

SESSION

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# Unconventional Growth in an Unusual World

FORGET  
EX-GROWTH.  
**FOCUS  
NEXT-GROWTH.**

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#wmsasia2019  
#focusnextgrowth  
#philipkotler

## Piyachart Isarabhakdee

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CEO, BRANDi  
The Author of BRANDiNG 4.0



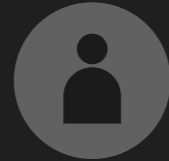
BRANDi ANNUAL CONFERENCE PRESENTS

WORLD  
MARKETING  
SUMMIT  
Better world through marketing

ASIA  
2019  
BANGKOK, THAILAND

Talk about Sustainability

Talk **Business** about Sustainability



An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and a mix of architectural styles. The buildings are packed closely together, with some showing unique designs like curved facades or setbacks. The perspective is from a high angle, looking down on the city.

# UNUSUAL WORLD



# From World

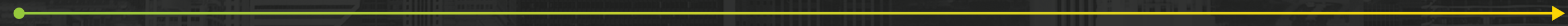


From World

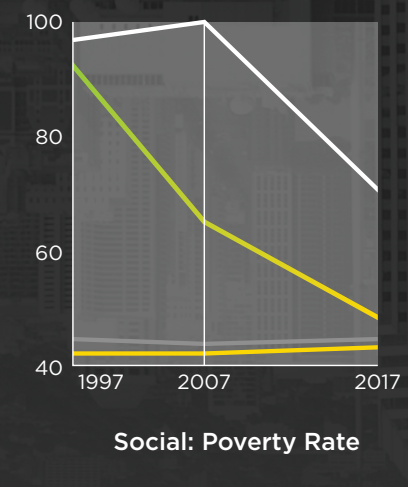
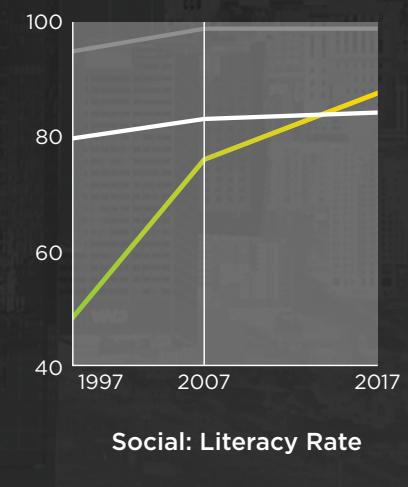
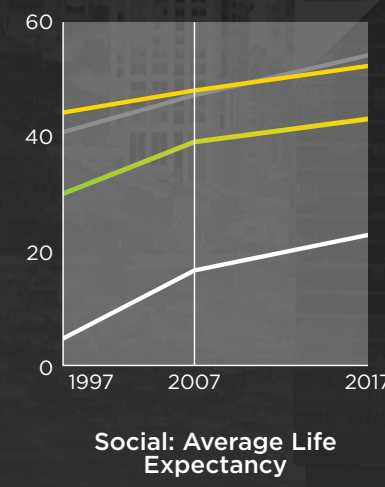
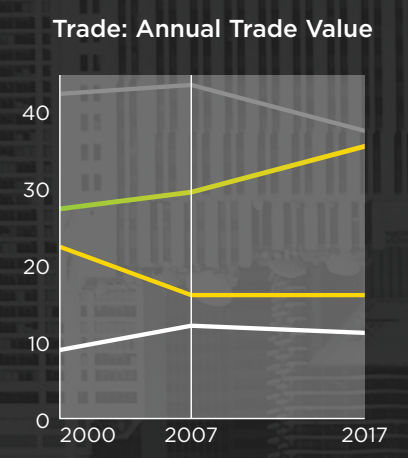
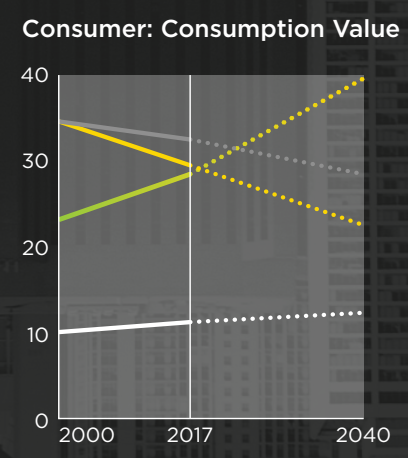
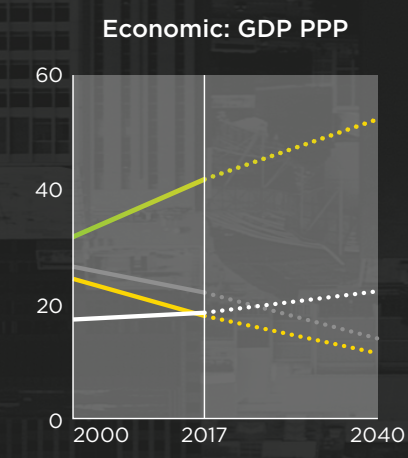
Asia's Upward Trajectory is Apparent in Multiple Indicators



to Asia



North America — Europe — RoW — Asia —





# From Industry

Exxon



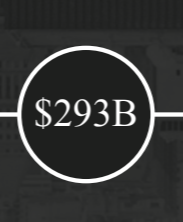
GE



Total

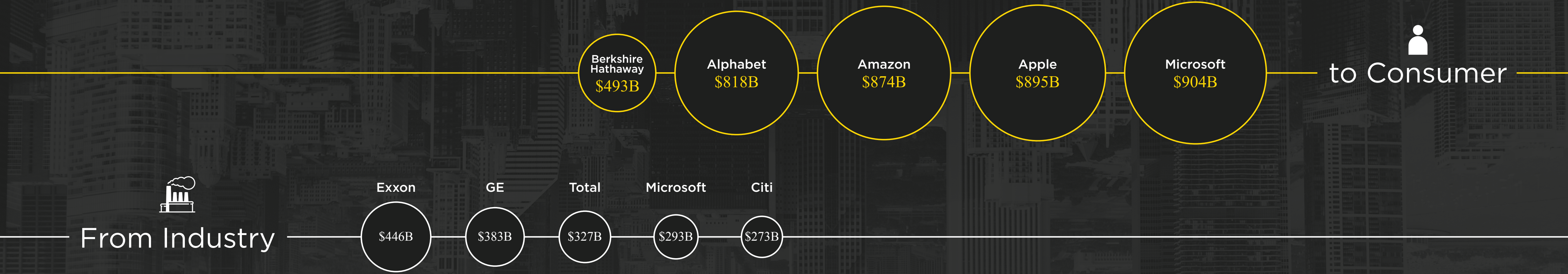


Microsoft



Citi

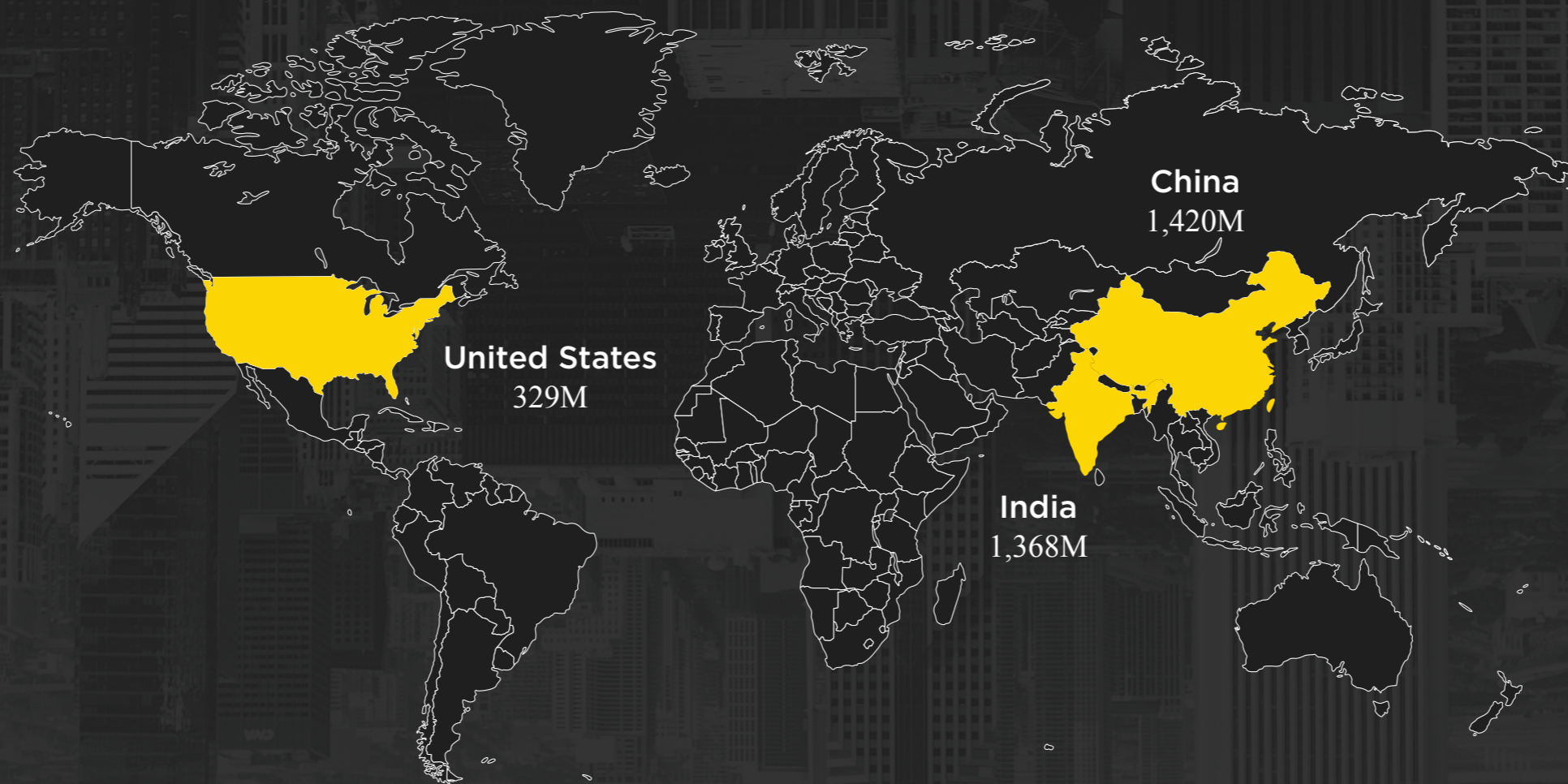




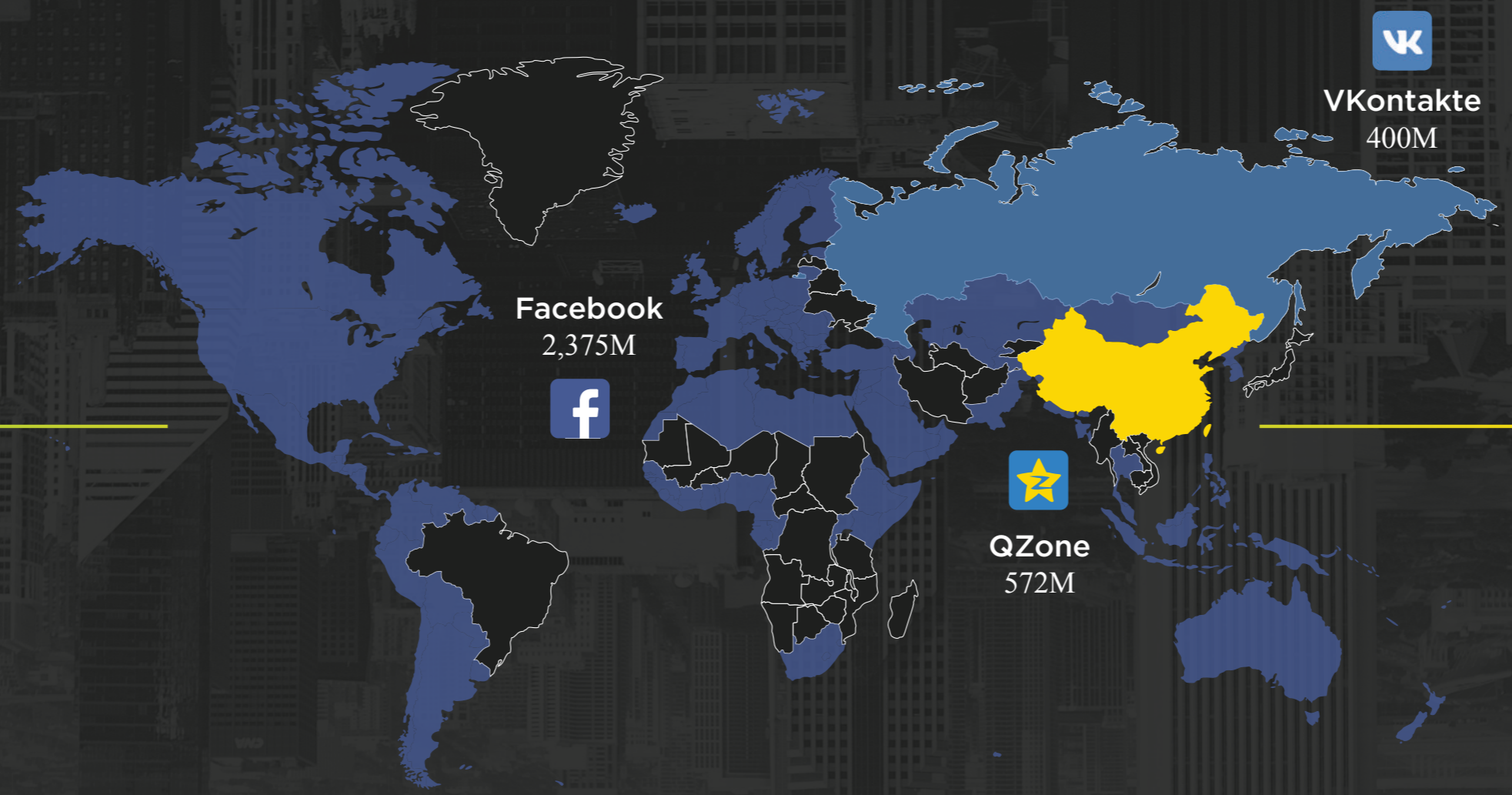
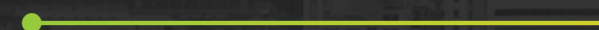




# From Good Accessibility



From Good  
Accessibility



to Self-Transcendence





From Profit Centric Company \$

S&P 500



From Profit Centric Company \$

Target Purpose Centric Brand 303%

Design Driven 211%

S&P 500

BUSINESS  
AS USUAL



BUSINESS  
AS UNUSUAL

Past

Profit



\$ PROFIT



**\$ PROFIT**

Present

Profit  
with CSR

Past

Profit



**FUTURE**

# Triple Bottom Line



💰 PROFIT



🌍 PLANET



👤 PEOPLE

Past

Profit

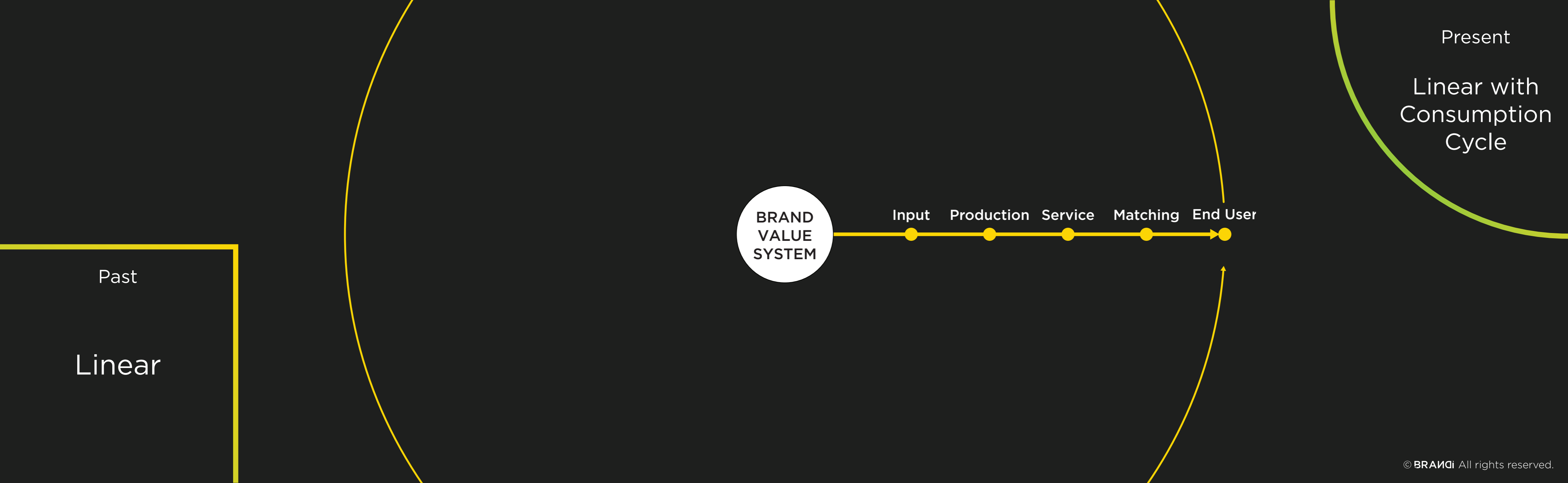
Present

Profit  
with CSR

Past

Linear





Past

Linear

BRAND  
VALUE  
SYSTEM

Input

Production

Service

Matching

End User

Present

Linear with  
Consumption  
Cycle

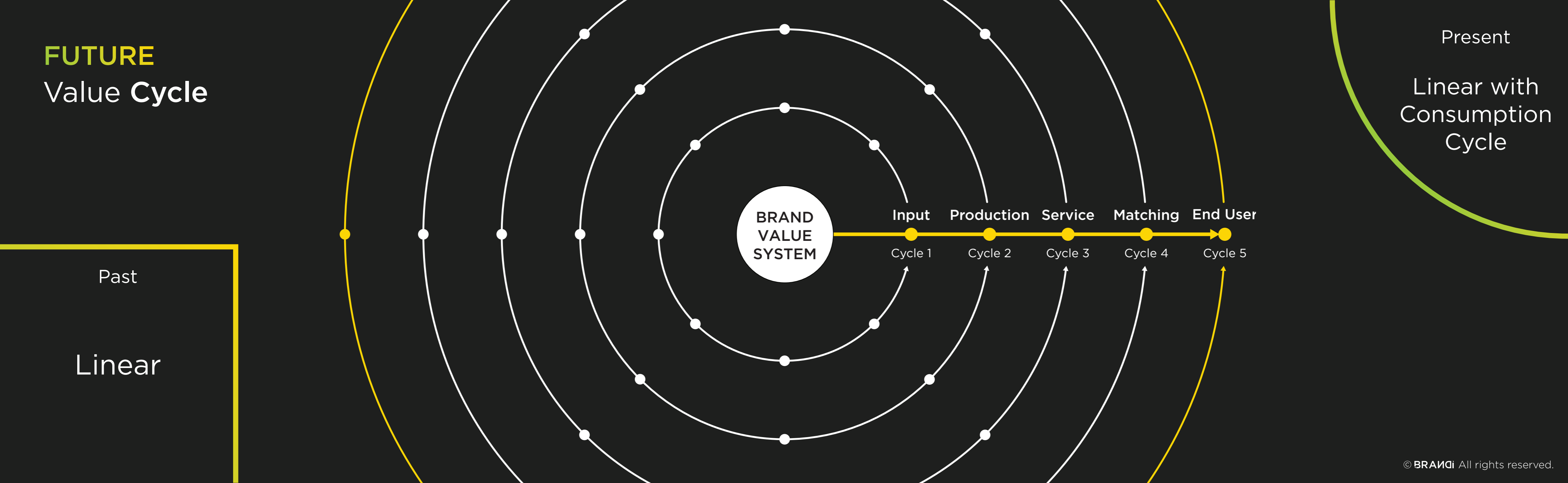
**FUTURE**  
Value Cycle

Present  
Linear with  
Consumption  
Cycle

BRAND  
VALUE  
SYSTEM

Input    Production    Service    Matching    End User  
Cycle 1    Cycle 2    Cycle 3    Cycle 4    Cycle 5

Past  
Linear



Past  
Customer  
and Shareholder



# SOCIETY



Present

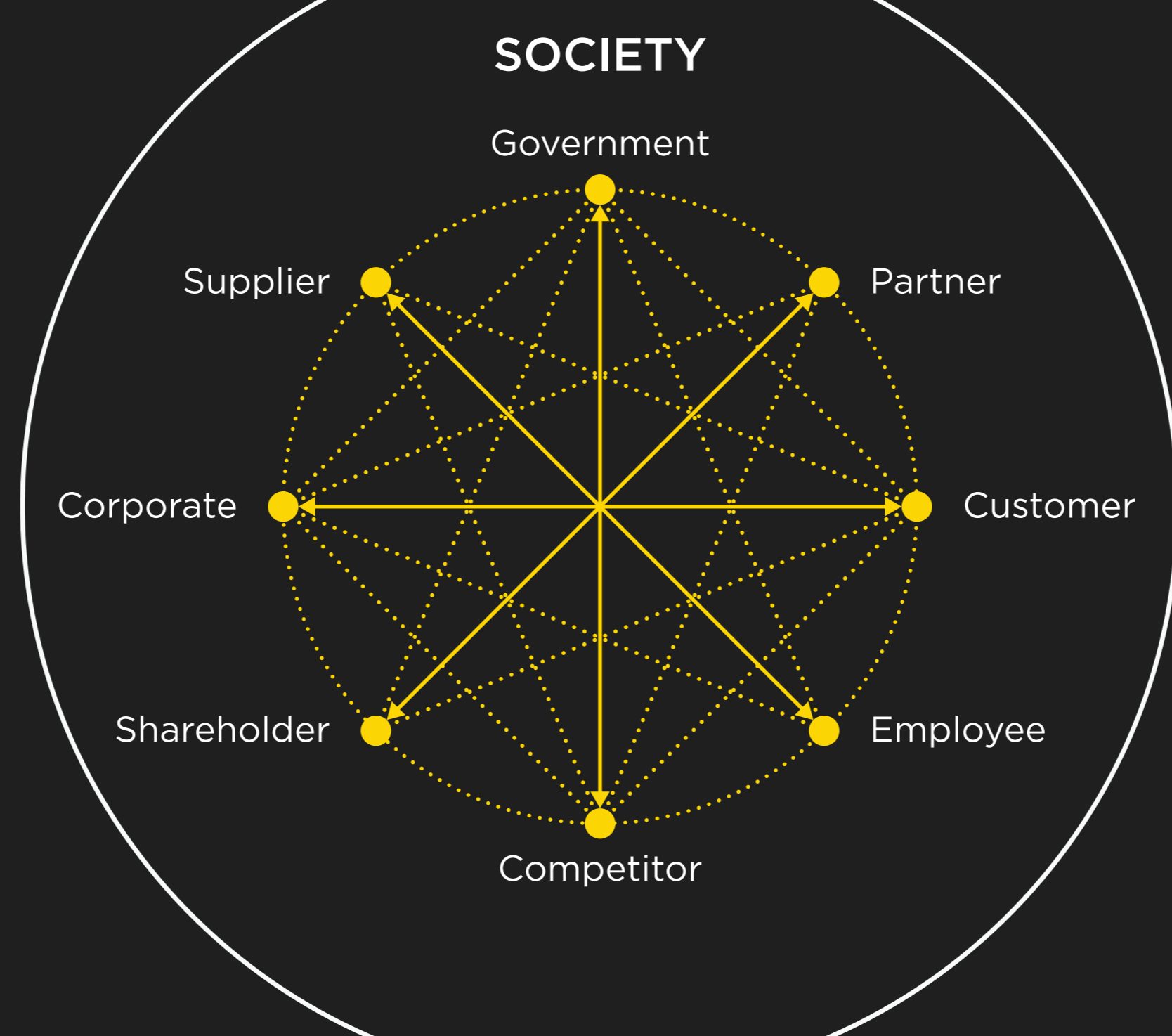
Customer,  
Shareholder  
and Society

Past

Customer  
and Shareholder

**FUTURE**  
Brand  
Ecosystem

Past  
Customer  
and Shareholder



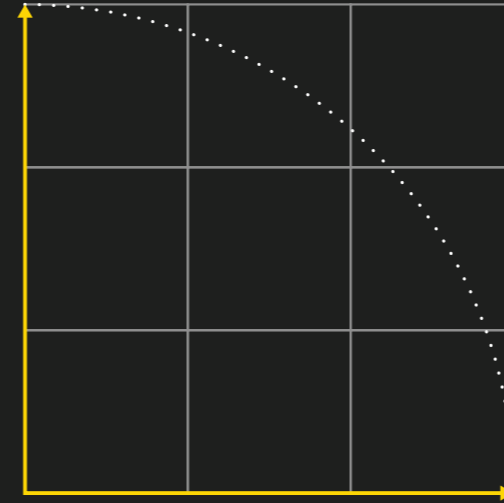
Present  
Customer,  
Shareholder  
and Society

Past  
Industry

Industry as a Core Business



Materiality Matrix

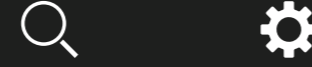


Value  
Creation



Past  
Industry

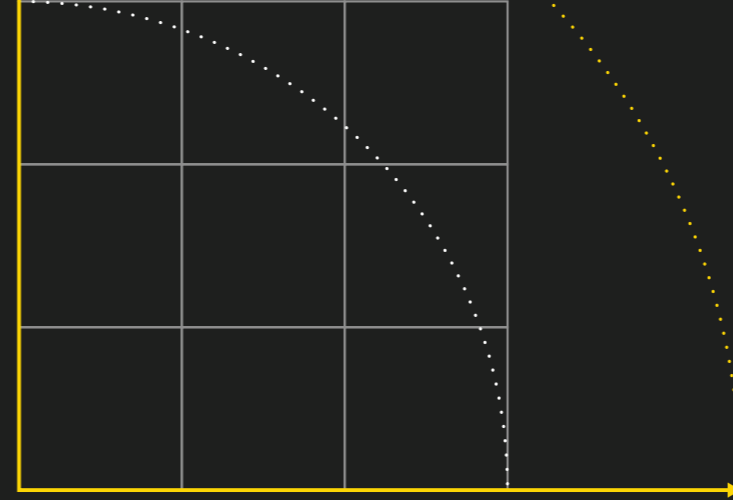
Exploration & Exploitation



Industry as a Core Business



Materiality Matrix



Value  
Creation

Present

Exploration  
and Exploitation  
based Industry

# FUTURE

Brand with Potential  
to Monetize

Past

Industry

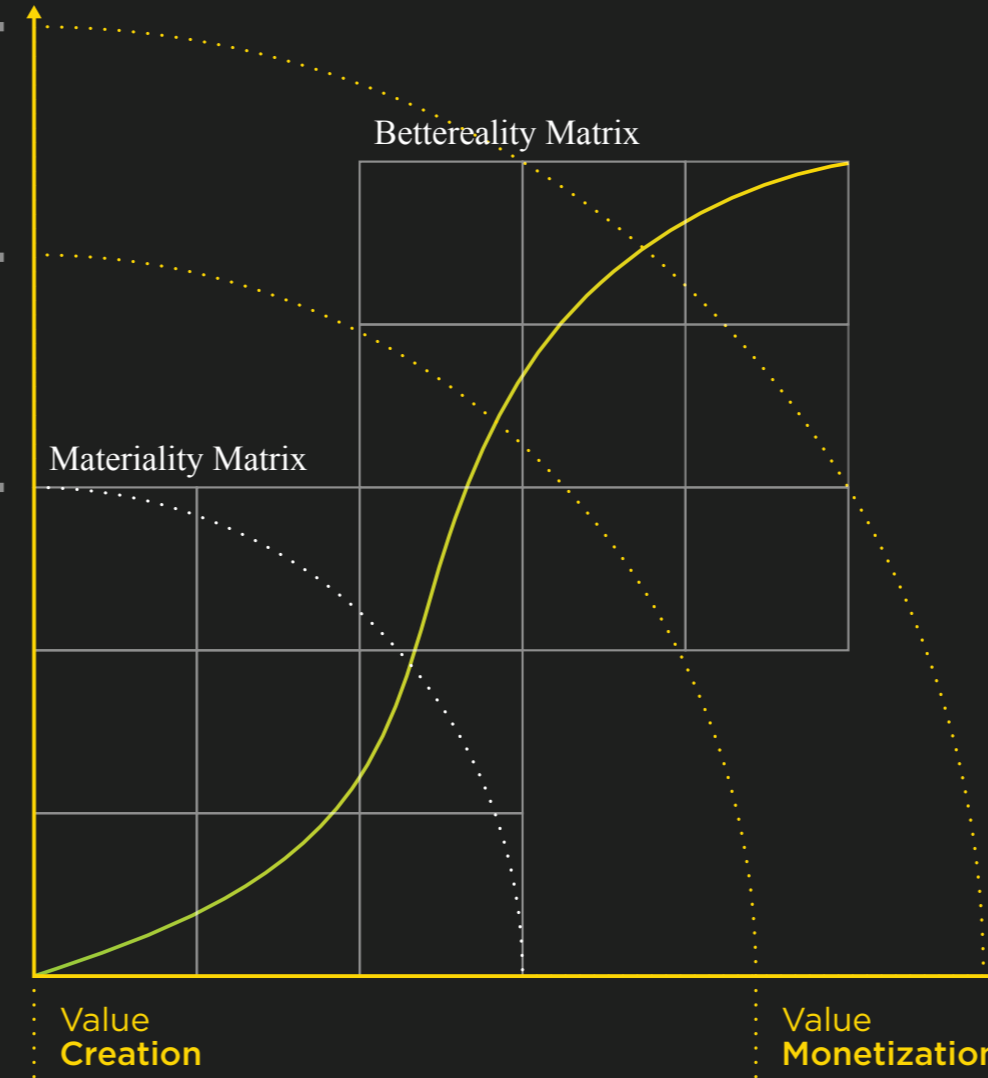
Value Monetization



Exploration & Exploitation



Industry as a Core Business



Present

Exploration  
and Exploitation  
based Industry

Global  
Competitiveness  
Index

The Big Mac Index

Performance Index

Fortune 500

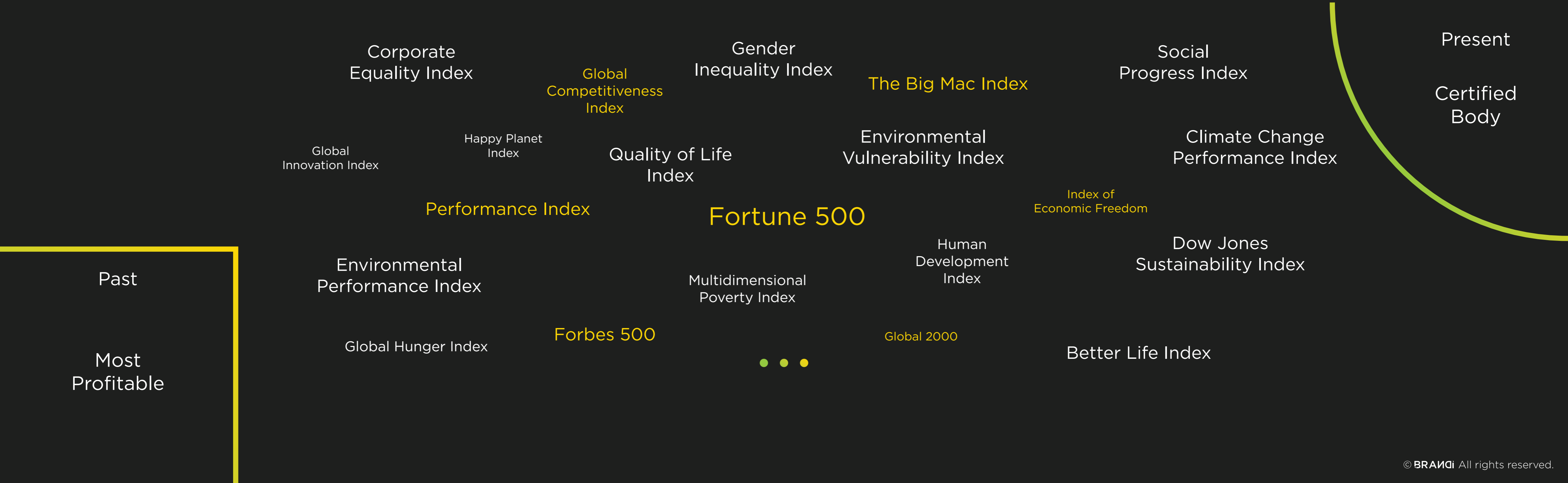
Index of  
Economic Freedom

Past

Forbes 500

Global 2000

Most  
Profitable

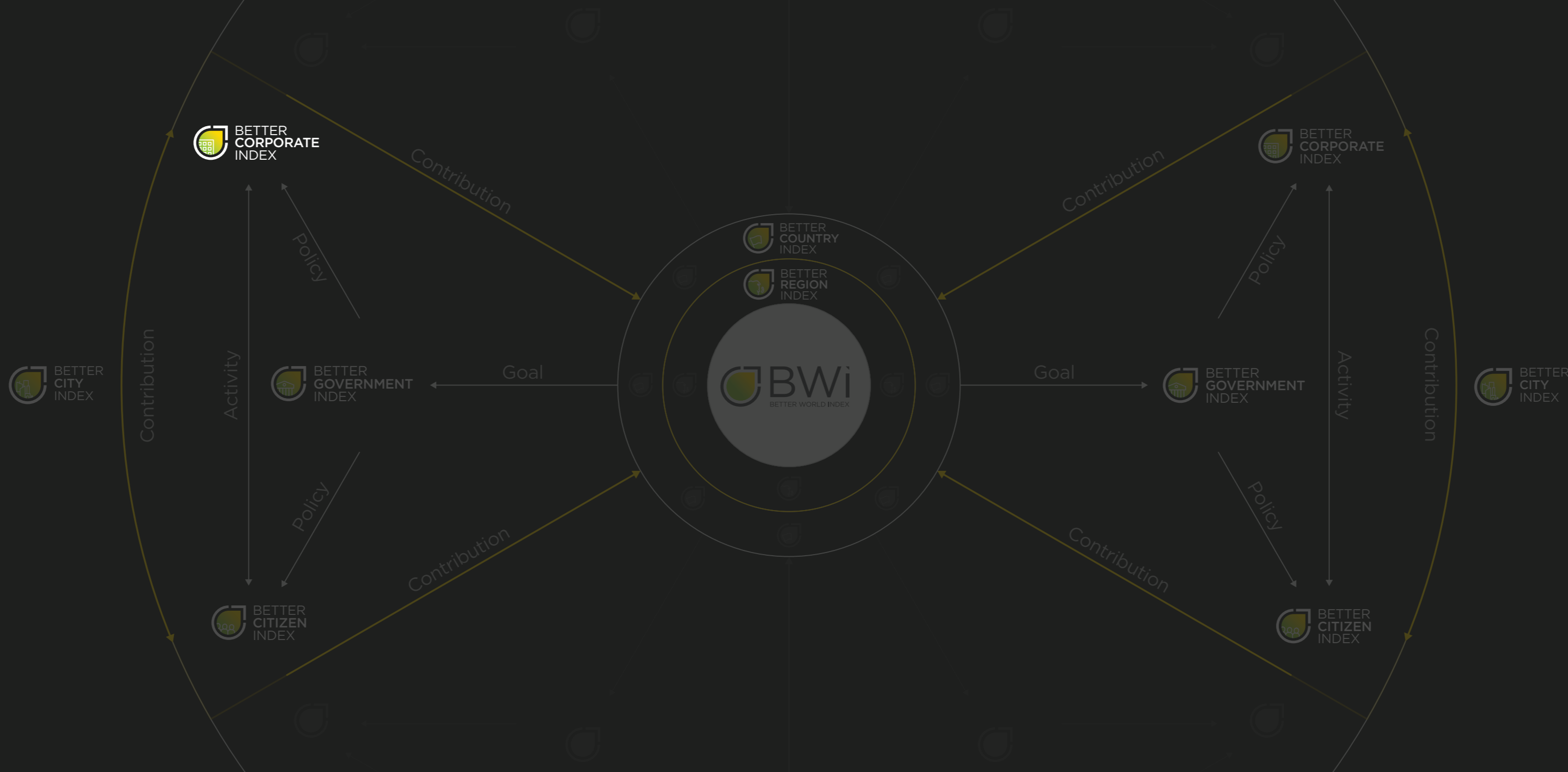


# FUTURE

## Redefining Self-Betterment

Past

Most Profitable

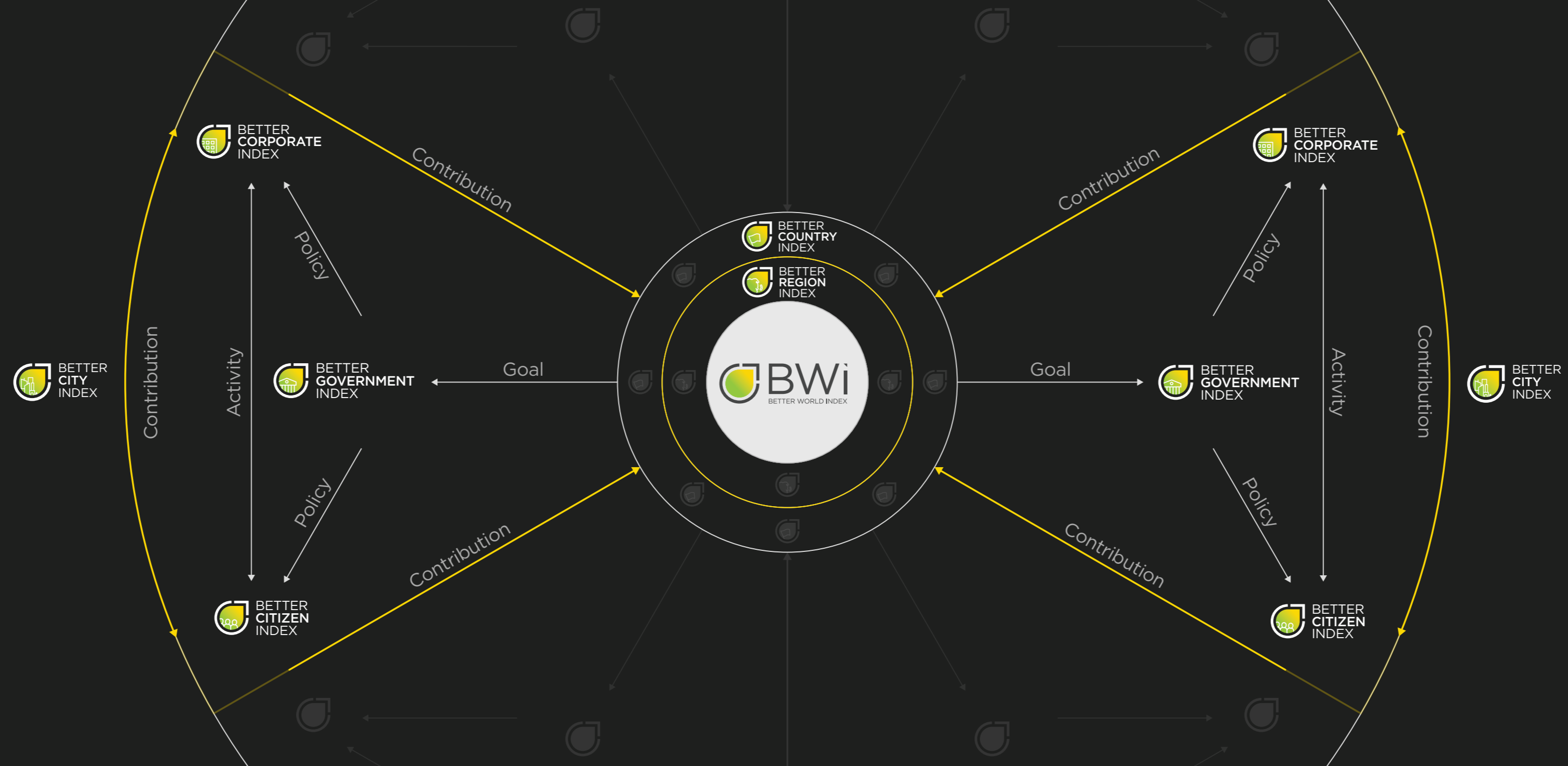


Present

Certified Body

# FUTURE

## Redefining Self-Betterment



Present  
Certified  
Body

Past

Most  
Profitable



# Sustainability is a MUST for Growth

Ex Growth

Turning Point

Next Growth



Next Growth  
is **Betterment**



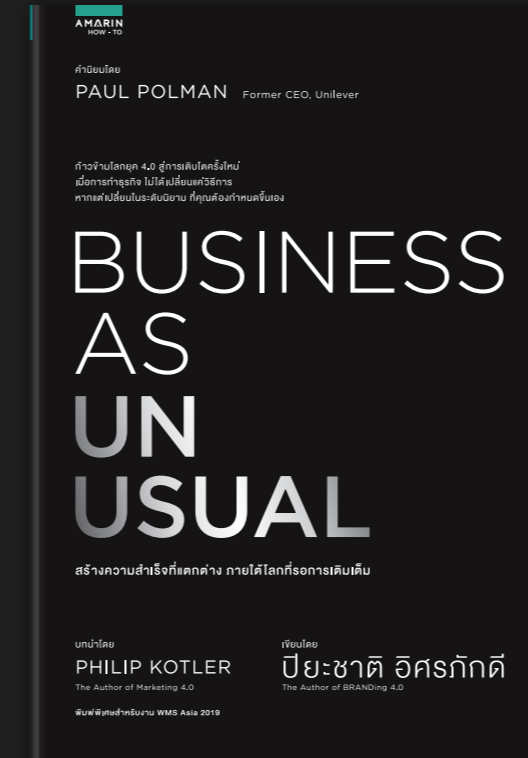
TO UNDERSTAND WHY YOU NEED  
YOUR NEXT GROWTH...

**BRANDi**<sup>®</sup>  
GOOD TO GREAT

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COMPANY<sup>SM</sup>

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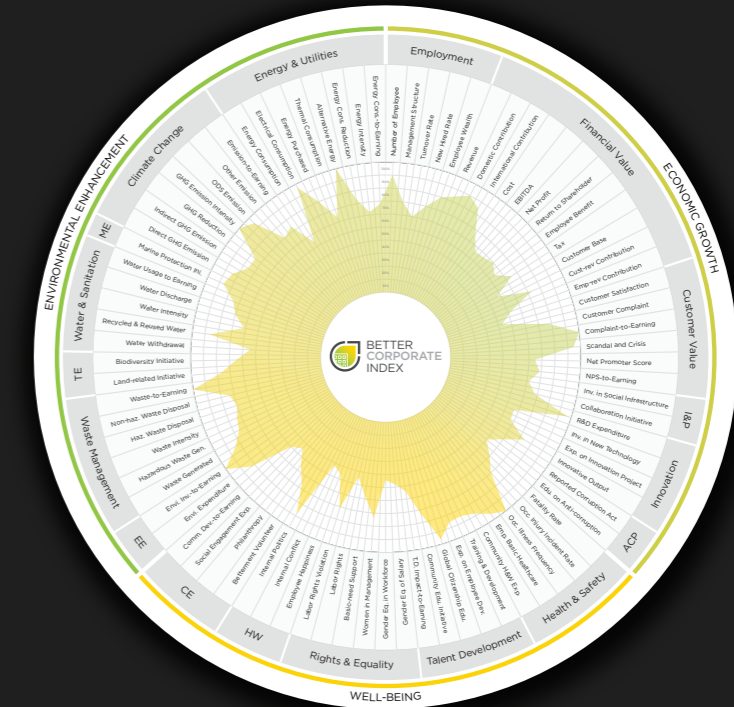


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