

# Leverage Branding to Create a Compelling Product Identity

**INA ELDOY**

BagID AS



**We can all be miracle workers!**

The miracles we perform are technology

**As miracle workers we cannot  
depend on luck to succeed!**

We need a clear positioning strategy  
– we need branding!

# Let's start with the **WHY!**

What is the impact we seek to make in "our world"?

What jobs are we being hired to do for those for whom we exist?

Why the **WHY** matters!

# Emotional connections





# Differentiation





# Focus and prioritization



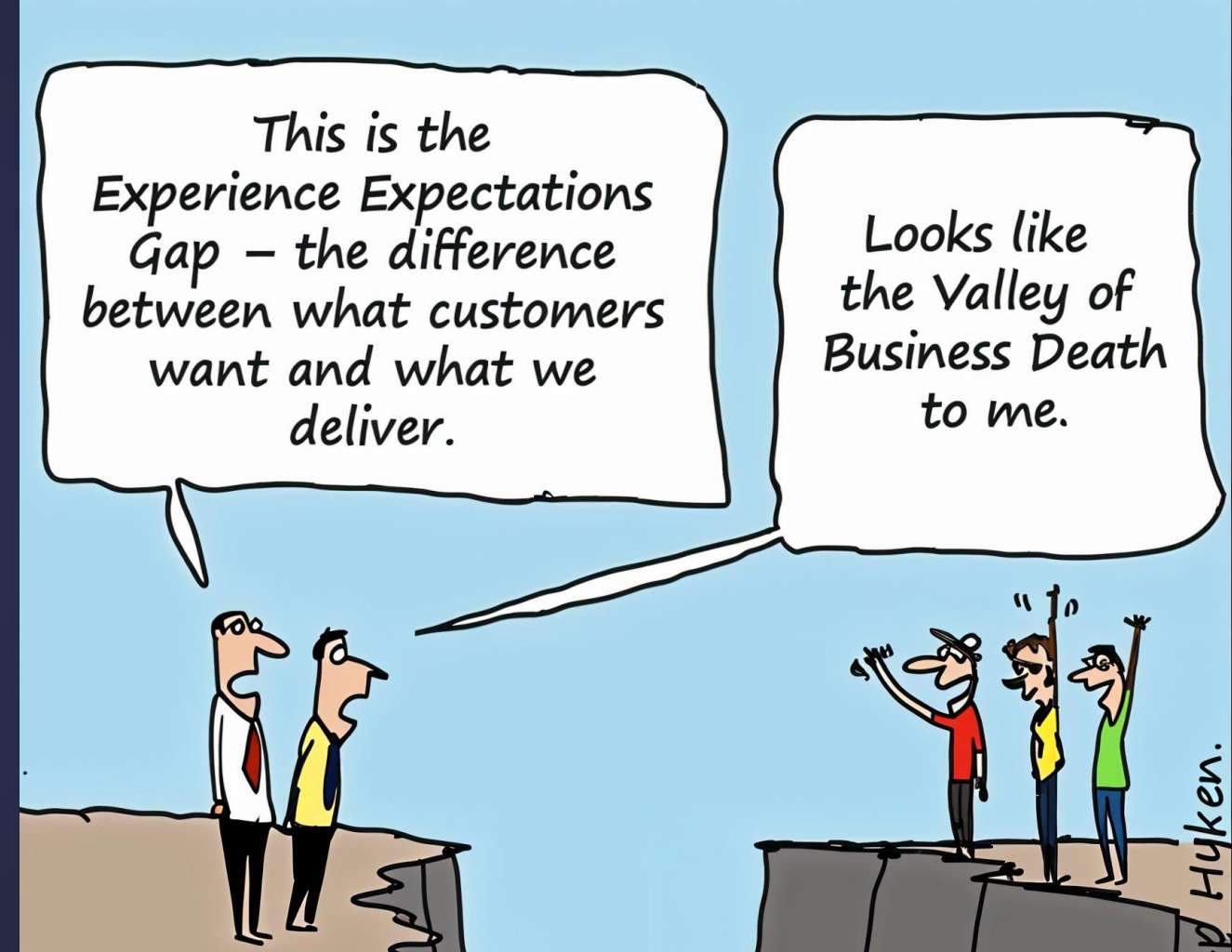


Perserverance



Branding translates **WHY** into **HOW**

# Outside in vs. inside out

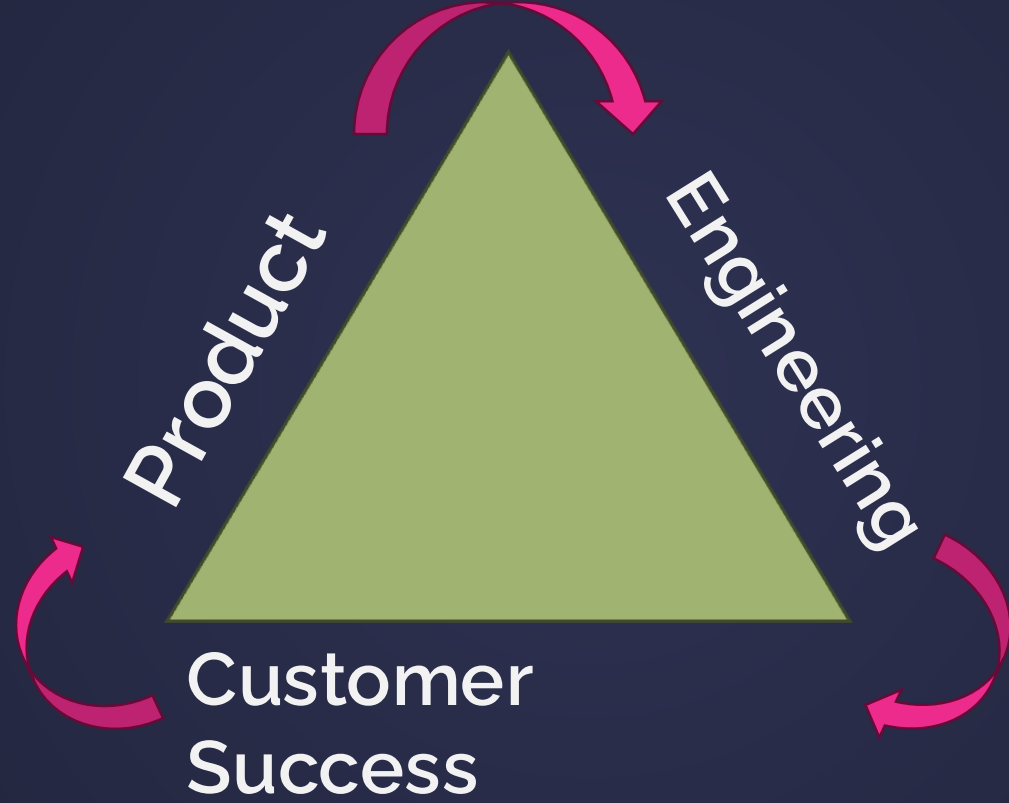


**Branding** = seeing the world from the outside in





Outside in =  
another's point of  
view



# GAINS

Customer- centric approach and organization

Faster Issue Resolution

Data-driven Decision Making

Long term customer loyalty





**Adobe - great at helping jobs to be done**

**PURPOSE – THE WHY**

"Changing the world through personalized digital experiences"

# Personalized digital experiences



**Successful products are those that  
customers actively engaged with  
and derive value from**

# IKEA - great at customer engagement

## PURPOSE – THE WHY

"To create a better everyday life for the many people"



# Brand advocates



Forget segmentation -  
focus on the jobs to  
be done!



You've got to think for yourselves.  
You're all individuals.

**I wish you the best of luck individualizing  
together to create a better future!  
Go out there - be miracle workers!**



Thank you!

**INA ELDOY**

