Using heritage as a corporate strategic asset

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Two perspectives





FIRST WITH THE LATEST SINCE 1902.

Already 100 years ago, our founder Joseph Sachs coined our motto "First with the latest". Welcome to NK to see all the spring arrivals!



FUTURE

HISTORY



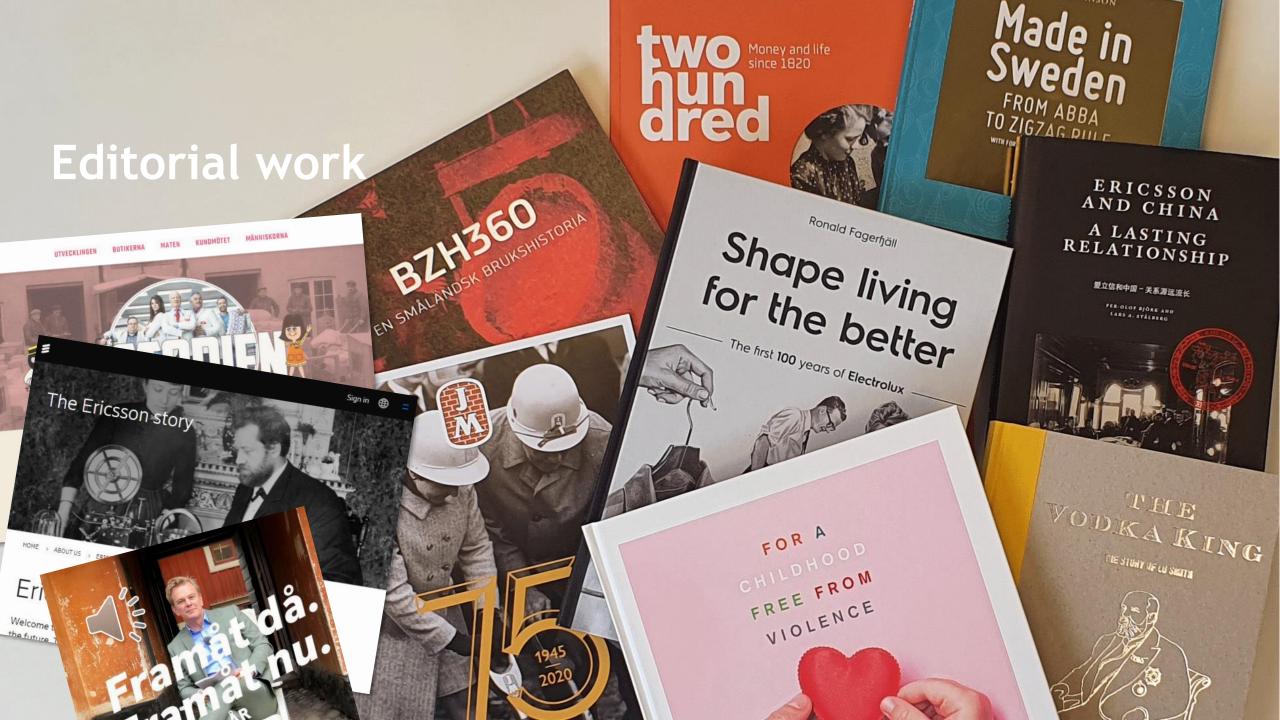
FUTURE

HISTORY











Own editorial activities





Psst... Företagskällan finns även utanför klassrummet.

FÖRETAGSKÄLLAN Berüttur närringilivets historia

På Företagskällan har vi på Centrum för Näringslivshistoria samlat lektionsmaterial och lektionsförslag om det svenska näringslivets historia. Materialet är gratis och passar för gymnasiet och grundskolans senare år.



Coronomics: Ongoing documentation project





Mission Preserve and present Swedish business history

Strategy Provide archive and editorial services.

Make corporations put a on value their history











"Pioneers outdoors since 1879"

A claim possible because Texas-born ClearChannel (founded 1972!) bought a Swedish printing house founded in 1879.

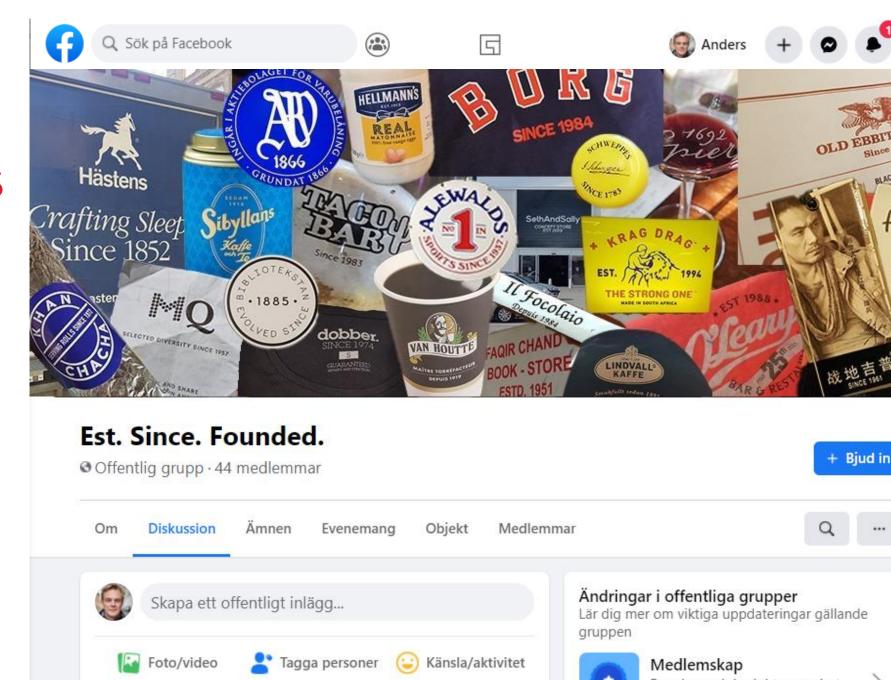






Do you have more examples of "Est. Since. Founded"?

Join the Facebook-group. :-)



Heritage is a useful asset. But is it a strategic asset?



A corporate asset is strategic if it is:

- $oxed{1}$ Rare (Unique to the organization)
- (2) Imperfectly imitable (Can't be copied by competitor)
- (3) Non-substitutable (Can't be replaced b)
- 4 Valuable

Jay Barney (1991): "Firm resources and sustained competitive advantage"





- 1) Rare
- 2 Imperfectly imitable
- Nonsubstitutable
- 4 Valuable



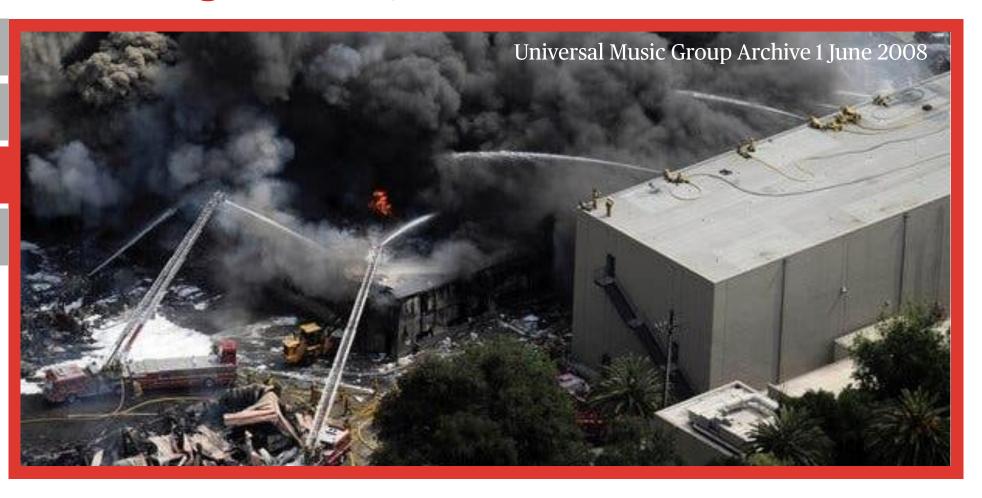


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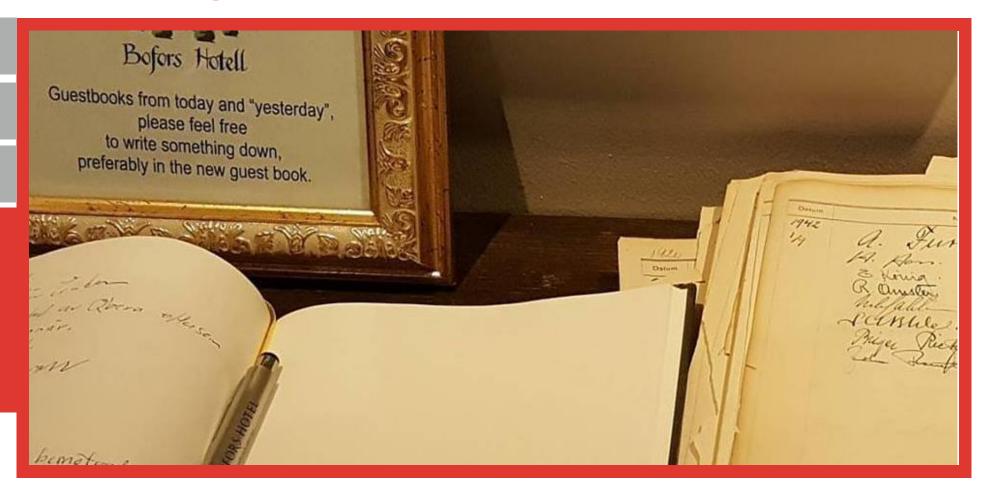


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 - Builds brand





- 1)Rare
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- 4 Valuable
 - Builds brand
 - Is authentic





- 1 Rare
- 2 Imperfectly imitable
- Nonsubstitutable
- (4) Valuable
 - Builds brand
 - Is authentic
 - Gives knowledge



The most efficient organizations remember which values brought them here.

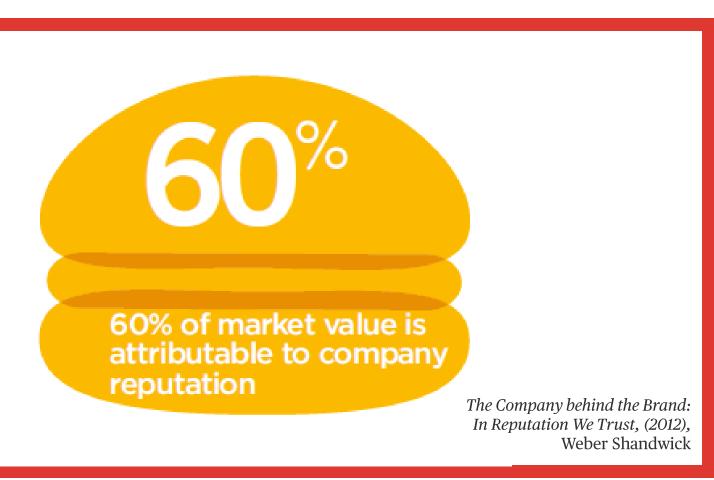
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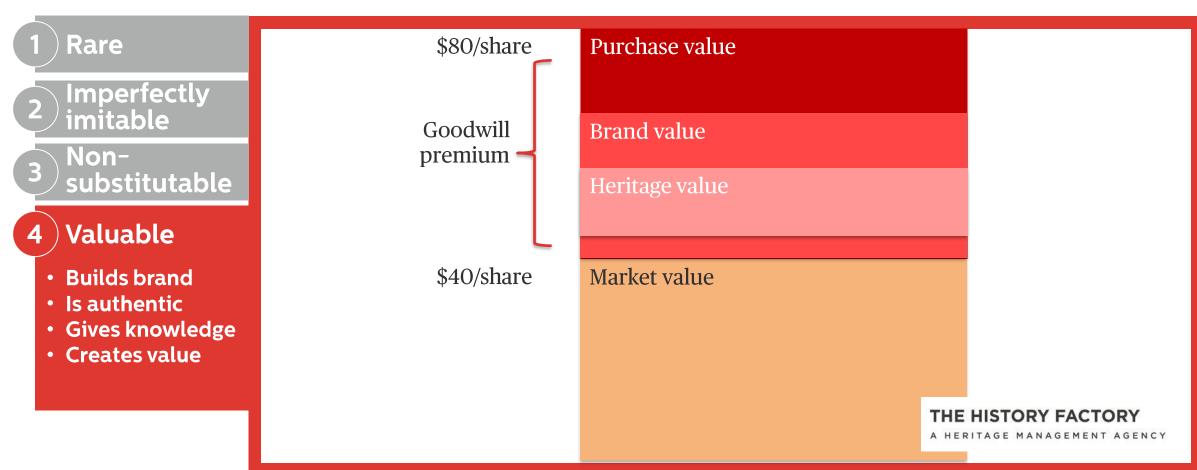
Malcom Gladwell (1963–) business writer



- 1) Rare
- 2 Imperfectly imitable
- Nonsubstitutable
- 4 Valuable
 - Builds brand
 - Is authentic
 - Gives knowledge
 - Creates value









- 1 Sällsynt
- 2 Imperfectly imitable
- Nonsubstitutable
- 4 Valuable
 - Builds brand
 - Is authentic
 - Gives knowledge
 - Creates value
 - Gives context





- 1 Rare and unique
- 2 Imperfectly imitable
- 3 Non-substitutable
- 4 Valuable
 - Builds brand
 - Is authentic
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FUTURE

HISTORY



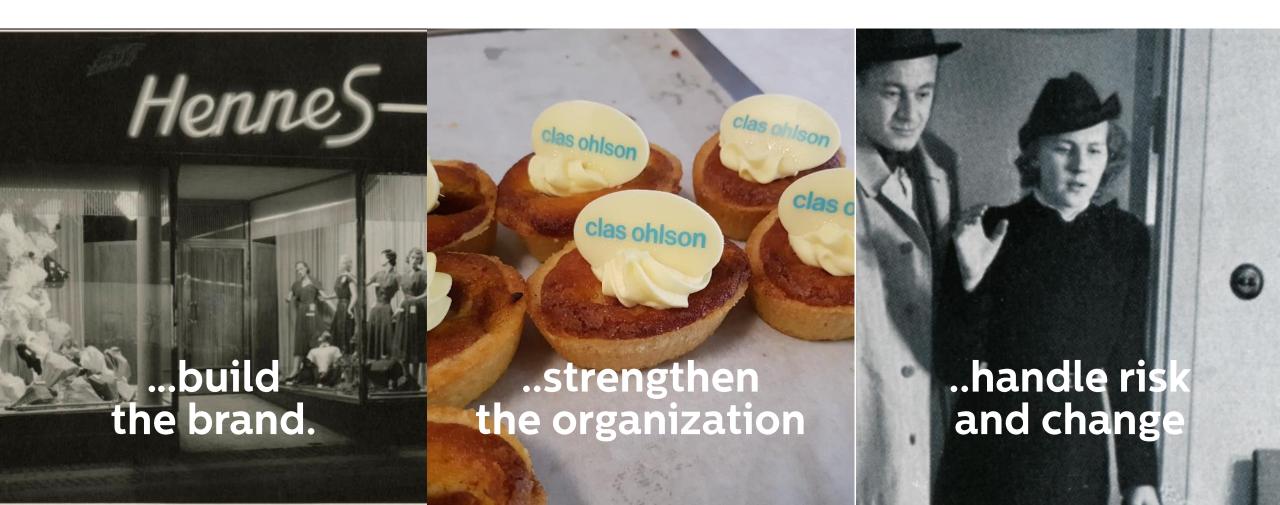


History marketing is...

...when an organization **actively** uses its own **authentic** heritage or its historical context for business purposes.



Effective use of corporate history will help to...



Six steps to effective history marketing:

The perspective:

- 1. Your heritage is your proof point for today's promises.
 - Start with the future and work backwards.
- 3. Focus on what you've added to society, not how you did it.

The work:

- 4. Create a historical overview (perhaps a "history sheet")
- 5. Identify the most poignant stories.
- 6. Start packaging (web, books, magazines, movies, podcasts, exhibitions...)

At all steps: Verify! Fact check! Don't cherry pick!

Anniversaries! Use them!



HISTORY MARKETING SUMMIT

- H&M
- Benetton
- **BMW**
- Mercedes-Benz
- Budweiser
- Adidas
- Martini & Rossi
- ESB Ireland

- Electrolux
- IKEA
- Ericsson
- Swarovski
- Absolut
- Investor
- Levi's
- HarperCollins UK

...and more

https://www.naringslivshistoria.se/en/cfn-nyheter/this-is-how-weuse-our-history-companies-share-history-marketing-practices/



"This is how we use our history."

THE ABSO Adidas HAR MERCEDES-BMW Muse IKEA No Svenska Dag BENETTON

H&M Cod

LATEST

BY: ANDERS SJÖMAN | 2018-10-18

News

Every company has a history that is unique to the organization. But only some companies see their own history as a strategic resource. They use their heritage actively, to grow and strengthen today's activities. We often ask these companies to share in why and what they do. Here are over 30 filmed presentations from companies who explain he they strategically use their own authentic history - or as we call it, history marketing.



H&M och BENETTON. Legendary designer Margareta van den Bosch from H&M and brand manager Gianluca Pastore from the Benetton Group exchanged thoughts on the benefits of using history in the fashion industry. (From HMS16, 1 Sep 2016. In English.)



BMW. Ralph Huber, head of BMW Museum and BMW Group Classic Communications, explained how this classic car brand uses its history to support today's car sales. And all the time while making all historical activities profitable on their own. (From HMS18, 6 Sep 2018. In English)



MERCEDES-BENZ. Jürgen E Wittman, senior manager at Mercedes-Benz Classic Archives talked about opening the company's archives online and to th public. (From ICA SBA 17, 6 April 201 In English.)



