



# Insights & Opportunities

News and views to strengthen your brand

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## Current Interest

### A clear brand can aid any type of organization

Minneapolis Police Department wanted to work on its image to improve minority recruiting, so it got a brand makeover. The first step involved understanding what motivated current officers to join the force. To serve and protect was the main theme. Younger officers and minority officers tended to be more motivated by the service aspects of the job, while older officers more drawn to the action-hero nature of police work. The Minneapolis Police department ultimately settled on a new slogan for the force, "To protect with courage, to serve with compassion," and a new tagline, "Be looked up to." Both were used for recruiting materials. The result was 50% minority in the new recruiting class, the highest percentage in department history.

[http://adage.com/article?article\\_id=134748](http://adage.com/article?article_id=134748)

### Customers have an emotional attachment to their favorite brands

Coke Classic is one of the most famous disasters in branding history. In 1985, Coke replaced their original formula for a sweeter formula it had created for its cola soft drink. The company had spent four years testing the new recipe and conducting taste tests with more than 190,000 people. Coca-Cola found people chose the new formula 55 percent of the time, and the original one 45 percent of the time.

But, Coca-Cola forgot to ask how people would feel about losing the traditional soda. There was a huge uproar and protest from loyal customers. Ten weeks after introducing the new Coke, company executives brought it back. As Coke Classic became the standard again, Coke finally deleted "classic" from the label in early 2009.

<http://www.msnbc.msn.com/id/28932986/>

## Point of View

### Battle of the Brands: Coke versus Pepsi

For years, Coca-Cola and Pepsi have battled each other over the top spot among soft drink beverage consumers. Advertising campaigns have even pitted each other openly as competitors, promoting the advantages of one brand over the other. Each company monitors sales and perhaps even more enlightening, preference for their brand on a daily basis. A shift of one or two percentage points can translate into huge revenue gains or losses. Not to mention keeping a constant eye on changes in consumer taste, consumption and other socio-economic influences, each brand occasionally tweaks its message, positioning, and identity in attempts to stay aligned with their respective target audiences. From New Coke to Cherry Coke, Coke Zero to Coca-Cola Blak, and from Pepsi Clear to Diet Pepsi, Pepsi Max to Jazz, the race is constantly on to climb to the top.



### Upcoming Events:

#### Middleton Chamber of Commerce

[www.middletonchamber.com](http://www.middletonchamber.com)

Ask the Expert

June 9, 2009

Topic: Operationalizing the Brand

#### Madison Area Business Consultants (MABC)

[www.madisonconsultants.com](http://www.madisonconsultants.com)

June 9, 2009

Topic: Power Branding