

# Index

- 3G phones 64
- 20th Century Fox 144, 159
- 32 brand ideas 89–97, 272–87
- 2001 (movie) 118
  
- AA meetings 166
- Accenture 92, 95, 246, 256–8, 273
- Activ 57–8
- ad agencies 20–4, 34–5, 45–6, 52–3, 84–6, 271, 287
  - “agency of the year” awards 271
  - creative briefs 20–1, 34–5, 84–6, 287
  - iconic brands 22–3
  - IKEA 271
  - vested interests 23–4, 45–6
- ad ideas 3–14
  - see also* ideas
- added values, strong-brands formula 14–17, 18–21, 25, 90–1
- Adidas 37
- Adobe 258
- adoption contrasts, targeting measures 54–6
- advantages, seeming advantages 17–18
- advertising
  - see also* TV . . .
  - beatnik advertising 29–30, 91–2
  - campaigns 3–5, 14–21
  - Honda 118
  - new approaches 10–12, 24–5
  - Nike 43
  - resistance 7–8, 24–5, 54–5, 253
  - uses 12, 54–5
  
- Advertising Standards Authority (ASA) 229, 233
- Affleck, Ben 277, 279–80
- age issues 69, 96–7
- agencies
  - see also* ad agencies
  - types 23–4, 52–3
- “agency of the year” awards, IKEA 271
- Agenda Inc. 211
- AIDS 5–6, 164, 172, 182, 207, 235
- airline passengers 59, 204, 214–15, 217, 218–19
  - see also* travel
- Albarn, Damon 147
- Allen, Paul 109
- Allen, Woody 154, 286
- Alpha Course 95, 164, 166–7
- alternative medicines 13
- Amazon 53, 73, 77, 127, 132, 189–90, 210, 265–6
- ambitions 11–12
- Amex 95, 204, 206, 214
- Amnesty International 198
- Analogue Heaven 194
- “anchor” brands 48
- Anchor Stream 202
- antismoking campaigns 9–10
- Apple 4–13, 21, 49–50, 53, 61, 95, 100, 112–13, 116, 126, 153, 161
  - calendar ideas 161
  - chips 126
  - good designs 116

- iPod 4–5, 9, 13, 22, 43, 49–50, 61, 65, 70, 95, 102, 112–14, 153, 164, 180–1, 273, 282–3
- leadership ideas 95, 100, 112–14
- music force 11
- now ideas 153
- appreciation ideas, belief systems 95, 121–2, 127–32, 283–4
- archaeology, brand archaeology 75–6
- “Ariston – and on – and on” classic ad line 18
- Aristotle 227
- Armani 215
- art 36–8, 47, 106–9, 160–1, 179, 188
- Beck’s 36–8, 47
- HP 188–9
- Penguin paperbacks 160–1
- ASA *see* Advertising Standards Authority
- The Ashes 170
- Aston Martin 19
- Atkins diet 113, 136, 281–2
- atlas ideas, belief systems 95, 122, 136–41, 273
- attraction, determinants 281–4
- Australia 138, 170
- authenticity characteristics, brand innovation 4–8, 24–5, 286–7
- “averages”, trend thinking 66–7
- Avis 116
- Axe *see* Lynx
- ayurveda 134, 136
- BA 11, 50–1, 61, 102
- Bacardi 171
- Bag Daddy 249
- Barclaycalm 95, 246, 252–3
- Barclaycard 157, 252–3
- Bartle Bogle Hegarty (BBH) 30–1, 276, 277
- A Bathing Ape 154
- BBC 11, 53, 100–2, 140, 153, 154, 175–6, 182, 235, 239, 260
- BBH *see* Bartle Bogle Hegarty
- The Beatles 147
- beatnik advertising 29–30, 91–2, 138–9, 154, 171–2, 186, 238
- Beautifulpeople.net 95, 204, 213–14
- Beck’s 36–8, 47
- belief systems
- appreciation ideas 95, 121–2, 127–32, 283–4
  - atlas ideas 95, 122, 136–41, 273
  - cognitive ideas 95, 121–7
  - concepts 95, 121–41, 273, 281–4
  - faith ideas 93, 95, 121–2, 132–6, 273, 281–2
- Ben & Jerry’s ice cream 91, 171, 239–40, 273
- Benecol 56–8
- Benetton 235–6, 273
- Benson & Hedges 18
- Bezos, Jeff 266
- Big Brother* (TV programme) 13, 95, 222, 234–5
- Biomat 95, 184, 197–8
- Blackberry 95, 245–6, 252
- Blade Runner* (movie) 143
- Blair, Tony 33
- Blind Date* (TV programme) 283
- “bling-bling” US rap culture 210–11, 214
- Blockbusters 103
- blogs (weblogs) 184–6
- Blur 147
- BMG 256
- BMW 7, 175–6, 217, 238, 250
- Body Shop 70, 111, 198–9, 224
- Boots 134–5, 224–5, 279
- Bowerman, Bill 23
- BP 108, 242–3
- brainstorming 69
- brand archaeology 75–6
- brand experience marketing 9, 20–1, 53, 168
- brand feuds 50–2
- brand image
- background 10–11, 18–19, 24–5, 31, 46, 114–16, 278–9
  - brand innovation 3–25, 46, 52–3, 278–9
  - differentiation needs 10–11, 15–17
  - emotional added values 18–21, 90–1
  - rejection 4–5
- brand ingredients, concepts 33
- brand innovation
- brand image 3–25, 46, 52–3, 278–9
  - brand management 270, 287
  - characteristics 4–10, 24–5, 92, 266–7, 286–7
  - concepts 3–25, 44–8, 61, 89–97, 149–53, 266–87
  - imperatives 44–8, 61
  - key issues 4–5, 24–5, 270
- brand leaps 49–52

- brand loyalty, brand share 48  
 brand management 270, 287  
 brand marriages 49–52, 61  
 brand molecules  
   32 brand ideas 89–97, 272–87  
   building 89–97, 272–87  
   concepts 37–9, 47, 51, 61, 71–86, 89–97,  
     272–87  
   Lynx example 275–86  
   periodic table for brand ideas 94–7  
 brand partnerships 9, 49–52, 61, 271  
 brand personality 18–21, 111–14  
 brand renaissance 76–7, 106, 203  
 brand share, brand loyalty 48  
 “brand tarot” pack 89–90, 286  
 brand theory 3–25  
 branding  
   challenges 3–25, 27–61, 270–1, 287  
   new theory 27–61  
   old model 3–25, 46, 52–3, 90–1, 97, 270  
 brands  
   “anchor” brands 48  
   clusters of strategic cultural ideas 27–61,  
     63–70, 86, 89–97, 272–87  
   concepts 3–25, 27–61  
   cultural issues 4–9, 11, 12–14, 21–2,  
     27–61, 63–70, 71–86, 90–7  
   definitions 6, 14–15, 27–31  
   development strategies 82–6, 263–87  
   formula 14–21, 25  
   iconic brands 22–3, 46–8  
   ideas 3–14, 17–21, 27–61, 63–70, 86,  
     89–97, 265–87  
   lifecycle 114–15  
   power brands 21–2  
   psychological factors 28–9, 60–1, 122,  
     250–2  
   strategic cultural ideas 27–61, 63–70,  
     89–97, 272–87  
 Branson, Richard 6, 50–1, 109, 113, 214–15  
 Branston Pickle 157  
 Brazil soccer, Nike 43  
*Bridget Jones’s Diary* (movie) 103  
 BritArt 36–8, 106  
 British Museum 106  
 BT 12, 82, 268  
 “buckets”, ideas 274  
 Bud Light 21, 34–5, 107, 152  
*Bud Rising* music festival 9  
 budgets, marketing 52  
 Budweiser 11, 95, 144, 152–3, 171  
 Burberry 203  
 Burger King 273  
*Business of Character*, Heidrick & Struggles  
   71–2, 74–5, 85–6  
 business models 285–6  
 business plans 68–9, 71–2, 285–6  
 buzz marketing campaign 14–15  
 C4 see Channel 4 . . .  
 “cachet” 38  
 Cadbury’s Flake 226, 273  
 calendar ideas, time 95, 144, 157–61  
 call centres 21  
 Calvin Klein 235, 278  
 camera phones 13, 188–9  
*Campaign for Real Beauty*, Dove 51, 242, 273,  
   287  
 car ownership, mountain bikes 29, 177  
 Carluccio delicatessen 109  
 Caterpillar boots 51  
 cathartic ideas 95, 221–2, 227–31, 273  
 cathexis 46  
 catholic school of thought, marketing 21–4,  
   25  
 celebrities 6, 9–10, 18, 108  
 Central Office of Information 9, 58  
 challenges, branding 3–25, 27–61, 270–1, 287  
 Chanel 95, 100, 111–12  
 Chanel, Coco 111–12  
 change  
   attitudes 45–6  
   cathexis 46  
   cultural issues 44–8  
   rapid change 11–14, 25, 44–6, 65–6  
   resistance 45–6  
 Channel 4 cricket 13, 95, 164, 170–1  
 channel considerations 285–6  
 Chapman, Jake and Dinos 37  
 Charles, Prince of Wales 77  
 Cheatham, Oliver 276, 280  
 child rearing 136, 204, 262  
 China 103–4, 199  
 choices, media 8–10  
 cholesterol 57–8  
 Christian faith 166–7  
*Chuck Out Your Chintz* campaign, IKEA 34,  
   51, 73, 273

- Church of England 166–7  
 cigarettes 230  
 Cirque du Soleil 109  
 Citibank 139–40  
 clan ideas, herd instincts 95, 164, 172–7, 184  
 Clarks Shoes 5, 250  
 Clarkson, Jeremy 30  
 classics 22–3, 46–8  
 Clinique 278  
 closeness 5–6  
 Club 18–30 95, 222, 233–4, 273  
 clusters of strategic cultural ideas 27–61, 63–70, 86, 89–97, 272–87  
   *see also* brand molecules  
 CNBC 140  
 co-authored ideas, connecting 95, 183–90  
 The Co-operative Bank 76–7, 92, 141, 167–8, 198–9  
 co-operative ideas, connecting 95, 184, 194–9  
 Cobra Beer 103  
 Coca-Cola 18, 21–2, 80–1, 103–4, 113, 171, 279  
 Coco de Mer 95, 222, 224–5  
 cocooning ideas 67–9  
 cognitive ideas, belief systems 95, 121–7  
 coherence characteristics, brand innovation 4–8  
 columns, periodic table for brand ideas 95–7  
 commercial logic, cultural logic 71, 286–7  
 communications  
   *see also* connecting  
   flirting 284  
   “integrated” communications 41–2  
   niche audiences 37–8  
   strategies 82–3, 269–72  
   strong-brands formula 15, 25, 52–3  
   teams 269–72  
 community characteristics, brand innovation 4–9, 92  
 community work, The Co-operative Bank 167–8  
 competition ideas, control 95, 245–6, 253–8, 273  
 competitors 17–18, 95, 245–6, 272–87  
 Computers for Schools, Tesco 11, 198  
 concierge ideas, luxury 95, 203–8, 214  
 concrete proposals, development 285–6  
 connecting  
   co-authored ideas 95, 183–90  
   co-operative ideas 95, 184, 194–9  
   concepts 95, 183–202, 283  
   localised ideas 95, 184, 199–202  
   socialising ideas 95, 183–4, 190–4, 283  
 connoisseurship 129  
 Conran Book of Home Design 127  
 consensus 5–6  
 consistency, concepts 40–4, 61  
 consumer capitalism 3–5, 203  
 consumerism 203  
 consumers  
   rejection 4–5, 7, 54–5, 253  
   resistance 7–8, 24–5, 45–6, 54–5, 253  
   targeting measures 54–6  
 contagion 29  
 control  
   competition ideas 95, 245–6, 253–8, 273  
   concepts 95, 245–62, 284–5  
   grading ideas 95, 245–6, 258–62, 284–5  
   in-control ideas 95, 245–6, 250–3  
   personalised ideas 95, 245–50, 273, 285  
 conversations 269–72  
 Cooke, Sam 31  
 “cool”, word origins 29  
 cool brands 3–5, 23–4, 25, 29–30, 50, 237–43  
 Copenhagen Institute 66  
 copies *see* imitations  
 corporate constipation 265–72  
 corporate governance 75  
 corporate planning 11–12  
 Cowell, Simon 256  
 Craigslist 95, 184, 196–7  
 craze ideas, herd instincts 95, 164, 177–82, 282–3  
 Crazy Frog 147–8  
 creative briefs 20–1, 34–5, 84–6, 287  
   concepts 20–1, 34–5, 84–5, 287  
   preconceptions 84–5, 287  
 creative discipline, marketing 5–8, 269  
 creativity 5–8, 11, 269–87  
 credit cards 126  
 cricket 13, 95, 164, 170–1  
 CRM *see* customer relationship marketing  
 Crouching Tiger, Hidden Dragon (movie) 277  
 crowd ideas, herd instincts 95, 164, 168–72  
 Cryptonomicon (Stephenson) 68–9

- Cuba 218
- Cullum, Jamie 182
- cultural issues 4–9, 11, 12–14, 21–2, 27–61, 63–70, 71–86, 90–7
- belief systems 95, 121–41, 273, 281–4
- brand innovation 4–9, 11, 89–97, 149–53, 272–87
- calendar ideas 95, 144, 157–61
- change 44–8
- clan ideas 95, 164, 172–7, 184
- clusters of strategic ideas 27–61, 63–70, 86, 89–97, 272–87
- co-operative ideas 95, 184, 194–9
- concepts 4–9, 11, 12–14, 27–61, 90–7
- connecting 95, 183–202, 283
- control 95, 245–62, 284–5
- craze ideas 95, 164, 177–82, 282–3
- crowd ideas 95, 164, 168–72
- definitions 27–8, 90–2
- dialogue 269–72
- erotic ideas 91, 95, 221–7, 273, 274–80
- herd instincts 95, 163–82, 282–3
- ideas 27–61, 63–70, 86, 89–97, 272–87
- imitations 5, 32–3, 91–2, 177–82, 273–4
- initiation ideas 95, 163–8
- instincts 44–6
- leadership needs 12–14, 109–14
- learning 127–32
- localised ideas 95, 184, 199–202
- logic 71–86, 286–7
- luxury 95, 203–20
- mission 80–1
- new traditions 95, 99, 119, 266–72, 273–4, 280
- nostalgia ideas 95, 144, 154–7, 273
- now ideas 95, 143–4, 149–53, 273, 280
- periodic table for brand ideas 94–7
- postmodernism 5–8, 12–14, 65–6, 99, 104, 151–7
- problem finding 73, 83–4
- properties 51–2
- provocative 95, 221–43, 273, 274–5
- regressive ideas 95, 143–9, 273, 280
- socialising ideas 95, 183–4, 190–4, 283
- time 95, 143–61, 273, 280
- trends 63–70
- types 90–2
- youth culture 172, 246
- curiosity, benefits 85
- currency characteristics, brand innovation 4–14, 92
- customer communities 4–8, 9
- customer relationship marketing (CRM) 8–9, 14–15, 23–4, 130, 168, 189–90, 283–4
- customisation *see* personalised ideas
- customs 95, 99–104
- Dahlvig, Anders 118
- dancing 181–2
- dating services 193–4, 283
- DDB *see* Doyle Dane Bernbach
- Dean, James 31
- Death cigarettes 230
- deconstruction/reconstruction, strategy 83–4
- delivering characteristics, brand innovation 4–8
- Denmark 214
- departmental divisions 52–3, 287
- Descartes 83
- development
- brand strategies 82–6, 263–87
- concrete proposals 285–6
- promotion 52–3, 61
- dialogue 269–72
- The Diary of a Call Girl* (blog) 186
- Dichter, Ernest 28–9
- Diesel 30, 279
- Diet Coke 103
- differentiation needs, brand image 10–11, 15–17
- Direct Line 17
- direct mail 7, 14–15
- Dirt is Good* campaign, Persil 241, 273
- Discovery Channel 68, 136–8, 140
- Disney, Walt 146
- Disneyland 99, 104, 272
- Disraeli, Benjamin 106
- distinct identity *see* identity
- distinctive benefits *see* product benefits
- diversity
- human behaviour 67, 70, 90–1, 269
- skills 269, 272
- Doctor Martens 176
- dotcoms 22
- Dove 11, 51, 77, 242, 273, 287
- Campaign for Real Beauty* 51, 242, 273, 287
- radical ideas 242, 273, 287
- downloadable music 13

- Doyle Dane Bernbach (DDB) 22  
 Doyle, Professor 14–15, 17–18  
 Dunbar, Robin 190  
 Durex 224  
 DYKEA 104  
 dynamic characteristics, brand innovation  
   4–8, 24–5, 39  
 dynamism, consistency 43–4  
 Dyson 61, 95, 122, 125, 278
- East of Eden* (Steinbeck) 132  
 easyJet 13, 53, 269–70  
 eBay 13, 19, 22, 31–3, 53, 55, 60, 95, 183,  
   246, 260–1, 265, 284–5  
 eBusiness 51, 65, 125–6  
 Eco, Umberto 104, 211  
 economic issues  
   prosperity 175–6  
   STEPs changes 63–70  
*The Economist* 95, 246, 261–2, 284–5  
 education 8–9, 127–32, 262  
 Egg 253  
 Einstein, Albert 24, 262  
 emails 33–4, 196, 252  
 Emin, Tracy 37  
 emotional added values, strong-brands formula  
   15–17, 18–21, 25, 90–1  
 “empty nesters” 59  
 Enron 75  
 entertainment partnerships 9, 49, 52, 271  
 entrepreneurial strategies 286–7  
 Ericsson 49, 60  
 Erikson, Eric 96  
 erotic ideas 91, 95, 221–7, 273, 274–80  
 ethics 76–7, 96, 242–3  
 euro 46  
 evolution 44, 65–9, 96–7, 190, 194, 215–17  
 examples, benefits 94–7  
 exclusive ideas  
   expensiveness ethics 213  
   luxury 95, 204, 213  
 exotic ideas, luxury 95, 204, 215–20, 277–80  
 expensiveness ethics, exclusive ideas 213  
 experience characteristics, brand innovation  
   4–8, 20–1, 53, 168  
 expert systems 132–6  
 explanatory causes 66  
 exploration 136–41  
 Explorer 140  
 extra olive oil 75  
 extremes, human behaviour 66
- F Magazine 132  
 faith ideas  
   belief systems 93, 95, 121–2, 132–6, 273,  
   281–2  
   Christian faith 166–7  
 fame 6, 18  
 fashion 69, 77, 113, 151–2, 154–6, 222–4,  
   235–6  
*Fast Company* magazine 95, 164, 174–5  
 FCUK (French Connection UK) 11, 69,  
   277–8  
 Ferrero Rocher 213  
 feuds 50–2  
 Fiennes, Sir Ranulph 136  
 Filofax 252  
*Financial Times* (FT) 108, 207, 261  
 First Direct 208  
   see also HSBC  
 first-mover advantages 126–7  
 Fitness First 95, 164, 167  
 “five a day” fruit-and-vegetables campaign  
   124  
 “Flat Erich” commercial, Levi Strauss 30  
 Flip 31  
 flirting 284  
 Flora Pro 57–9  
 fmcg 157  
 focus  
   groups 93  
   strategic focus 71–86, 286–7  
 Ford 18–19, 156, 171, 175–6  
 Ford, Tom 111  
 Forehand, Joe W. 256–7  
 foreign imported goods 215–20  
 Forster, E.M. 183  
 Fortnum & Mason 215  
*Fortune* 117, 242–3  
 Foster, Louise 30  
 Foucault, Michel 66  
 Fox, Martha Lane 219  
 France 8–9, 107, 222, 258  
 Freud, Sigmund 46, 222  
 Friends Reunited 13, 95, 184, 192–3, 283  
 Friendster 193–4  
 Fruitstock (Innocent smoothies) 95, 164, 171  
 Fry’s Turkish Delight 217

- FT *see* *Financial Times*  
 Fuller, Simon 256  
 “furniture feminism”, IKEA 20  
 “future” ideas 143
- Gala 83  
 gambling 131–2  
 Gap 6  
 Gates, Bill 109  
 gay fashion, Levi Strauss 38  
 geek trends 64–5  
 General Motors 21–2, 116, 186, 201  
 generativity concepts 96  
 Germain, Dan 239  
 Germany 36–7, 78, 119, 217  
 Gerstner, Lou 118  
 Gillette 278  
 girl power 64–5  
*Gives You Wings* campaign, Red Bull 4–5  
 glamour 226–7  
 Gmail 7, 11, 43, 95, 164, 180  
 GNU 189  
 God 286  
 Godin, Seth 7  
 Goizueta, Roberto 113  
 Goldman Sachs 74–5  
 golf 92, 131–2, 181–2, 256–7, 273  
 “the good life” 3–4  
 Google 11, 13, 19, 22, 32, 39, 43, 60, 82–3, 114–16, 131, 140–1, 265  
   atlas ideas 140–1  
   craze ideas 180  
   Earth project 140–1  
   Gmail 7, 11, 43, 95, 164, 180  
   uses 82–3, 114–16, 131  
 Gorillaz 95, 144, 147–8  
 gossip 21, 231–6  
 grading ideas, control 95, 245–6, 258–62, 284–5  
 “great advertising ideas” 11, 18–19, 46–7  
 greeds 3–5  
 group sizes  
   *see also* teams  
   social issues 190, 194  
 Gucci 5, 111  
 Guggenheim, Bilbao 106  
*Guinness Book of Records* 46–7  
 Guinness 5, 46–7, 61, 95, 184, 202  
   localised ideas 202  
   *Pure Genius* 47  
   Toucan 47  
 gyms 13, 167
- Häagen-Dazs 91, 95, 100, 103, 225–6, 240, 273, 274, 279  
 Habbo Hotel 192, 283  
 habit ideas, new traditions 95, 99–104  
 Haji-Ioannou, Stelios 269–70  
 Hall, Mike 18  
 Hamel, Gary 93  
 Hannibal 4  
 “hard sell” advertising 16  
 Harley Owners Group 7, 9, 13, 22, 95, 164, 175, 273  
*Harry Potter* 13, 35–6  
 Harry, Prince 236  
*Harvard Business Review* 151  
 Harvey Nichols 203  
 Hathaway shirts 18  
 Head & Shoulders shampoo 181  
 head girls, schools 182, 282–3  
 health, foods 13, 55–60, 91, 124  
 “heart health foods” 13, 55–60  
 Hefner, Hugh 226  
 Hegarty, John 30–1  
 Heidrick & Struggles 71–2, 74–5, 84  
 Heineken 19, 219–20  
 “Hello Tosh got a Toshiba” classic ad line 18  
 helplines 21  
 Hendrix, John 140  
 Henley Centre 67  
 Hennes & Mauritz 113  
 Hennessey (Henny) 9, 95, 204, 210–11  
*Herbie* (movie) 156  
 herd instincts 45, 95, 163–82, 282–3  
   clan ideas 95, 164, 172–7, 184  
   concepts 95, 163–82, 282–3  
   craze ideas 95, 164, 177–82, 282–3  
   crowd ideas 95, 164, 168–72  
   initiation ideas 95, 163–8  
 heritage  
   *see also* nostalgia ideas  
   concepts 154  
 Hilton, Paris 236  
 hip-hop celebrity culture 9, 38  
 hippies 29–30, 91–2, 138–9, 154, 171–2, 186, 238, 273  
   *see also* radical ideas

- Hirst, Damien 37, 108  
 HMV 73  
 holistic approaches 52–3, 265, 269–70  
 Holt, Professor 22  
 homosexuality 222–4  
 Honda 21, 95, 100, 117–18, 201  
   ad quality 118  
   background 117–18  
   organisation ideas 117–18  
 Hoover 61, 122, 125, 126–7, 278  
 Hopkins, Claude C. 16–17  
 housewives 59–60  
*Howard's End* (Forster) 183  
 Howies 241–2  
 HP 184, 188–9  
 HSBC (Hong Kong and Shanghai Bank) 11,  
   92, 95, 122, 139–40, 160–1, 273  
   *see also* First Direct  
   atlas ideas 122, 139–40, 273  
   calendar ideas 160–1  
 human behaviour 45, 65–70, 91, 95, 96–7,  
   190–202, 221–7, 272, 273, 274–84  
   *see also* psychological factors; teams  
   age issues 69, 96–7  
   attraction determinants 281–4  
   cocooning ideas 67–9  
   diversity 67, 70, 90–1, 269  
   evolution 44, 65–9, 96–7, 190, 194,  
     215–17  
   extremes 66  
   flirting 284  
   loneliness 190–4  
   motivation factors 253–5  
   pheromones 281–2  
   self-actualisation 246–50  
   sexual desire 91, 95, 221–7, 273, 274–82  
   social forces 45, 190, 194  
   social group sizes 190, 194  
 hunches 82–3  
 hybrid vigour 49–52  
 IBM 12, 51, 65, 79, 95, 118–19, 122, 125–6,  
   257, 273  
   background 95, 118, 122, 257, 273  
   cognitive ideas 95, 122, 125–6  
   organisation ideas 118  
 Ibuprofen 134–5  
 ICA 37–8  
 iconic brands 22–3, 46–8  
 ideas 3–14, 17–21, 27–61, 63–70, 86, 89–97,  
   265–87  
   32 brand ideas 89–97, 272–87  
   belief systems 95, 121–41, 273, 281–4  
   “buckets” 274  
   clusters of strategic cultural ideas 27–61,  
     63–70, 86, 89–97, 272–87  
   connecting 95, 183–202, 283  
   control 95, 245–62, 284–5  
   cultural issues 27–61, 63–70, 89–97,  
     272–87  
   “great advertising ideas” 11, 18–19, 46–7  
   herd instincts 95, 163–82, 282–3  
   importance 13–14, 17–18, 63–70, 89–97  
   interactive ideas 10, 286  
   luxury 95, 203–20  
   new traditions 95, 99–119, 266–72, 273–4,  
     280  
   peer-to-peer ideas 10  
   periodic table for brand ideas 94–7  
   provocative 95, 221–43, 273, 274–5  
   reframing concepts 272–87  
   scale 94–6  
   sources 10–11, 89–97, 272–87  
   time 95, 143–61, 273, 280  
   types 10–11, 89–97  
   viral ideas 10, 21, 177–82, 282–3  
 Idei, Nobuyuki 13  
 identity  
   attitudes to change 46  
   strong-brands formula 14–21, 25, 90–1  
 IKEA 6, 11, 20, 34, 36, 40–1, 51, 72–3,  
   75–81, 104, 111, 118–19, 161, 201, 243,  
   271  
   “agency of the year” awards 271  
   calendar ideas 161  
   *Chuck Out Your Chintz* campaign 34, 51,  
     73, 273  
   cultural logic 72, 73  
   ethical initiatives 243  
   habit ideas 104  
   *Life isn't working* 78  
   organisation ideas 118–19  
 image *see* brand image  
 imitations 5, 32–3, 91–2, 177–82, 273–4  
 immediate sphere, cultural ideas 95–7  
 imperatives, brand innovation 44–8, 61  
 imported goods 215–20  
 in-control ideas 95, 245–6, 250–3

- in-house developments 52–3  
*The Incredibles* (movie) 148  
 India 199  
 individuality appeal 28–9, 246–50  
 inequalities, society 66–7  
 information  
   new information 44–5, 153  
   saturation 82–3  
 initiation ideas, herd instincts 95, 163–8  
 Innocent smoothies 52–3, 59, 91–2, 95, 171, 222, 238–40, 265, 273  
 innovation  
   see also cultural . . . ; product . . . ; brand . . .  
   concepts 3–25, 266–87  
 insights 9–10, 266–87  
 instincts, cultural issues 44–6  
 “integrated” communications 41–2  
 Intel 126  
 interactive characteristics, brand innovation 4–8, 10, 24–5  
 interactive ideas 10, 286  
 Internet 8–9, 12–13, 20–1, 23–4, 31–3, 103–4, 126–7, 184–6, 192–3, 199, 202, 236  
   see also World Wide Web  
 involvement characteristics, brand innovation 4–8, 24–5  
 iPod 4–5, 9, 13, 22, 41, 43, 49–50, 65, 70, 95, 102, 112–14, 153, 164, 180–1, 273, 282–3  
   brand molecule 41, 95, 102, 112–14, 153, 164, 180–1, 273, 282–3  
   craze ideas 180–1, 282–3  
   U2 49–50, 61, 78, 271  
   white headphones 180–1  
 IQ tests 258–60  
 Ireland 202  
 iSeries 79  
 Israel 197  
*It girls* 236  
*The Italian Job* (movie) 147  
 Italy 147, 217, 219, 235  
 iTunes 4–5, 153  
  
 J&B Rare 131  
 Jaguar 156–7  
*James Bond* character (Fleming) 203, 208, 227, 236  
 Japan 114, 139, 154, 201, 204, 217–19, 258  
  
 Je Joue vibrator 14  
 Jewish communities 197  
 jobs for life 12  
 Jobs, Steve 109, 112–13, 161  
 jogging platform, Nike 23, 43, 51–2  
 Johnnie Walker 95, 122, 130–1, 283–4  
 Johnson, Samuel 15  
 junk mail 7–8  
 JWT 20, 269  
  
 Kamprad, Ingvar 94, 111  
 KFC 95, 222, 229  
 King, Stephen 269  
 Kit Kat 103  
 Kluckhohn, Clyde 28  
 Knorr 84  
 knowledge marketing 127–36  
 Kodak 21–2  
 Kool Aid 22  
 Kroeber, Alfred 28  
 Kuoni 138  
  
 Lafley, A. G. 24  
 lager 219–20  
 Lagerfeld, Karl 112  
 Lambretta 277–8  
 Land Rover 138  
 Lastminute.com 126, 219  
 “Launderette” commercial, Levi Strauss 30–1  
 Laura Ashley 73  
 Law, Andy 78  
 leadership  
   cultural issues 12–14, 109–14  
   new traditions 95, 99–100, 109–14, 280  
 LEGO 95, 184, 187–8  
 Lever Fabergé 275  
 Levi Strauss 3–5, 23–5, 30–1, 47–8, 171, 219, 276, 278–9  
   declining sales 24, 30, 219, 278  
   gay fashion 38  
   TV advertising campaigns 23–4, 30–1, 276  
 Lexus 154, 157  
 liars, consistency 40–1  
 Liberace 108  
*Life of Brian* (movie) 163  
*Life isn't working*, IKEA 78  
 lifecycle, brands 114–15  
 lifestyles, new lifestyles 55–61, 64–5, 68, 75  
 Lincoln, Abraham 153

- Live 8 172  
 Live Aid 172  
 local schools, Tesco 11, 198  
 localised ideas, connecting 95, 184, 199–202  
 logic, cultural logic 71–86, 286–7  
 loneliness 190–4  
 Lonely Planet 95, 122, 138–9  
 Lopez, Jennifer 206  
 Lulu 57–60  
 Lutz, Bob 116  
 luxury  
   concepts 95, 203–20  
   concierge ideas 95, 203–8, 214  
   exclusive ideas 95, 204, 213  
   exotic ideas 95, 204, 215–20, 277–80  
   plenty ideas 95, 204  
 LVMH 107  
 Lynx 275–86  
  
 M&M 249  
 McCartney, Stella 113  
 McDonald's 229  
 McKee, Jake 187–8  
 McKinsey 95, 122, 127, 134–6, 262, 273,  
   281–2  
 MacLaren, Malcolm 222  
 McWhirter brothers 46–7  
 made-up trends 65–9  
 Madonna 147, 206  
*Make Poverty History* wristbands 13, 172  
 male grooming 13  
 “Man in the Eyepatch”, Hathaway shirts 18  
 Manchester United 176–7  
 manufacturers, product benefits 16–17  
 Manwaring, Tony 39–40  
 market sizing 285–6  
 marketing  
   budgets 52  
   catholic school of thought 21–4, 25  
   creative discipline 5–8, 269  
   cultural logic 71, 286–7  
   literacy 7  
   messaging 20–1, 23–4, 63–4, 177–82  
   new marketing 5, 8, 22–4, 35, 46–7, 55–60  
   nonmessaging forms 8  
   protestant school of thought 21–4, 25  
   rejection 4–5, 7, 54–5, 253  
   viral ideas 10, 21, 177–82, 282–3  
 marketing directors, goals 11–12  
  
 markets  
   new approaches 12, 66–70  
   tradeoffs 81  
 Marks & Spencer 208  
 marriages 49–52, 61  
 Mars 279  
 Maslow 246  
*me too* marketing 273–4  
 media 7–11, 23–4, 54, 177–82  
   choices 8–10  
   fragmentation 7  
   growth sector 10–11  
   inflation 7  
   reflexivity concepts 177–82  
 media-neutral ideas 3–14  
 Medici 106, 108  
 men's health 59–60  
 Mercedes-Benz 154, 249  
 messaging  
   see also propositions  
   marketing 20–1, 23–4, 63–4, 177–82  
 MFI 75–6  
 Milgram, Stanley 44–5  
 Millward Brown 44  
 The Mini 65, 76, 95, 132, 143–4, 147–8,  
   273  
 Minibar 267–8  
 Ministry of Sound 72, 76, 126–7, 130, 132,  
   171, 213–14, 266–8, 270, 272  
 MINT 126  
 mirror neurons 182  
 mission statements 80  
 MIT 249  
 Miyamoto, Shigeru 148  
 MMORPG 103–4  
 mobile phones 8–10, 13, 64, 181, 188–9, 206,  
   246–7  
 molecules see brand molecules  
*Monty Python* (TV programme) 163  
 morals 76–7, 96, 242–3  
 “more” culture 211  
 motivation factors, human behaviour 253–5  
 Motorola 126, 181  
 mountain bikes 29, 138, 177, 241  
 MP3 players 4–5  
 MTV 5, 198–9, 221, 227, 235, 258  
 Muji 217  
 multidisciplinary teams 270  
 Murphy, Cait 242

- Myers-Briggs 82  
 mythologise the new 5–6
- Nando's 95, 100, 102–3  
 Napster 265  
 National Lottery 95, 144, 159–60  
 nazi uniform, Prince Harry 236  
 needs 3–5  
 Neighbourhood Watch 194  
 Nescafé 129–30, 283  
 Nespresso 95, 122, 129–30, 283–4  
 Nestlé 8–9  
 Netherlands 219, 234  
 Netscape 140, 186  
 neuroscience 44  
 “neutraceuticals” sector (one-a-day health drinks) 56–60, 91  
 new age 64–5  
 new information, fascination 44–5, 153  
 “New Labour, New Britain” 33  
 new lifestyles, establishment 55–61, 64–5, 68, 75  
 new marketing, concepts 5, 8, 22–4, 35, 46–7, 55–60  
 new theory, branding 27–61  
 new traditions  
   concepts 95, 99–119, 266–72, 273–4, 280  
   habit ideas 95, 99–104  
   leadership ideas 95, 99–100, 109–14, 280  
   organisation ideas 95, 100, 114–19, 266–72  
   spectacular ideas 93, 95, 99–100, 104–9, 280
- Newmark, Craig 196  
 news items 44–5, 48, 153  
 newsgroups 194–6  
 NFL 152  
 Nidetch, Jean 168  
 Nigo 95, 144, 154–6  
 Nike 4–5, 23, 29–31, 43, 51–2, 92, 95, 97, 113–16, 118, 132, 172, 241, 246, 248–9, 257, 265, 273, 285  
   advertising 43, 132  
   Brazil soccer 43  
   cultural ideas 29–30, 43, 241, 248–9, 273, 285  
   dynamism 43, 51–2  
   Free 241  
   iD 95, 246, 248–9, 273, 285  
   jogging platform 23, 43, 51–2  
   personalised ideas 248–9, 273, 285  
   radical ideas 241  
   *Run London* event 51–2, 97, 172  
   “sweatshops” 249  
   *swoosh* logo 43
- Nintendo 148–9  
*Nintendogs* 148–9  
 Nivea 278  
 Nixon, Richard 40–1  
 no-smoking pubs 10  
 Noakes, Barbara 30–1  
 Nokia, Vertu phone 206  
 nonbrand examples, cultural ideas 93  
 nonmessaging forms, marketing 8  
 nostalgia ideas, time 95, 144, 154–7, 273  
 now ideas, time 95, 143–4, 149–53, 273, 280  
 Nurofen 95, 122, 134–6, 281–2  
 Nutrinovator 55
- O2 18, 42, 103, 161, 171  
 obsessive compulsives 245  
 Ocado 95, 204, 207  
 Oddbins 6, 11, 131, 215, 283–4  
 “Odyssey” commercial, Levi Strauss 30  
 official sphere, cultural ideas 95–7  
 Ogilvy, David 18, 202  
 old model, branding 3–25, 46, 52–3, 90–1, 97, 270  
 Olympic Games 2012 258  
 Omo *see* Persil  
 one-a-day health drinks (“neutraceuticals” sector) 13, 56–60, 91  
 Ono, Yoko 37  
 opening lines, flirting 284  
 Oprah Book Club 132  
 opt-in approaches 7  
 optimisation approach, scientific advertising 16–17  
 Orange 18  
 organic brands 33, 136  
 organic produce 13  
 organisation ideas, new traditions 95, 100, 114–19, 266–72  
 organised chaos 265–72  
 Orwell, George 174  
 outside-in thinking 75  
 over-75s 69

- Oxfam 242  
 Oxo 84
- P&G *see* Procter & Gamble  
 “P Diddy” 214  
 packaging 285–6  
 Palmolive Soap 17  
 Paltrow, Gwyneth 206  
 Palumbo, James 268, 272  
 Paperchase 108  
 participation 6  
 partisan sphere, cultural ideas 95–7  
 partnerships 9, 49–52, 61, 271  
 Partypoker.com 131  
 PDA 176  
 peer-to-peer ideas 10  
 Penguin 11, 95, 144, 160–1  
 Pepparami 95, 222, 229–30, 273  
 periodic table for brand ideas, overview 94–7  
 permission marketing 7  
 Persil 11, 95, 222, 240–1, 273  
 personal sphere, cultural ideas 95–7  
 personalised ideas, control 95, 245–50, 273, 285  
 personality concepts 18–21, 111–14  
 Pfizer 58  
 PG Tips 48  
 pheromones 281–2  
 Pirelli 225  
 PlanB 79  
 planning exercises  
   *see also* strategies  
   STEPs changes 63–4  
   success criteria 72–3  
 play 144–9  
*Play Golf America* 181–2  
 Playboy brand 226–7  
 PlayStation 13, 35, 148, 231  
 plenty ideas, luxury 95, 204  
*Poker Den* (TV programme) 131  
 Polhemus, Ted 176  
 political issues 63–70, 82  
*Pop Idol* (TV programme) 95, 246, 255–6  
*Popcorn Report* 67–8  
 “porn chic” advertising 222  
 positioning, concepts 17–18, 63–4  
 post-tradition and custom society 22–4  
 postmodernism 5–8, 12–14, 65–6, 99, 104, 151–7
- Pot Noodle 230  
 power brands 21–2  
 PR 4–5, 23–4, 52–3, 55, 58–60, 82, 161, 182, 186, 233–4  
 preconceptions 84–5  
 Premier Foods 157  
 Premiership Soccer 49  
 Presley, Elvis 31  
 Pret a Manger 95, 100, 116–17  
 problem finding 73, 83–4  
 Procter & Gamble (P&G) 24, 25, 181, 197–8, 249, 275, 283  
 product benefits, strong-brands formula 14–21, 25  
 product innovation 13–14, 285–6  
 promotion 21, 23–4, 52–3, 61  
   concepts 21, 23–4, 52–3, 61  
   development 52–3, 61  
 properties, cultural issues 51–2  
 propositions  
   *see also* messaging  
   concepts 15–17, 20–1  
   USP 15–17, 20–1, 25  
 protestant school of thought, marketing 21–4, 25  
 provocative  
   cathartic ideas 95, 221–2, 227–31, 273  
   concepts 95, 221–43  
   erotic ideas 221–7, 273, 274–80  
   radical ideas 95, 222, 237–43, 273, 287  
   scandal ideas 95, 221–2, 231–6, 273  
 PSP (handheld PlayStation) 35, 148  
 psychoanalytic media theory, TV advertising  
   campaigns 18–19  
 psychological factors  
   *see also* human behaviour  
   brands 28–9, 60–1, 122, 250–2  
   control 250–2  
 Puma 113–14  
 punk look, origins 222  
*Pure Genius*, Guinness 47  
 PVRs 54, 253  
 PWC Consulting 12, 126
- R&D 269, 282–3  
 radical ideas 95, 222, 237–43, 273, 287  
 Rakim 9  
 Range Rover 122  
 rap culture 210–11, 214

- rapid change 11–14, 25, 44–6, 65–6  
 Rasta-punk 38  
 rave scene 9, 32–3, 38  
 real trends 64–5  
*Reality in Advertising* (Reeves) 16  
 reality design 102  
 “reassuringly expensive” claims, Stella Artois 213  
 rebels 246  
 Red Bull 4–5, 22, 32–3, 38, 60, 265, 279  
 Red Stripe 38, 176  
 Reed, Richard 239  
 Reeves, Rosser 16–17  
 references 289–93  
 Reflect.com 249  
 reflexivity concepts 177–82  
 reframing concepts 272–87  
 regressive ideas, time 95, 143–9, 273, 280  
 rejection, consumers 4–5, 7, 54–5, 253  
 renaissance 76–7, 106, 203  
 Renault Espace 122  
 resistance, consumers 7–8, 24–5, 45–6, 54–5, 253  
 retail, growth sector 10–11  
 retro trends 64–5  
 Reuters 153  
 rewards, risks 124–7  
 RIAA 181  
 “right-on” brands 3–5  
   *see also cool . . .*  
 ringtones 246–7, 285  
 risk  
   attitudes 45–6  
   rewards 124–7  
 Roddick, Anita 111, 224–5  
 Roddick, Sam 224–5  
 Rough Guide series 139  
 Rowling, JK 36  
 rows, periodic table for brand ideas 95–7  
 Royal Academy of Art 72  
 Royal Ballet 37  
 Royal Society 281  
 Rubik’s cube 144, 177, 258  
 rumours 21  
*Run London* event, Nike 51–2, 97, 172  
  
 Saatchi collection 108–9  
 Safari 140  
 Sainsbury 6  
  
 St Christopher 182  
 St Luke’s 20, 80, 174–5, 243, 250, 287  
 St Patrick 202  
 St *Trinian’s* cartoon books 35  
 Saturn cars 95, 184, 201–2, 273  
 Saunders, Jennifer 252–3  
 scale, periodic table for brand ideas 94–6  
 scandal ideas 95, 221–2, 231–6, 273  
 schools  
   head girls 182, 282–3  
   reunions 192–3  
   Tesco 11, 198  
 science 134  
 scientific advertising 16–17  
 Scientologists 189  
 Scope 39–40, 42  
 Scoubidou 179  
 scripting, strategy 77–8  
 Scruffs Workwear 95, 222, 225  
 self-actualisation, concepts 246–50  
 self-help media content, popularity 12–13  
 Selfridges 11, 95, 100, 107–8, 219, 272  
 Seller, Peter 147  
 Serhora 95, 100, 107  
 servants 203–6  
 services 10–11  
 Sex Pistols 222  
 sex tips 285  
 sexual desire 91, 95, 221–7, 273, 274–82, 285  
   *see also erotic ideas*  
 Shag cigarettes 230  
 Shakespeare, William 3  
 shamanism 134  
 share of mind 7  
 SHE 104  
 Simpsons 210  
 Singapore Airlines 217  
 Sirco 55–61  
 skills, diversity 269, 272  
 Sky 49, 54, 154, 253  
 Slashdot 189  
 smells, attraction determinants 281–2  
 snowboarding 241  
 soap operas 20  
 soap powders 20  
 social issues 63–70, 95, 96–7, 167–8, 183–202  
   age 69, 96–7  
   The Co-operative Bank 167–8  
   connecting 95, 183–202, 283

- group sizes 190, 194
- STEPs changes 63–70
- socialising ideas, connecting 95, 183–4, 190–4, 283
- society
  - culture 27–8, 63–70
  - human behaviour 45, 190, 194
  - inequalities 66–7
- software, growth sector 10–11
- Sony 13, 35, 49, 60, 61, 76, 148, 231
- Sony Ericsson 49, 61, 76, 189
- Spain 219
- spam 7
- spectacular ideas, new traditions 93, 95, 99–100, 104–9, 280
- Spice Girls 34
- sponsorship 9, 14–15, 23–4, 37, 43, 277
- Star Trek* (TV programme) 80
- Star Wars* (movie and game) 188
- Starbucks 11, 13, 39, 53, 55, 68, 75, 80, 99, 249–50, 285
  - brand molecule 39, 80, 99, 249–50, 285
  - cocooning ideas 68
  - music force 11, 249–50
  - personalised ideas 249–50, 273, 285
- Steadman, Ralph 131, 215
- Stefani, Gwen 144, 148–9
- Stella Artois 19, 37, 213, 219, 278
  - declining sales 219, 278
  - “reassuringly expensive” claims 213
- Stephenson, Neal 68–9
- STEPs (social, technological, economic, political) changes 63–70, 84
- stories 77–8
- strategic creativity 6, 11, 269–87
- strategic fit 75–6
- strategic focus 71–86, 286–7
- strategic framework 272–87
- strategies 6, 11–12, 17–18, 27–61, 71–86, 89, 263–87
  - clusters of strategic cultural ideas 27–61, 63–70, 86, 89–97, 272–87
  - communications 82–3, 269–72
  - concepts 6, 11–12, 17–18, 27–61, 71–86, 89, 263–87
  - cultural logic 71–86, 286–7
  - deconstruction/reconstruction 83–4
  - definition 89
  - development 82–6, 263–87
  - entrepreneurial strategies 286–7
  - erotic ideas 224, 273, 274–80
  - formation 82–6, 263–87
  - preconceptions 84–5
  - reframing concepts 272–87
  - scripting 77–8
  - thin strategy syndrome 82–3
  - strong brands, formula 14–21, 25
  - structural issues 268–87
- Stud 278
- students 9, 32–3
- success criteria 72–3, 265–72
- Sudoku 13, 258
- The Sun* 51, 236
- Superdrug 107, 279
- Sure 277
- sushi 55, 102, 204, 218
- Swatch 161
- “sweatshops”, Nike 249
- swoosh logo, Nike 43
- synergies 9
- t.A.L.I. 235
- Tamagotchi 144, 148
- targeting measures, adoption contrasts 54–6
- Tate Modern 106
- TBWA 69
- tea bags 5, 48, 126
- teaching 8–9, 127–32, 262
- teams 269–87
  - see also group . . . ; human . . .
  - bonding needs 272
  - communications 269–72
  - conflicts 272
  - multidisciplinary teams 270
  - spirit 271
- technological issues
  - Internet 8–9, 12–13, 20–1, 23–4, 31–3, 103–4, 126–7, 184–6, 192–3, 199, 202, 236
  - STEPs changes 63–70
- Ted Baker 277–8
- tennis 181–2
- Tesco 8–9, 11, 116, 198, 204, 207, 279
  - .com home shopping 204, 207
  - Clubcard 8–9
  - Finest range 116
  - local schools 11, 198
- testing 260, 285–6

- Test the Nation* (TV programme) 260  
 Tetley 5, 48, 126  
 text messages 9–10, 13–14, 193  
 Thatcher, Margaret 73  
 time  
   calendar ideas 95, 144, 157–61  
   concepts 95, 143–61, 273, 280  
   nostalgia ideas 95, 144, 154–7, 273  
   now ideas 95, 143–4, 149–53, 273, 280  
   regressive ideas 95, 143–9, 273, 280  
 Timebank 199  
 Topshop 40, 95, 203–4, 207–8  
 Toscani, Olivieri 235–6  
 Toshiba 18  
 Toshida, Satoshi 117  
 Toucan, Guinness 47  
 Toyota 116, 122  
 tradeoffs, markets 81  
 traditions, new traditions 95, 99–119,  
   266–72, 273–4, 280  
 Trailfinders 95, 246, 248  
 training courses 20–1  
 travel 136–41, 248  
   *see also* air . . .  
 Travelocity 157  
 Tremor 181  
 trends 63–70, 132  
   “averages” 66–7  
   Henley Centre 67  
   made-up trends 65–9  
   *Popcorn Report* 67–8  
   problems 63–70, 132  
   real trends 64–5  
   STEPS contrasts 63–70  
 Trott, David 18  
 TV advertising campaigns 3–5, 6–7, 18–21,  
   43, 54–5, 118, 140, 276, 286–7  
   *see also* advertising  
   Levi Strauss 23–4, 30–1, 276  
   personality concepts 18–21  
   psychoanalytic media theory 18–19  
   statistics 6–7  
 Tylor, Sir Edward 27
- U2 9, 49–50, 61, 78, 271  
 UK 30–7, 46, 51–2, 59–60, 73–6, 130–1, 138,  
   147, 152, 159–60, 175–6, 182, 186,  
   192–4, 204–18, 222, 235, 255–8, 275–86  
 UNESCO 27–8
- Unilever 240–1, 275  
 unique selling proposition (USP), concepts  
   15–17, 20–1, 25  
 Universal 50, 182, 282  
 University of St Andrews 281  
 UPS 253  
 USA 7, 30–1, 56, 107, 124, 147, 152, 181,  
   199–202, 235  
 USP *see* unique selling proposition
- values 80  
 Vertu phone 206  
 vested interests, ad agencies 23–4, 45–6  
 Viagra 58, 65, 282  
 Victoria, Queen of England 106  
 viral ideas 10, 21, 177–82, 282–3  
 Virgin 6, 11, 43, 50–1, 61, 95, 113, 171, 204,  
   214–15, 218–19  
   Atlantic 204, 214–15, 218–19  
   BA 50–1, 61  
   Brides 51  
   Cola 11  
   leadership ideas 113  
   prospects 43  
   Rail 43, 113  
   V festival 171  
 vision 6, 80–1, 109–11, 118–19, 208  
 Vodafone 50  
 vodka–Red Bull cocktail 32, 34  
 Volkswagen (VW) 22, 28–31, 60, 76, 81, 95,  
   122, 144, 154, 156–7, 201, 273
- Waitrose 116, 206  
 Walkman Phone 76  
 Waterman, Dennis 60  
 Waterstone’s 73, 95, 204, 210–11  
 Weight Watchers 168  
 Westwood, Vivienne 222  
 WH Smith 73–4  
 Wheeler, Tony and Maureen 138  
 Whicker, Alan 157  
 whisky 130–1, 219, 283–4  
 white headphones, iPod 180–1  
 Whiteread, Rachel 106  
*Who Wants to Be a Millionaire* (TV  
   programme) 260  
 Wieden & Kennedy 118  
 Wikipedia 27–8, 95, 183–4, 186–7  
 Wilson, Kenny 24

- Wimbledon 181  
 wines 131, 283–4  
 Wintel 79  
 Wipperfurth, Alex 58, 86  
 Wonderbra 226, 273  
 Woodruffe, Simon 218  
 Woods, Tiger 92, 131–2, 256–7, 273  
 word of mouth 21, 23, 32–3, 177–82  
 workshops 48, 89–92  
 work–life balance 64–5, 68  
 World of Warcraft 103–4  
 world wars 12  
 World Wide Web 20–1, 126–7, 140, 184–6  
   *see also* Internet  
   blogs 184–6  
 WPP 139
- The X Factor* (TV programme) 256  
 Y2K bug 124–5, 159  
 Yahoo 32  
 Yankelovich *Marketing Resistance Survey*  
   7  
 YO! Sushi 55, 102, 204, 218, 265  
 Yorkie 231  
 Young Designers Emporium (South Africa)  
   235  
 youth culture 172, 246
- Zara 11, 95, 144, 151–2, 273  
 Zulu nation 174
- Index compiled by Terry Helliday*