



Work out 8

It's always *Virgin*.

Extension vs dilution.



1. Value projection

Innovation

Re-invention > Value added
ADV vs. Smart PR, Branson
protagonist, Viral Marketing

Quality

Customer oriented
Above-average service and
improve the existent

Power & Independence

Everywhere and
everything they want.
Extreme diversification

Team Spirit

"Branson family"
employees motivation

Risk/challenge

Constant search for new opportunities
Many and hazardous brand extensions
Endure even if unprofitable

Fun & Youth

To be cheeky - "It's easy to do!"
Overlapping with logo and target





2. Audit tools

2.1 Organizational Communication Audit (internal)



- > Internal coherence and consistency
- > Employees' satisfaction and agreement with corporate strategy
- > Verify Correlation - failures/identification (with the brand and sub-brand)



2. Audit tools

2.1.1 The first question:

"How satisfied are you with your job?" (from 0 to 10)

Between the **8 dimensions** we have chosen:

Corporate information:

timely, clearly and totally informed

Communication climate:

trust, openness, feeling of being taken seriously

Personal feedback:

performing correctively and job reward
(monetary and non monetary)

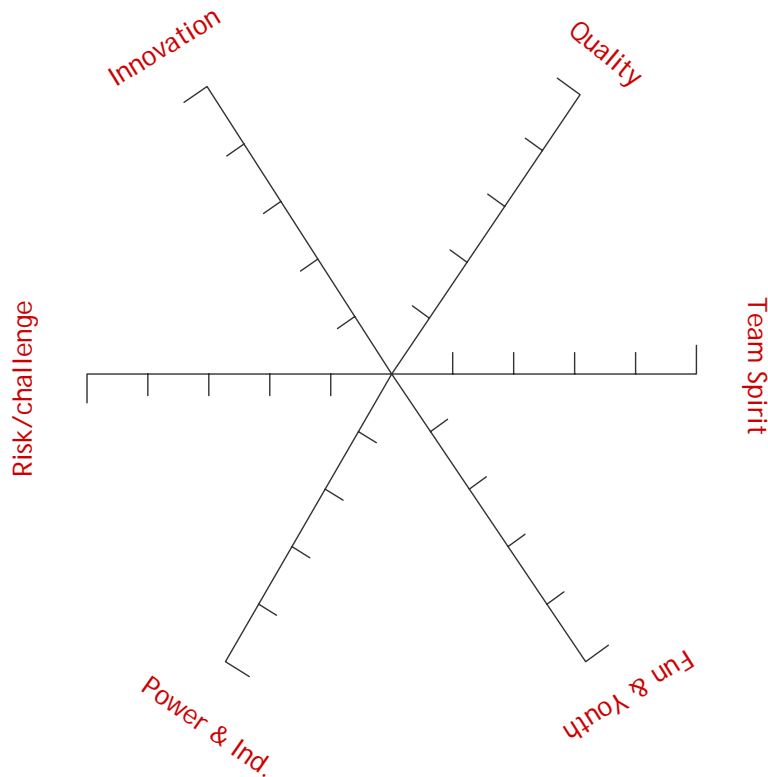
Co-worker communication:

horizontal communication, identification (We vs. Me)
important for the decentralized structure



2. Audit tools

2.2 Deductive tool (pre-defined set of values)



Target: customers for each business

External perception of the values
projected by the company.

Eg. financial services and telecommunications
Vs value "youth"?

The **gap projected/perceived** values
How people feel about how things are
communicated



Colors:

- > **Red** of passion, power, vitality
to get the attention and the involvement
(fun, risk, challenging and innovation)
- > **White** of purity, simplicity, safety,
to support the word "virgin"
(historic fact of novices)

Font: Brush script, spray signature.

3. Logotype

Recognition: Awareness, memorable

Affect: good, liking, quality, interesting, distinctive

Familiar meaning: present in consumer daily life
Create a sense of meaning

Asymmetric (prominent V)

Simple, not elaborated and immediate

Active and rhythmic: underline the youth
and innovation values; the ascendant
and descendant lines create the dynamism





3. Logotype



There is **consistency with the values** communicated by the company.

It is based on a **irreverent opposition** (oxymoron) between the **signify** of word "virgin" (**virginity, purity and innocence, novices**) and the way in which the **significant** is designed (brushed) and conveyed (**fun, irreverence, risks, cheeky, innovation**)

The fact that Virgin uses the name of the company to represent itself is related to the diversification strategy: a symbol can't be **applied to all kind of businesses**



4. Conclusion

If the gap **value projected/perceived** is high we would:

- > think again to the present **values** and **if necessary change**, conveys other values.
- > reflect extension or concentration?
- > Use **ADV** in **traditional** way:
Branson's live is **not enough** for cover awareness around the world.





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Thanks for your attention.

