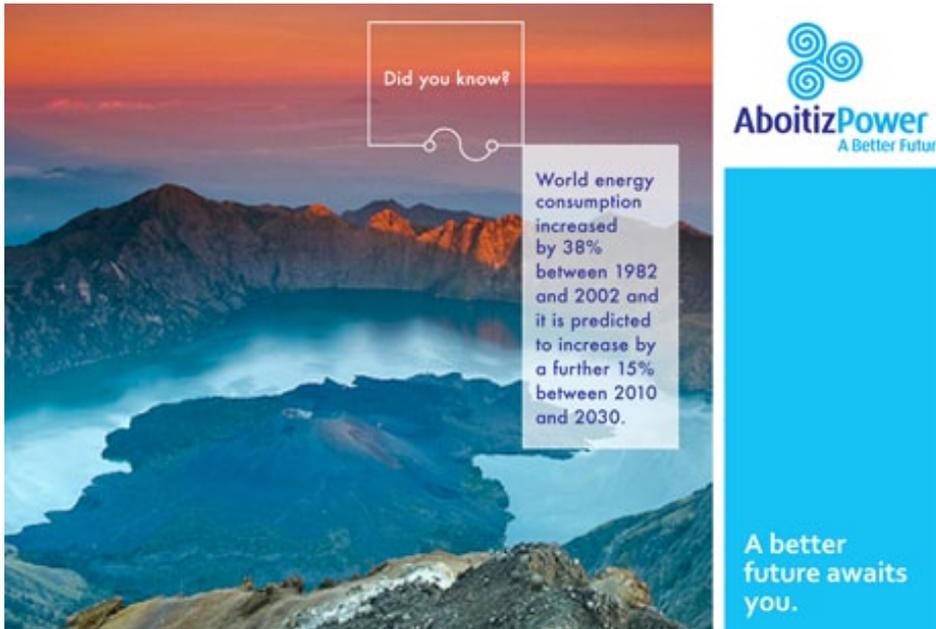


RECENT PROJECTS

AboitizPower: Better Solutions for a Better Future



As one of the leading energy groups in the Philippines, AboitizPower's new brand reinforces its responsibility in powering the nation's growth & its commitment to develop sources of energy that leave a lighter impact on the environment. Beyond capitalizing on the story of its renewable energy portfolio of hydro & geothermal sources, the leadership team demonstrated long-term vision by endorsing the creation of a Cleanergy product offering & brand, as well as a unique CSR programme, to make its promise of "better solutions" tangible.

Read:
[AboitizPower](#)

Watch:
[AboitizPower's President & CEO Erramon Aboitiz](#)

THINKING

Branding & the CEO

How do I create real impact through a branding project & sustain the momentum?

Are you ready to make these 2 commitments before embarking on a project:

Commitment #1

Ensure change goes beyond communications

When you define your brand, you are articulating your promise to customers. Delivering this promise requires the entire business to work in unison. This means your people, product offering & channels needs to behave in line with the brand promise. Imagine customers asking “What do you do that makes me believe in your brand promise?”.

An effective branding programme needs to be comprehensive – it needs to go beyond communications & effect real change in the way your business behaves. It dedicates time to defining an “on-brand” service culture, signature products that reinforce your promise & re-designing the customer’s experience in your retail & digital channels.

Commitment #2

Be involved & involve the organisation

Branding should align the different parts of the business to deliver its full impact and the CEO is the person that can make it happen. CEOs need to be brand activists, not just brand endorsers. It means playing an active role by building buy-in,

aligning strategy with the brand & encouraging collaboration. For a CEO, branding can become a valuable organization transformation tool. Well articulated, a brand promise can be an effective “lighthouse”, providing clarity & the emotional “hook” to align the organization towards a new future.

If your answer was Yes in both cases, you’re ready for a highly engaging & worthwhile branding journey.

BRANDS TO WATCH

Ecomagination by GE



“At GE, we believe that innovation can solve the world’s toughest challenges. That belief motivates our people. It is why GE works. It’s the basis for ecomagination.”

Initiated in 2003, Ecomagination is more than a rebranding effort to add a “green” message to the industrial & financial behemoth’s brand. It is a cross-divisional initiative to translate GE’s philosophy of “Imagination at Work” into a new business engine that addresses environmental challenges that the world & customers face, as well as an initiative to relook at GE’s own internal practices. With 140 solutions & US\$105 billion in revenues, Ecomagination is growing faster than the rest of GE. It’s success has come from Jeff Immelt’s, its CEO, active role in spotting the opportunity, envisioning the possibility & getting his organization to work together to make it tangible.

ecomagination is GE's commitment to imagine and build innovative solutions to today's environmental challenges while driving economic growth.



GE in Brazil: Leapfrogging to a Sustainable Future
TUE NOV 13 2012



GE Celebrates Ten Year Anniversary in Wind Industry with 20,000 Turbines
WED NOV 14 2012



GE Technology Recovers Wastewater in Utah's Largest Bioreactor Facility



Read: [Jeff Immelt's role in the creation of GE's Ecomagination brand](#)

Watch: [Ecomagination explained](#)