



## Six Rules of Brand Revitalization, Second Edition: Learn the Most Common Branding Mistakes and How to Avoid Them (2nd Edition)

*By Larry Light, Joan Kiddon*

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Are you responsible for reinvigorating your brand to achieve enduring profitable growth in a volatile world? Or for keeping a still-strong brand from fading in relevance and value? The **Six Rules of Brand Revitalization, Second Edition** presents an intensely practical blueprint for resurrecting or revitalizing any brand, and driving it to unprecedented levels of success.

Larry Light and Joan Kiddon illuminate their blueprint with up-to-date case studies and specific examples from their unsurpassed brand experience, offering detailed "dos" and "don'ts" for everything from segmentation to RandD to executive leadership. You'll discover how to eliminate siloes, and refocus your entire organization around common goals and brand promises... restore brand relevance based on an ever-more-profound knowledge of your customers... reinvent your total brand experience, leveraging innovation, renovation, marketing, and value.

Using McDonald's and other prominent examples, Light and Kiddon show how big brands get into trouble by committing several common mistakes... how to reenergize them... why hard-to-change bad habits can lead brands back into trouble again... and how to keep that from happening to your brands. Along the way, they demonstrate how to define and measure progress, rebuild brand trust within and outside the organization, create a "plan to win," and execute on it!

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### **Editorial Review**

From the Back Cover

#### **The Start-to-Finish Blueprint for Reinvigorating Any Brand!**

Are you responsible for reinvigorating your brand to achieve enduring profitable growth? Or for keeping a strong brand from fading in relevance and value? World-class brand marketers Larry Light and Joan Kiddon specialize in revitalizing great brands to reignite and sustain growth. Now, they've updated their best-selling **Six Rules of Brand Revitalization** to deliver all the practical insights and techniques you need to do it, too.

Light and Kiddon show how to apply their foundational rules today, serving today's informed and skeptical customers. Step by step, you'll refocus your organization, restore brand relevance, reinvent brand experience, reinforce a "results culture," rebuild brand trust, and realize global alignment. The authors reveal core "truths" for avoiding brand deterioration, identify warning signs of trouble, and offer specific techniques for overcoming them.

Building on their experience leading McDonald's last marketing turnaround, Light and Kiddon also present a new online case study: how this world-class brand slipped back into the abyss... and how it can win again. Whether you steward a great brand today, or you're building tomorrow's next great brand, these lessons are indispensable.

- Plan and execute all 6 components of a winning brand revitalization
- Master the 12 truths for avoiding brand disaster
- Recognize the 12 tendencies that lead great brands into trouble
- Anticipate and solve emerging brand problems while they're still manageable
- Fully updated for today's global, social, and volatile markets
- Strengthen your brand's promise, relevance, and value
- Escape the bad habits that lead great brands to fail
- Detailed online case study: how McDonald's got into trouble, and how it can WIN AGAIN

This guide presents a complete, practical blueprint for resurrecting or revitalizing any brand, and leading it to unprecedented success. Larry Light and Joan Kiddon share up-to-date case studies and examples from their unsurpassed brand experience, with detailed "do's" and "don'ts" for everything from segmentation to R&D to executive leadership.

You'll discover how to refocus your entire organization around common goals and brand promises... restore brand relevance based on an ever-more-profound knowledge of your customers... and reinvent your total brand experience, leveraging innovation, renovation, marketing, and value.

Using McDonald's and other prominent examples, Light and Kiddon reveal the common mistakes big brands keep making, and help you overcome or avoid bad habits that destroy brand value. Along the way, they show how to define and measure progress, rebuild brand trust both internally and externally, create a "plan to win," and execute on it!

About the Author

**Larry Light** is the Chairman and CEO of Arcature. Larry was Global CMO of McDonald's from 2002 to 2005. More recently, as the interim Global Chief Brands Officer of IHG from 2011 to 2013, Larry led global organizational and marketing process change to increase the effectiveness of IHG's global and local marketing. Light was formerly the Executive Vice President at BBDO and was Chairman and CEO of the international division of Bates Worldwide and was also a member of the Bates' Board of Directors. In 2004, *BrandWeek* selected Larry as one of the top ten marketers of the year and McDonald's won "Marketer of the Year" from *Advertising Age*. In its report on Best Marketers of the Decade, *AdWeek* reported that "Larry Light, who turned around McDonald's as CMO from 2002 to 2005 finished second to Steve Jobs." Summarizing the top ten ideas of the decade, *Ad Age* selected Larry Light's "Brand Journalism" as "arguably the most realistic description of marketing today—perhaps ever." In 2013, in partnership with the Association of National Advertisers, the *Internationalist* recognized Larry among 100 marketing leaders from around the world who are consistently moving business forward.

**Joan Kiddon** is President and COO of Arcature. Joan began her career in 1976 as a market researcher at BBDO Worldwide in New York. In 1978, she moved into Account Management. She was the head of marketing and market research for BBDO West, Los Angeles, from 1980 until 1986. In 1990, she joined Arcature. Joan consulted to McDonald's during its brand turnaround from 2002 until 2005. Kiddon with Light consulted to IHG from 2010 to 2014. Joan Kiddon is the co-author of *Six Rules for Brand Revitalization: Learn How Companies Like McDonald's Can Re-Energize Their Brands* and *New Brand Leadership: Managing at the Intersection of Globalization, Localization, and Personalization*.

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