

# The Breakaway Brand: How Great Brands Stand Out



Discover the Secrets Behind 50 of the Worlds Most Successful Brands What would happen if your brand were out of stock in a retail store? Would a customer wait until it becomes available, travel to another store to buy it...or purchase another brand instead? This is a brands moment of truth. In todays overcrowded marketplace, only a select few brands truly rise above the competition. Thats what The Breakaway Brand is about. Its about the brand that stands out, not just in its own product category, but from all other brands. Its about the brand that achieves huge results. Its about the brand that breaks away. Drawing from their experiences at Arnold Worldwide, one of the leading and most innovative advertising agencies in the business, branding experts Francis Kelly and Barry Silverstein reveal what it takes to create a breakaway brand and how todays great brands execute breakaway campaigns, packaging, and promotion. Youll get an inside look at such phenomenally successful brands as Apple, Nike, Volkswagen, JetBlue, Starbucks, and many others, and youll find out how you can apply their breakaway strategies in your own organization. Discover how a breakaway brand: Is positioned for success Continuously innovates Connects with its audience Establishes brand leadership Delivers brand truth and consistency Stands out with exceptional campaigns and unique packaging Uses the Internet for breakaway marketing Kelly and Silverstein also take you inside the mind of the breakaway chief, revealing the level of dedication, vision, and leadership required of CEOs, COOs, and CMOs to foster breakaway brands. It isnt easy for brands to break away. But it can be done, and The Breakaway Brand shows you how to Think Different, Just do it, and create a truly revolutionary and sustainable brand. Praise for THE BREAKAWAY BRAND A breakaway book. The authors know their subject matter and 'to do's' to every serious marketer. Don't brand waver—make a splash with your brands! —Nate Rich, CEO, Strategy and Decision Development, The Colfax Company

subject matter and bring new insights and to dos to every serious marketer. Peter Klein, SVP, Strategy and Business Development, The Gillette Company The book will make you scratch your head and think, Why aren't we doing that? A must-read. Liz Vanzura, Global Marketing Director, HUMMER, General Motors Corporation Not a me-too marketing book...worth its weight in gold to brand marketers who want to dominate over the long term. Wenda Harris Millard, Chief Sales Officer, YAHOO! Inc. A powerful primer on building great brands...Must-reading for those who aspire to lead championship brands. Steven Wilhite, SVP, Global Marketing, Nissan Motor Company Filled with practical advice and real-world examples from senior executives who are true pros at creating advertising for breakaway brands. Gail McGovern, Professor of Management Practice, Harvard Business School Documents how the best of the best are not only attacking today's challenges, but thriving. Jeff Hicks, CEO/President, Crispin Porter + Bogusky Captures what successful brand-building is all about. John Costello, EVP, Merchandising & Marketing, The Home Depot [Takes] an extraordinarily complex marketing issue and breaks it down into something simple you can apply to your business. David Lubars, Chairman and Chief Creative Officer, BBDO North America Clearly, the authors understand the mechanics of getting brands to operate at optimum potential. Lee Ann Daly, EVP, Marketing, ESPN, Inc. A truly unusual look inside at what it takes to be great by many of the best in business today. Jeffrey J. Jones II, EVP, Global Marketing, Gap, Inc.

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