Beat: Business

CONFERENCE "RESONATE" - NEW ROLE Of BRANDS In a CHANGING SOCIETY

TO USE THEIR TRANSFORMATIVE POTENTIAL

PARIS, 20.10.2022, 12:08 Time

USPA NEWS - The way brands influence our lives may not have changed but their scope and influence has grown significantly. Nevertheless, scepticism or misunderstanding remains or has grown even stronger and a number of myths persist that lead to incorrect perceptions of the economic importance of brands. Still brands are essential to consumers and add value to companies and the marketplace overall.

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In other words, branding (expression) and reputation (impression) increasingly intersect. This makes brands more responsive and vulnerable to criticism and bad news travels fast, amplified by social media. Thereby, brands encourage a type of ‘market democracy’ for citizens – allowing consumers to vote daily with their wallet.

Strongly branded companies are usually more resistant to economic stress, providing a higher level of predictability of demand and more reliable, stable forecasting. More certainty of revenue and profit allows greater confidence in predicting economic returns. Moreover, brands encourage and support competition on the basis of values other than price, such as quality, innovation or reputation. Indeed, competition may focus on all four and be the stronger for it.

Brands ultimately provoke a higher level of exposure and engagement that may benefit sales but which also make a business more visible and vulnerable. Social media and other driving forces have urged businesses to become far more transparent as they seek to sustain their brand equity.

Brands help to ensure businesses are accountable for their actions. Well-known branded companies are scrutinised by consumers and journalists alike to judge whether they are following the letter of the law and the expectations of society, be it accounting standards, environmental protection or ethics.

Was held a Conference on October 6, 2022 @ Salon Opéra in Paris called "Resonate", organized by CB News & Spintank Agency.
The Theme particularly was "What if Brands had a New Role to play".
Participation of:
- Animated by Frédéric ROY (Editor In Chief of CB News
- Nicolas VANBREMEERSCH (President of Spintank Agency), interviewed on his last Book "Résonner" published on July 6, 2022 (éditions Cent mille milliards Edition)
- Laurence de NERVAUX (Director of Destin Commun)
- Stéphanie RISMONT (Communications and Brand Director at SNCF)

The Issues were:
- Deciphering the Major Challenges and Crises of the Moment
- Acceleration, Institutions, Imaginaries, Relationship and Communication
- The New Roles and Opportunities for Brands in the Face of these Major Challenges
- imagining new ways of approaching brands
- Abandonment of the Notion of brand DNA
- Chasing Friction
- Invention of New Governance Tools
- Consider Courses of Action for Communicators seeking to build Resonant Brands
- Discussion around Three Brand Models of the Future, organized around the Nature of the Relational Contract they offer: Horizontality (or Family), Verticality (or Religion), the Diagonal (or the Emancipator).

Source: Conference on October 6, 2022 @ Salon Opéra in Paris called "Resonate", organized by CB News & Spintank Agency.

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