

Re-imagine
your business

Control Alt Delete

- Establish a sell by date for every business unit
- Recruit the best – great performers and misfits
- Get outsiders into your business
- Sell a minority interest to outsiders
- Create an advisory board
- Create an international team - go global

Embrace Technology

- Not planning: Doing. Testing. Adjusting. Fast
- E-commerce is an imperative
- Time & location free
- Instantly responsive
- Mass customisation enabled

There has been a fundamental shift
in the way BRANDS operate

Brands = Experiences

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Brands = Experiences

The prism has changed....

Advertising- Direct Marketing- Integrated
Marketing- BTL - Activation- Experiential- Loyalty

Pointers

- It is important to have interesting conversations with your stakeholders.
- Don't monopolize the conversation.
- If you talk about things that your stakeholders care about, they will listen and respond.
- Don't be afraid of both failure or success.
- Don't be afraid to change your mind, anytime.

“Doing business is riding a bicycle. To keep our balance we have to keep moving”

IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.



©hugh

Loyalty Challenge #1

“Consumers mostly have habitual on-going or polygamous split-loyalties to a ‘repertoire’ of several brands.”

It is time to move beyond the LOYALTY Paradigm...

Relationship - Engagement - Experience

Your Brand's Relationship Matrix

A Franchisor Imperative

The Relationship Matrix

Brand Experience is the last frontier of
Competitive Advantage

The Relationship Matrix

Brand Experience is influenced by the value of services provided

Value is created by loyal channel partners –
Brand Ambassadors

The Relationship Matrix

Customer behaviour is shaped by engaged influencers – Brand Advocates

Engaged & Loyal Channel Partners & Influencers are created by happy, loyal & motivated employees.

We have to develop relationships around our brand.

The Relationship Matrix

Without a community of engaged stake holders, customer loyalty is often a distant dream

For Tata Steel & other organisations we have been creating brand communities with powerful emotional touchpoints

Creating conversations around the brand

- Brand Ambassadors who believe that they are dealing with the best product, the best business and offering the best experience in the industry.
- Who are willing to risk their reputation on the quality of the product they sell.

Creating conversations around the brand

- Ambassadors and advocates who create content and engagement with customers.
- Give your brand a voice and personality.

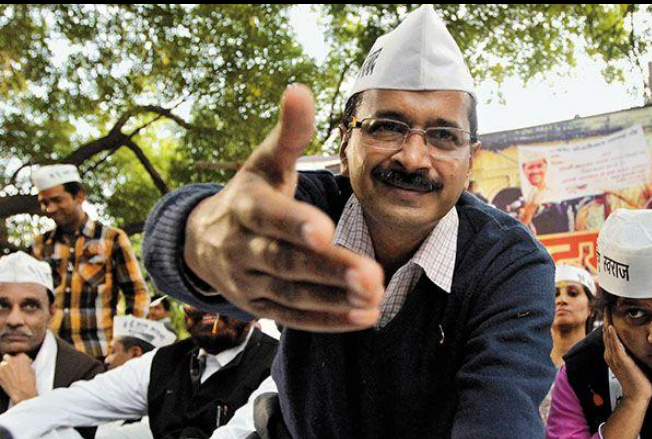
Creating conversations around the brand

- Loyalty is shaped by past experiences.
- Faith is based on basic beliefs, more consistent and deep set
- Expectation is based on desires waiting to be met.



LOYALTY

FAITH



EXPECTATIONS

Indian mythology- Faith more powerful than Loyalty

- When Sita was asked to take a loyalty test, she refused.
- She expected Ram to have faith and trust in her
- If your customers have faith that you will stand by them when they face problems, they will repose their trust in you.

Faith more powerful than Loyalty

- If your customers believe that your company will always stand by them and offer them the best possible products and services, loyalty will automatically happen.
- For 14 years we have been working with Tata Steel. Nurturing communities based on understanding, empathy, trust and faith.
- Brand image, product experience, service experience and personal bonding are critical drivers.

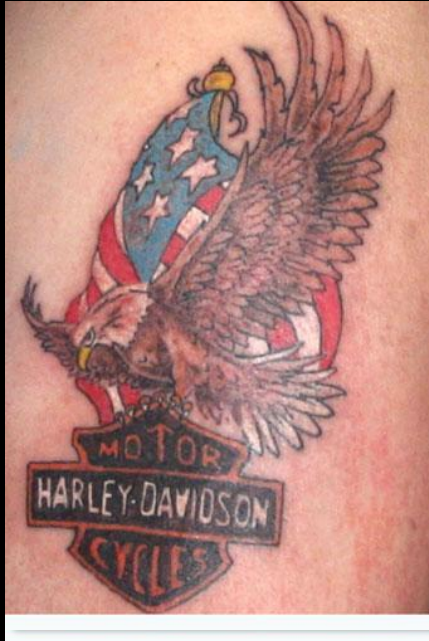
Introspection

- Are we creating communities around our brand
- Are our employees, channel partners, influencers actively engaged in the community

Introspection

- Customers are now a part of the conversation. Are they a part of your brand communities
- Are your customers on the same side of the table. Or on the other side.
- Are your communities so strong that it bypasses competition with ease.
- Create communities around your customers and then bring on the brand.

The Harley Davidson Brand Community



“Retention is for wimps. We measure the percent of customers who have our name tattooed on one of their body parts.”

(Harley Davidson Annual report)

Think of the communities that exist
(or COULD exist) around your brand.

Engage them.

AH

If you're showing things your audience cares about, they're going to listen and respond.

AH

Do your research.

Find out where your customers are and engage with them on the platforms where they're already talking.

Get Engaged.

Thanks.