



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



SUSTAINABLE DEVELOPMENT GOAL 9
INDUSTRY, INNOVATION AND INFRASTRUCTURE

Branding in the Era of the Internet Economy



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Features

Global village becoming smaller

- Increased global standardization and economy scales :
 - Mac-Donaldization
 - Reduction of uniqueness: “From something to Nothing”
 - The earth – a plain and flat market
- Industry 4.0 :
 - Digitalization , advanced materials, Robotics, 3D manufacture – increased mass-customization and localization
- Increased connectivity and networking
- Increased Customer Power

New Challenges for organizations and individuals

- Changed Customer expectations
- Revolutionized the value chain with multichannel of communications
- New digital business emerging



- ***Image and Values*** become only source of distinctiveness-Branding !!!

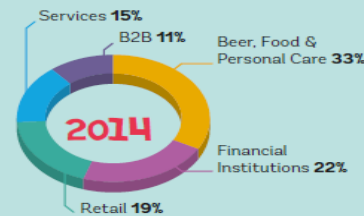
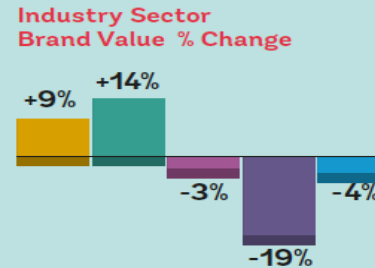


Branding : *a survival tool* *for individuals, companies, regions and countries*

- Achieving distinctiveness
- Sharing Values
- Managing Trust – relationship commitments
- As Multilayer tacit communication channel
Organization- Customer –Organization
- Managing Intellectual Capital Assets
- Building relationships and networks

Brands in Latin America and the Caribbean

BRAND VALUATION BY INDUSTRY SECTOR



Comparison With Other BrandZ™ Brand Valuation Rankings

In the emerging countries of Latin America, in general terms Consumer Goods and Services categories lead the rankings, reflecting the characteristics of those economies – particularly the noticeable increase in the purchasing power of the middle class. In China, despite Financial Institutions and Services being the lead categories, Technology is starting to gain ground. As the global ranking encompasses more countries, Technology naturally appears as the major category because it includes important international players in the global technology sector.

Category	LatAm	Brazil	Mexico	Chile	Colombia	Peru	Argentina	China*	Global**
Technology	0%	0%	0%	0%	0%	0%	0%	16%	27%
B2B	11%	12%	6%	11%	15%	2%	43%	7%	10%
Beer, Food & Personal Care	33%	41%	38%	2%	33%	56%	18%	8%	12%
Financial Institutions	22%	21%	10%	15%	41%	39%	6%	40%	17%
Retail	19%	12%	21%	61%	3%	2%	0%	1%	7%
Services	15%	13%	24%	11%	9%	2%	33%	24%	13%
Others	0%	0%	0%	0%	0%	0%	0%	3%	15%

Source: Millward Brown Vermeer

*BrandZ™ Top 50 Most Valuable Chinese Brands 2014
**BrandZ™ Top 100 Most Valuable Global Brands 2014



Some open Actions in Latin America and the Caribbean

- Promote alternative funding for SMES based on leveraging intangible assets by
 - Promoting Branding Valuations National and Regional mutually recognized Mechanism
 - Promoting Brands certification
 - Promoting intellectual property rights





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Thank you!

