Corporate Identity Management

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Course content

1. The idea of organizational identity
2. Main areas of corporate identity
3. Factors influencing organizational identity
4. Methods of corporate identity management (practical examples)
5. Effects of successful corporate identity management
6. The crises of CI and methods of dealing with it
Basic literature:


Additional literature:


Form of assessment

- Presence, activity
- Presentation of a selected company’s identity mix

Contact

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1. THE IDEA OF ORGANIZATIONAL IDENTITY
Why do organizations need corporate identity?

- New source of competitive advantage – previous sources are not enough
- Consistent message – important source of building clients’ trust
- Important tool of building credibility for financial institutions
Aim

- The main aim of establishing a corporate identity is to serve as a means of branding the business for the public. It establishes the individuality of the company’s corporate culture, philosophy and core values.
The concept of Identity

• From ancient times – identity of a man as an individual
  – Who am I?
  – What makes me the person I am?
  – What is my place in this world?

• Sociology and psychology
Characteristics of identity

• Concentrating on the most important, critical features being „the essence” of me as a man

• Elements of identity are relatively constant

• These are the features that distinguish me from millions of other people

• These elements are created and sustained by interactions with other people
Creating identity

• Subjective self – the image a person holds of herself, leading awareness of one’s own identity, created in the process of socialization and participating in many forms of social life

• Reflective self – set of perceptions of him/herself based upon perceived opinions of others
Individual identity vs corporate identity

Individual

Group (social)

Organization (social)

- Many individuals
- Relatively stable ties and structures
- Sense of belonging

- Goal group
- Defined modes of operations
- Defined ways of behaviour (often regulated)
Corporate identity answers questions like:

• Who are we, as an organization?
• Who do we want to be?

„What employees feel and think about their organisation. Focuses on questions relating to organisational culture”

(Albert and Whetten)
• The corporate or brand identity of a business defines how customers relate with and think about the brand.

• It is the overall image of a company that is imprinted in the minds of customers, employees and investors.
Let’s see why it’s important to talk about corporate identity

• **The Value of Organizational Identity.avi**
• https://www.youtube.com/watch?v=vuldx7SP74
Key elements of identity

• The mix of elements which gives organizations their distinctiveness

• Goals, content and forms of action that an organization wants to communicate to and sustain in its environment (Altkorn)
It’s a collective consensus about:

- Values,
- Organizational Culture
- Orientation
- Market position
- Domain of operations
- Mission and vision
- Organizational membership
Identity – main features:

- Critical features of organization – reflects its „essence”, basic fundamental issues, that are common among its members and are part of collective consensus
- Core business, core values, the essence of organization
- Level of perception might be varied – depending on the degree of diversification
- [Identity and Complexity in Large Organizations.avi](https://www.youtube.com/watch?v=348yCNaezoo)
Features of identity ...

• **Manifestation of distinction** – created by sense of distinctiveness of organization’s members, but also identifying with organization, defining its boundaries and criteria of accepting and excluding

• **Comparing with other organizations and identifying the distinctive features**
Features of identity ...

• Stability in time – continuity in time, integrated by internal legal and managerial regulations

• sustained by belief of its members and various institutions in its environment that the organization will continue to exist

• it’s vital to ensure consistency over time, it does not necessarily mean that the corporate identity of a company shouldn’t evolve

• Social phenomenon – social organization as a whole – not individual beings (e.g. owners)
Let’s see it on the example of Apple - introduced by Steve Jobs himself

*Best marketing strategy ever! Steve Jobs Think different _ Crazy ones speech (with real subtitles).avi*

https://www.youtube.com/watch?v=keCwRdbwNQY
Related concepts

Public Relations
• Concentrates on communication,
• Communicating identity to company’s external and internal shareholders – building and strengthening reputation of a company or brand

Identity
• Broader term – communication is just one of the aspects of identity
Organizational culture
• more of a symbolic nature – ideals, values, norms, beliefs, myths

Identity
• It’s rather interpretation of symbols – internal image – what it means to us
Company image
• Concentrates on marketing aspect
• Shaping image, branding, corporate visual identity
• Perception of a company – external perspective

Identity
• Desired perception of a company both from external and internal perspective
• Perception deriving from the very essence of the company – what it is and what it wants to be
Relationship between Corporate Identity and Image

Corporate Identity

- Experiences
- Symbolism
- Behaviour
- Directed Communication

Corporate image

- Public A
- Public B
- Public C
Identity vs Image

• Internal – External
• Self – Other
• Singular - Multiple

identity
CORPORATE IDENTITY

• The way in which an organisation presents itself
  – Symbols
  – Communication
  – Behaviour

• Referred to as Corporate Identity (CI) Mix

• Personality manifested through this mix
The Birkigt and Stadler model of corporate identity
Based on this model – identity is

- ‘the sum of all the ways a company chooses to identify itself to all its publics’ (Margulies)
- Traditionally, this meant logo and other symbols; now covers communications and employee behaviour
- ‘the self-representation of an organisation through communications, products and services and employee behaviour’ (Cornelissen)
The experienced and skilled communicator uses **symbols, communication and behavior** to convey the identity of the organization.
• **Symbols**
  names, logos, colours, icons, heraldry, flags, brand marks, corporate HQ, uniforms

• **Communication**
  verbal and visual messages

• **Behaviour**
  what the organisation does and the way it does it
CORPORATE IDENTITY MEDIA – means of communicating identity

- Product
- Price
- Logos
- Name
- Stationery
- Brochures
- Signs

- Visit cards
- Buildings
- Uniforms
- Sponsorship
- Packaging
- Work environment
- Figure or “character”
Stuart’s model

Corporate personality

- Corporate Mission
- Corporate Philosophy
- Core Values

Corporate Strategy

Corporate Identity

- Corporate Culture
- Corporate Symbols

Marketing Communications Strategy

Employees view of Corporate Identity

Marketing Communications

Internal Marketing

Personal Communications

Corporate Image

Source: Stuart, 1998a, 369
Differentiation:
brands need to stand apart, make an impression and ultimately, be preferred.

Relevance:
brands need to connect with what people care about. To build demand they must fulfill the needs and aspirations of their audience.

Coherence:
To assure credibility brands must be coherent in what they say and do.

Esteem:
Esteem is the reputation the brand has earned by executing clearly on both its promised and delivered experience.
IMPORTANCE OF IDENTITY

• Raises motivation among employees
• Inspires confidence in stakeholder groups
• Acknowledges important role of customers
• Acknowledges vital role of financial groups
Types of corporate identity

- **Monolithic**: whole company uses one visual style
- **Endorsed**: subsidiary companies have own style, but parent company remains recognizable in the background
- **Branded**: subsidiaries have own style, and parent company not recognizable
TYPES OF CORPORATE IDENTITY - monolithic
TYPES OF CORPORATE IDENTITY - endorsed
TYPES OF CORPORATE IDENTITY - branded