



CONSUMERS FEEL 70% OF BRANDS ARE IRRELEVANT - TIME TO OVERHAUL MARKETING STRATEGIES

A recent study by Havas Media reported that the majority in their survey group of the 50,000 consumers across 14 countries would not care in the least if 70% of brands in the market today ceased to exist. "Only 20 per cent of brands have notable positive impact. That's something that should be sending big smoke signals to boardrooms," said Umair Haque, director of the Havas Media Lab when interviewed by Andrew Edgecliffe-Johnson of the Financial Times.



An important outcome from this Havas research is the development of their "meaningful brand index", which helps understand the level of loyalty that consumers have with brands. The study revealed that Ikea, Google, Nestlé and Danone lead the index as most valued brands. Factors such as health, happiness, values, financial security, society and environment were taken into account when developing the index ranking.

There had been "a great deal of soul-searching in marketing over the last several years", Mr. Haque said, but the time, energy and budgets spent on positioning brands as socially responsible appeared to have had "a moderate impact". The focus on brands' resonance on a wider set of measures suggested that "a very large number of consumers are willing to have a different relationship with brands", he added. This presented a "huge opportunity" through the use of social media.

The Ibero-American Connection (Cook Your Business' social media project whose launch will be announced at the November 21st event) will offer an Engagement Marketing program for brands to better connect with their market. Our tools will allow brands to capture feedback, insight, creative suggestions and innovative ideas from The Ibero-American Connection members.

The
Ibero-
American
Connection

Our Engagement Marketing program will enable brands to evolve with the constant change in market demands. They will be able to identify those attributes in their products or services that best meet the shifting criteria by which their market is evaluating them at any one point in time.

UPCOMING EXECUTIVE NETWORKING EVENT

Social Media Enables Collaboration Amongst Our Business Executive Members



Bibiana Crocitta, our Master Networker, connects with Irene Mia, Regional Director for Latin America & the Caribbean for The Economist Intelligence Unit to gain insight on Ibero-American business trends."

GET CONNECTED WITH LATIN AMERICA NETWORK & GROW

Executives from the UK and Ibero-America all gathered in an exclusive event hosted by Cook your Business last month at the Media White House. The evening featured a Latin America market update by The Economist as well as excellent business networking opportunities.

Latin America has largely escaped the effects of the world recession and is living up to its promise as an emerging market. In spite of a recent string of government corrections in growth projections of gross domestic product, the overall Latin American outlook remains quite positive.

UK companies are increasingly looking toward the Latin American markets as a means to make up for their grim growth expectations in domestic revenues. Even those who passed on the opportunity in the past, feeling perhaps the weight of risk and uncertainty associated with Latin American ventures, are now compelled to make a move. Many of our members in this situation are looking for Cook Your Business to help them scout out the Latin American opportunity.

Our event on November 21st will include an announcement of the launch of The Ibero-American Connection, a corporate social network for our members to connect with their business peers and partners and collaborate in their pursuit of Ibero-American business opportunities in the UK market.



The Ibero-American Connection Where Networking Gets Down to Business

21 November 2011
6:30 – 9:00 pm

Camino Bar & Restaurant
Canary Wharf

For more information please write to:
info@cookyourbusiness.com

Every Cook your Business event brings new companies and participants, and the October 25 event was no exception. Our distinguished guest list had a larger than usual component of new faces, not only from UK, Brazil, and Spain, but also from China. A growing number of non-Ibero-American businesses have, over the last year, been choosing ours as their business networking platform, and their feedback reaffirms Cook Your Business' record for attracting high-caliber executives and up-and-coming market players, reputation that makes us the leading Ibero-American Business Network in the UK.



Photography: Ahti Nigol

BE PART OF THE IBERO-AMERICAN BUSINESS NETWORK



- Reach your target market, promote your business activities on the CyB website
- Advertise your job vacancies
- Join CyB Networking Events
- Member-to-Member Special Discounts
- Connect with specialist advisers
- Discuss your issues with us

More information at:
www.cookyourbusiness.com/membership.php



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