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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, free, monthly Management E-Newsletter, email us at newsletter@donaldcooper.com. His website, www.donaldcooper.com also offers free articles and business tools.

If your business needs re-branding, don’t just put lipstick on the pig!

Way too many businesses spend a fortune to “re-brand” themselves and, in the end, achieve nothing! They simply don’t dig deep enough. They change the face of the Brand by creating an updated logo, new slogan, new packaging or a new advertising campaign, but they do nothing to change the soul of the Brand...the customer experience. This is a lot like putting lipstick on a pig!

In 2004 Air Canada “re-branded” itself by getting all their staff to take a big pay cut, repainting its planes at over \$100,000 a crack, hiring Celine Dion to sign a song, announcing new uniforms and spending a fortune on ads to tell us about “the new Air Canada”; all in the mistaken belief that this was “re-branding” the airline.

No, rebranding the airline is fundamentally transforming the customer experience...and they did nothing to fix that. Their front-line staff are bitter, frustrated and resentful ...and they pass that feeling on to customers at every opportunity.

Checked baggage belonging to Elite and Super-Elite customers, specially tagged with a Priority Tag, does not come off first over 70% of the time. A pillow and blanket are now \$2.00 to “rent” and let’s not even get into the whole meal fiasco.

I know that the airline business is tough and Air Canada is still a lot better than most North American carriers. But what Air Canada doesn’t get, and what your business needs to know is that re-branding is fundamentally changing the customer experience every time their life touches your business in any way. In the airline business, changing the customer experience is stuff like...

1. Having cheerful, knowledgeable, empowered and helpful staff.
2. Shorter check-in times for everyone. No other business in the world knows as precisely how many customers they’re going to have in any 20 minute period and yet, they still can’t get the staffing thing right.
3. Priority Baggage coming off first, as promised.
4. When flights are not completely full, keeping the middle seat empty next to their valued and most profitable Elite and Super-Elite customers.

So, if you’re going to re-brand your business, change the soul of your Brand...the customer experience. Then, if you want to come up with a new slogan, logo or paint job to draw attention to the fact that you’ve fundamentally changed that customer experience, knock yourself out. But don’t ever believe for one minute that those cosmetic changes alone constitute changing your Brand.

For more information on how Donald Cooper can help you rethink, refocus and re-energize your business to create compelling, customer value and long-term profitability email us at sharen@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.