Navigating Disruptive Change

Staying relevant for the next 100 years

Presented by: Gerry O’Brion
Click the link below to watch the video on Vimeo:
https://vimeo.com/355158663/7d4b6b2d16
Would your customers still choose you if they had a choice?
Our customers would stay with us because...
All else equal, customers will choose the **lowest price**

You must make all else **NOT equal**
The business of INFLUENCE
Give your customers more of what they want and less of what they don’t.

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Your customers don’t want a **BETTER** relationship, they want a more **VALUABLE** relationship.

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Who owns the energy relationship?
MONDAY
it resides in THEIR mind
Your brain needs a **RATIONAL REASON** to make an **EMOTIONAL DECISION**
What are they seeking?

- **Price of Entry**
  - (Expectations)
- **Rational**
  - (Proof)
- **Emotional**
Where is your brand built?
CLARITY
3 Questions

1  2  3
What are your CUSTOMER INSIGHTS?
More of

Less of

Hopes

Fears

Insights
Becoming a listening organization.

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Insights power your future.

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2

What’s your OUTCOME?
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Your brain needs a RATIONAL REASON to make an EMOTIONAL DECISION
It’s about THEM
What's your BECAUSE?
The Power of BECAUSE
"Excuse me, I have 5 pages, may I use the Xerox machine?"
"May I use the Xerox machine because I'm in a rush?"
"May I use the Xerox machine because I need to make copies?"
Believable

Repeatable
About YOU
How we made $250 MILLION
All Light Beer is the Same
Click the link below to watch the video on Vimeo:
https://vimeo.com/355158610/e044291a0e
Light Beer Insights

GOOD TASTE
VALUE
RELAXATION
LOW CARBS/CALORIES
SOCIALIZATION
REFRESHMENT
COLD BEER
FUNNY ADS
Light Beer Insights

GOOD TASTE
VALUE
RELAXATION
LOW CARBS/CALORIES
SOCIALIZATION
REFRESHMENT
COLD BEER
FUNNY ADS
Insights

Outcome

Because
Cold Innovation

- FROST BREW LINER CAN
- SUPER COLD DRAFT
- COOLER BOX
- COLD ACTIVATED BOTTLE
- COLD ACTIVATED CAN
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https://vimeo.com/355158640/41e4027d49
Coors Light Tops Bud as No. 2 Beer

By William chew

Coors Light knocked Budweiser off its perch to become the second best-selling beer by volume in the U.S. last year, according to Beer Marketer's Insights.

The new No. 2 beer ended 2011 with sales of 18.33 million barrels, a 0.8% gain. Budweiser slipped 4.6% to 177 million barrels.

Coors Light is made and marketed by MillerCoors, a joint venture of SABMiller and Molson Coors. Budweiser is owned by Anheuser-Busch InBev, which also sells Red Light, still produced under license by Anheuser-Busch with sales of about 47 million barrels.

But the trade magazine noted that it is the first time in almost 20 years that Anheuser-Busch did not control the top two brands. At its peak in 1996, Budweiser sold about 5.3 million barrels.

"Bud has been declining for a long time," said Bob Steinborn, editor of Beer Marketer's Insights. "This was kind of a natural progression."

On the plus side, Bud was down 10% in 2009 and 7% in 2010, and the "light" rate of decline has continued.

"It is a simple matter of brand aging," he said. "We are beginning to see gray hair growing on Budweiser."

Coors Light, even with its anemic growth rate, is among the industry's few bright spots.

The entire mass-produced beer business has been under pressure for years as more drinkers turn to imports and craft products, which continue to grow by double-digit percentages.

Wine and spirits also have been taking market share in the beverage alcohol arena, with hard liquor especially growing in popularity among younger drinkers.
Beer Sales
2008 – 2013

70%
60%
50%
40%
30%
20%
10%
0%
-10%
-20%
-30%
-40%
The time to build your brand is NOW
THEY BUY YOUR BECAUSE
BECAUSE to 4449999
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Gerry O'Brion
Thank You

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