

A decorative geometric pattern in the top-left corner of the slide, composed of various colored triangles (red, orange, yellow, green, blue, purple) arranged in a complex, overlapping design.

Intel: Agility Inside, Amazing Experiences Outside

Steve Fund, Chief Marketing Officer, Intel

Top Five Take-aways | by Eric Leininger

- Intel is one of the great branding stories of our time...but the brand was losing relevance as markets, products, and generations evolved. Courageous leadership is required when long, slow declines in brand health approach a tipping point.
- Intel launched the cultural change necessary to address the situation by (1) evolving the brand promise to celebrate the benefits of the products created by the engineering culture and (2) creatively attacking awareness and image issues among millennials.
- The focus on millennials brought their external perspective into the company. Understanding millennials' passion points led to new ways of marketing, including James Parsons as spokesperson. Parsons is a great example of a perfect bulls-eye target marketing action that also engages, and does not alienate, a broader audience.
- Intel addressed the PC/Apple issue by building alignment among industry stakeholders. An unprecedented industry consortium of PC and peripheral manufacturers came together to address awareness and relevance issues of PCs, as consumer knowledge was lagging industry reality.
- Support from the top, a short list of KPIs, and bold marketing actions enabled Intel to make dramatic progress with its business and brand in only two years. A great example of a large company demonstrating agility by having the right mindset, culture, goals, and change management skills.