

## Branding Technology Companies in 2009

The last one year has seen a fresh perspective to branding for some of the leading technology companies of the world.

Take the case of Intel's new brand positioning, "Sponsors of Tomorrow". They are talking less about chips, notebooks, servers and processors (recall, the "Intel Inside" campaign) and talking more about innovation.

While the innovation story is nothing new when it comes to branding companies that spend a significant share of their wallet size on R&D, the positioning is definitely fresh. The message is clear. Technology becomes obsolete the moment it reaches customers today. The brand messaging starts with "Today is so yesterday" and communicates that Intel contributes to the technologies of tomorrow and how these technologies make a difference to the way we work and live.

However, what has been even more impressive is the way Intel has gone out to communicate its new positioning. The "Rock Star" video ad which stars an in-house Intel scientist - Ajay Bhatt (co-inventor of the USB) is a hit amongst the technology aficionados. Using an in-house scientist, Intel has successfully managed to convince viewers that Intel doesn't need to look outside for ambassadors to lead its brand campaign. It has many positives going for it – for the first time, it brings closed-door scientists closer to the people they affect, through their research & innovation. Highlighting an innovation like the USB, which has become the de facto standard for transferring data, Intel manages to successfully convey that it truly sponsors some of the most outstanding innovations that touch us and impact us for a long time to come.

Technology companies are learning to stop talking about hygiene branding parameters like quality, price and delivery. They are connecting with customers on much broader issues that affect the way technology touches people.

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*This article is the first in a series of articles on “Branding Technology Companies in 2009”. The next article will cover IBM’s new brand positioning and how it’s making a difference to the way IBM’s stakeholders think about IBM.*

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