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## Bruce Philp

Branding as Leadership

The Orange Code: How ING Direct Succeeded by  
Being a Rebel with a Cause

What does branding mean today? In our mass-medialess, Google-driven world, a brand, says Bruce Philp, is no longer what it says. A brand is what it does. It is a responsibility of leadership, not advertising. It is an integral part of the day-to-day thinking that permeates every aspect of corporate behavior. A world leader in branded marketing, Philp has worked with many Fortune 500 companies, but it is his work with one company -- ING Direct -- that is shifting perception on branding, corporate culture and the role of enterprise to succeed by being something more: not simply a business, but a cause. With ING Direct CEO Arkadi Kuhlmann, Bruce Philp is the co-author of the book, *The Orange Code: How ING Direct Succeeded by Being a Rebel with a Cause*.

With 28 years of award-winning work, Bruce Philp holds perhaps the only truly agnostic point of view on what branding really is. Working in the ad agency world as a strategist for brands like Toyota and Tylenol, he quickly rose to become executive creative director at a major North American firm, a rare feat for a strategy person. In that role, he worked with 3M, Molson, McDonald's and Bank of Montreal, for whom he produced what *Marketing Magazine* called one of the landmark campaigns of the 20th century. In 1996, Philp co-founded GWP Brand Engineering, to "invent what will replace the advertising agency". His key clients have included major "new economy" brands like Expedia, GroceryGateway.com and ING Direct, as well as established brands like Air Miles, Delta Hotels, Novartis Consumer Health and Ferrero.

### Bruce Philp Speech Topics

#### *The Enlightened Consumer*

For consumers today, consumption is no longer about satisfying remedial needs, like food, water, or shelter -- it has moved into the realm of self-expression, a quest for self-actualization. In this environment, consumers are bombarded with billions of choices. But they are also, perhaps for the first time, *empowered* by these choices. Bruce Philp shows you how these choices give consumers extraordinary power to hold corporations responsible, and how brands, ultimately, make us voters when we buy. Philp knows branding, he knows consumers, and he knows the misinformation that flows between consumers and corporations. Consumers are just on the cusp of realizing and actualizing their terrific power, and corporations should be prepared for this new wave of enlightened consumers. How can both parties benefit?

#### *Branding as Leadership*

Bruce Philp draws on his work at ING Direct -- the most successful virtual bank in history -- to show how branding has become a powerful tool for guiding business strategy, corporate culture and customer experience. At ING Direct, he guided the brand's positioning to be the instrument of leadership from the



moment of conception, and it became the strategic compass for everything the company has done. A brand is a practical template for corporate behavior and the last true way to differentiate your company. Philp's eye-opening, counterintuitive and pragmatic lessons, delivered with casual humor and backed by real world experience, are applicable for leaders of every kind, everywhere.

## Consumer Republic

Consumers have no idea how much power they have. In Consumer Republic, Bruce Philp takes a fresh approach to how we look at brands -- what they mean, how they affect us, and why they are driven by the consumer (not the other way around). Philp views the marketplace as an organized democratic system -- a Consumer Republic -- rather than a chaotic and dangerous vacuum of individuality. He brilliantly explains how brands have increased transparency and corporate responsibility in the age of social media. Today's consumers take a different approach to buying, as they use their power to choose socially conscious products and influence businesses by voting with their wallets. Philp helps open his audience's eyes to the true power of consumers, and how they can exercise their voices in the new consumer republic.