



# Stanford eCorner

## Building Brands Inside-Out

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Video URL: <http://ecorner.stanford.edu/videos/2580/Building-Brands-Inside-Out>

Focus on making your employees excited about the brand, rather than just the customers. This is the new face of forward-thinking companies, says Jennifer Aaker, a professor with Stanford's Graduate School of Business. This strategy is now employed more often, giving employees their own blogs, Twitter feeds, etc., which allows customers to get excited about a brand they can come to trust.



### Transcript

What you're seeing right now is more and more brands that have a strong brand, a strong idea for employees, so these companies are building brands inside out. When the company's founding principle and believes in the story of why you exist is sound and employees are so excited about the brand, with social media, which makes it more and more transparent, how are you marketing this? What do you really stand for? As these things become easier to find out what the real goal is, you're finding that the stronger brands are those that are not just customer-facing and haven't just built up a brand identity and a set of assets and touched points with all their customers that are disengaged from their internal employees and why they were founded. You're finding stronger brands are built inside out where the brand inside is so powerful, and then eventually that is disseminated to customers such that when customers hear about some brand action, it's easier to trust that brand. So I didn't do a great job of head-on answering your question, but I will say that companies that have their head around this can start to cultivate trust, and when they do engage a potential friend or when a friend does potentially tell others, "I really believe in Levi's," or whatever it is, they're more likely to resound. So it's kind of an indirect answer.