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brand as business brief -- the problem with success

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brand as business™ brief

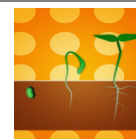
brand as business briefs are periodic emailed briefings about how companies can operationalize their brands

from denise lee john
06.29.10 vol 026

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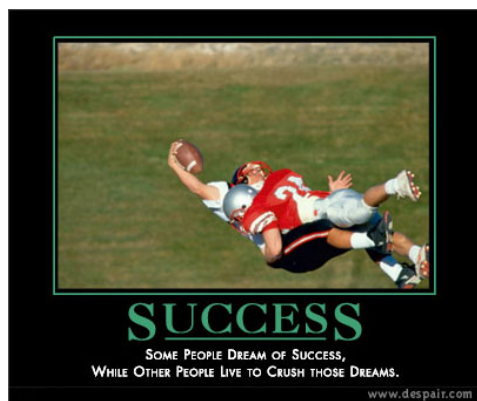
Dear friends and colleagues,

At the risk of seeming too contrarian, in this brief I'm sharing two points of view which may strike some as controversial:

- "the problem with success" -- In this piece I explain why success might actually hinder organizations and how you can avoid "success syndrome."
- "marketing is losing its mojo" -- I recently wrote this article for Adweek because I fear all the current focus on social media and analytics seems to be sucking the creativity out of marketing.

Agree? Disagree? I'd love to hear debate and dialogue. Please [contact me](#) to share your reactions.

the problem with success



Success can be a dangerous thing. It's ironic but true.

I've seen great companies let their own success get in their way of maintaining their leadership position. **Complacency and arrogance blind them to the need to continue striving.** They ignore emerging competitors and discount warning signs of weakness in their own organizations.

Leaders of these companies take success for granted and rely on existing strategies and skills, not recognizing that staying on top often requires more work and different approaches than getting there. As their bulwarks shatter, these once

well-established, well-regarded enterprises seem to become victims of their successes.

"Success syndrome" is not a problem to market leaders exclusively. Success also poses a threat to newer, smaller companies. In my [interview](#) with Les McKeown, author of [Predictable Success: Getting Your Organization On the Growth Track--and Keeping It There](#), describes how the great sense of success experienced by entrepreneurs early on leads them to believe they've defined their brand successfully and they end up overreaching in their sense of who they are and what they can deliver.

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(above image compliments of [Despair, Inc.](#))

what is denise doing?

- o writing blogposts like [Reposition? Just Do It](#) and [The Problem With Menu Labeling](#)
- o just finished delivering a webinar to [MENG](#) (Marketing Executives Network Group) -- topic: Beyond Marketing: Operationalize Your Brand Strategy to Grow Your Business
- o attending the Forrester's [Customer Experience Forum 2010](#) -- look for recaps soon on my [blog](#) and [QSR Magazine column](#)

service spotlight

This brief's featured service is:
Brand Architecture

- o Do you know how strongly to promote your **corporate brand vs. your product brands?**
- o Have you **acquired new brands** and you want them to complement but not over-

marketing is losing its mojo

Adweek recently featured an article of mine, [Marketing Is Losing Its Mojo](#). In the piece, I explain that social media and analytics may be important tools for marketers, but they're no substitute for big ideas.

It prompted many folks to reach out to me -- here are some of the comments I received:

"Achieving the right balance of creativity and accountability is something you just hope would take care of itself...but as you point out, we have to protect it. If we don't, who will?! And I feel like it's our job on the agency side to help our clients appreciate that balance as well."

"Is there room for creativity any longer??"

"You've saved me from the psychological death-grip of frantically chasing the ever-hyper-evolving social marketing landscape. Now I can go back to working on killer concepts rather than mediocre and short-lived execution."

"The Marcom world and the Marketing worlds have, as you know, fallen into an abyss of mediocrity. Sad really... Mostly everybody has it backwards now, chasing tactics in hopes that they can luck upon a concept. Small chance for success. Lots of chances for fun stuff, trickery and usually more chances."

"Too many marketers are leaning on metrics and the latest 'cool' media tools as poor substitutes for the Big Ideas that move the marketing needle to the pegged position."

Please check out the [article](#) and add your [voice](#) to the conversation.



complement but not overlap existing ones?

- o Does it seem like you have **too many brands** but you don't know which ones to drop?

A brand architecture brings an organizing logic and decision-making framework to the management of your brand portfolio. It prioritizes your brands and provides guidelines for their development and usage, explains the relationships between brands, recommends brands to build/consolidate/maintain/eliminate, and provides the nomenclature and visual approaches to link related brands.

[Download](#) the service snapshot and/or [contact me](#) for more information.

[Check out](#) other ways I help companies achieve their brand and business objectives.

send to a friend



Got a friend or colleague who could use briefings about how companies can operationalize their brands?

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denise lee yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, an established speaker, author, and consulting partner.

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