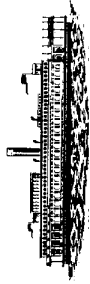


Landor Associates



2023437377

**Landor Associates**

---

**Identity Consultants and Designers Worldwide**

Philip Morris  
Identity Development Program

December 1993



2023437378

## Agenda

---

- Background and situation
- Positioning and image
- Communication objectives and criteria
- Naming development
- Naming availability searches - U.S. and International
- Recommendation

2023437379

## Current Identity Situation

---

- Philip Morris has elected to adopt a new corporate name and image in order to launch a positive repositioning campaign - to “world’s best brands”
- Current image of company is that of tobacco based company, little awareness of other brands owned by the holding company
- As awareness of tobacco issues increase, Philip Morris increasingly reacts/defends
- As “tobacco” image of Philip Morris increases, market value of Philip Morris decreases

2023437380

## Philip Morris' Current Businesses

---

- Philip Morris
- Kraft
- General Foods
- Oscar Mayer Foods
- Miller
- Jacobs Suchard

2023437381

## Philip Morris' Future Business Focus

---

- Away from declining high risk, tobacco business towards world's best brands and premier brand management company
- International opportunities
- Creation of "world's best brands"

2023437382

## Industry Environment

---

- Due to changing attitudes and regulations regarding tobacco products major competitors have diversified; attempted to position themselves as holding companies with a focus on non-tobacco consumer brands companies
- Tobacco industry performance is expected to continue to decline over next five years
- Food business is not the staple it used to be; consumers have changed shopping habits

2023437383

## Competition

---

- R.JR Nabisco
- Procter & Gamble
- General Mills
- American Brands
- Unilever
- Other food, beer and tobacco companies

2023437384



## Target Audiences

---

- Employees
- Opinion leaders
- Media
- Analysts
- Business community
- Public/consumers

2023437385

## Positioning

---

*“Philip Morris is a collection of the world’s best brands, and the premier brand management company in the world.”*

*“Our strategy is to continue to expand our market dominance in selected areas through brand extensions and acquisitions, while constantly increasing earnings through the economies of scale and synergy inherent in brand leadership.”*

2023437386

## Desired Image

---

- Strong, stable
- Leader in global consumer packaged goods brands
- Premier

2023437387

## Communication Objectives

---

- Stature, strength
- Superior quality: “world’s best brands”
- Prestige

2023437388

## Communications Criteria

---

- Flexible, able to accommodate future expansion/growth
- Broad enough to speak to diverse audiences
- Differentiate from competition
- Work internationally
- Explore both real and coined names
- Not tobacco related
- No negative connotations

2023437389

## Suggested Creative Themes/Concepts To Explore

---

- Strength, stability
- Performance
- Premier quality
- Leadership

2023437390

## Naming Candidates

---

Accordia	BrandMark	Concord
AlphaBrands	Brandwell	Concordia
AltaBrands	Brandworth	Constellation
Altamark	Caliber	Corebrand
Alterra	Capital Brands	Criterion
Arcadian	Centuria	Crown
Asset Brands	Centurium	Cygnets
Atlas	Century	Daystar
Benchmark	Champion	Emblem Brands
Benecor	Chancellor	Equitas
Benemark	CharterBrands	Equity Brands
Benetor	Compass	Exemplar Brands

168284373391

## Naming Candidates

Flagship Brands	MasterBrands	OmniBrands
Fortis	Masterworks	OmniMark
Geobrand	Meridia	Omnium
Gold Crest	Meridian	Opus
Heritage Brands	Meritor	Orbis
Imark	Metabrand	Pantheon
Innova	Mor-Kraft Miller	Paragon
InterMark	Morning Star	Paramount
Integral	Morris Miller & Kraft	Pinnacle
KM Morris	Mosaic	Platinum Brands
Landmark	Multis	Plenum Brands
Magna Brands	Odyssey	PM Bellwether Brands
Magnus	Omnia	PM Global Brands

2023437392



## Naming Candidates

---

PM International Brands	QualiBrands	Ultimark
PM Kraft Worldwide	Qualitas	Unitas
PM Prime Brands	Quorum	Valerem
PM SuperBrands	Signia Brands	Valiant
PM Universal Brands	StarMark	Valorem
PM Worldwide Brands	Stellaris	Valoris
PMK Worldwide <i>Mark Worldwide</i>	Stellatus	Verimark
Preferred Brands	Strategem	Veristar
Premiera Brands	Summit	Veritas
Premium	Terramark	Vertex
Pricor	Titan	WorldBrands
Primark	Tribute	Worldmark
Promark	Triumph	Worldmart

2023437393

# Naming Candidates By Creative Direction/Concept Submitted To US Availability Search\*

## Strength/stability

Constellation Brands	OmniMark International
Equity Brands	Omnium, Inc.
KM Morris Worldwide	PM International Brands
Magnus Brands, Inc.	PM Kraft Worldwide
Mor-Kraft Miller International	<del>PM SuperBrands</del>
Multis International	PM Universal Brands
OmniBrands, Inc.	PMK Worldwide

MLM

\*Strike through indicates conflict, non-availability of name

16823437394

# Naming Candidates By Creative Direction/Concept Submitted To US Availability Search

---

## **Performance**

Asset Brands

Benchmark Brands

Brandwell Corporation

Brandworth International

Criterion Brands

Pinnacle Brands

PM Bellwether Brands

Stellaris Group

Stellatus International

5682848202

# Naming Candidates By Creative Direction/Concept Submitted To US Availability Search

---

## Premier quality/prestige

~~AltaBrands~~

~~Platinum Brands, Inc.~~

~~CharterBrands International~~

PM Prime Brands

~~Emblem Brands~~

QualiBrands

~~Gold Crest~~

Qualitas International

~~Meridian Brands~~

Valorem Group

Metabrand, Inc.

2023437396

# Naming Candidates By Creative Direction/Concept Submitted To US Availability Search

---

## World leader

AlphaBrands International

~~BrandMark, Inc.~~

Flagship Brands, Inc.

MasterBrands, Inc.

~~PM Global Brands~~

WorldBrands Corporation

Worldmark Group

Worldmart Brands

2682437397

# Naming Candidates By Creative Direction/Concept Submitted To US Availability Search

---

## Coined

Benecor International

Imark Group

~~InterMark, Inc.~~

Pricor Group

Primark Group

Terramark Group

Ultimark International

Verimark International

868283398

# Naming Candidates Submitted To US Availability Search

AlphaBrands International	KM Morris Worldwide	PM Prime Brands
<del>AltaBrands</del>	Magnus Brands, Inc.	<del>PM SuperBrands</del>
Asset Brands	MasterBrands, Inc.	PM Universal Brands
<del>BenchmarkBrands</del>	<del>MeridianBrands</del>	PMK Worldwide
Benecor International	Metabrand, Inc.	Pricor Group
<del>BrandMark, Inc.</del>	Mor-Kraft Miller International	Primark Group
Brandwell Corporation	Multis International	QualiBrands
Brandworth International	OmniBrands, Inc.	Qualitas International
CharterBrands International	OmniMark International	Stellaris Group
Constellation Brands	Omnium, Inc.	Stellatus International
Criterion Brands	<del>PinnacleBrands</del>	Terramark Group
Emblem Brands	<del>PlatinumBrands, Inc.</del>	Ultimark International
Equity Brands	PM Bellwether Brands	Valorem Group
Flagship Brands, Inc.	<del>PM GlobalBrands</del>	Verimark International
<del>GoldCrest</del>	PM International Brands	WorldBrands Corporation
Imark Group	PM Kraft Worldwide	Worldmark Group
<del>InterMark, Inc.</del>		Worldmart Brands

66323437399

## Naming Candidates Submitted To International Search

---

Benecor International	PMK Worldwide
Brandworth International	<del>Qualitas International</del>
<del>Criterion Brands</del>	Stellaris Group
Flagship Brands	Stellatus International
Magnus Brands, Inc.	Valorem Group
<del>MasterBrands International</del>	WorldBrands Corporation
OmniMark International	Worldmark Group

2023437400



Recommended Names

---

2023437401

# PMIK Worldwide

2023437402

## PMK Worldwide

---

- Incorporates initials of premier corporate brands
- Suggestive of heritage of major brands
- "Worldwide" suggests global brands; strength and stature
- Broad, flexible
- Short

2023437403

# World Brands Corporation

2023437404

## WorldBrands Corporation

---

- Suggests global, universal brands
- Suggests international stature
- Conveys leadership positioning
- Flexible, able to accommodate growth, expansion
- Strong graphic potential

2023437405

# Stellaris Group

2023437406

## Stellaris Group

---

- Suggests stellar, of the stars
- Suggests star performer or performance
- Suggests superior quality
- Distinctive, rich in imagery
- International in character, easily recognizable
- Flexible, able to accommodate growth, expansion

2023437407

12/14/03

Madison Road  
Blue  
Quartz Cove

PMK WORLD BRANDS

PMK | WORLD BRANDS CORPORATION  
Philip Morris - Miller Brewing Company - Leaf Foods Corp And

PMK | WORLD BRANDS CORPORATION

PMK | WORLD BRANDS

2023437408



2023437409

