



PHR Strategic Minute

SHARED OBSERVATIONS ON THE BUSINESS OF BRANDING.

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Consider the product. Who is the expert on the product? Who spends all their time thinking about how it is made, if the distributors are happy about it, if the sales people understand it, if the factory is going to make enough of it this month, if the quality is going to be up to snuff, if corporate is going to kill it in favor of another product? The client, right?

Now, who spends all their time immersed in the culture of the consumer but also standing apart from that culture in an effort to observe it, analyze it, understand it, predict it? Who knows what the trends are, what the motivators are, what's cool for whom, when and how? And who can use the weird double sight to create instinctual insights that resonate with millions of consumers everywhere? The agency, right?

And the brand? The brand is where the client and the agency meet. The client comes at the brand from the perspective of the product, and the agency comes at it from the perspective of the consumer. And while overlap is good, smart clients should think about consumers, and smart agencies should understand their products—the strength of the brand will lie in the intelligent resolution of their differing perspectives.

Perhaps the most important thing about this idea is that it gives shape to the discourse between agencies and clients over strategy, planning, equity, direction and that mother of all flash points, creative. Each knows what their role is. Each knows what they bring to the table. And each knows who they really work for.

They work for the brand.

Martin Bihl

Creative Director, Renegade Marketing Group, NYC

From an article in *Adweek*

Courtesy Mark Fairbanks, Octane

Nº 2 in a series

Platt Hollow Road is a strategic advertising and design house specializing in creating new brand identities or giving existing ones a new shine in the marketplace.

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