

Marketing Through Transformational Times

A Force for Good, A Force for Growth

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Our Discussion

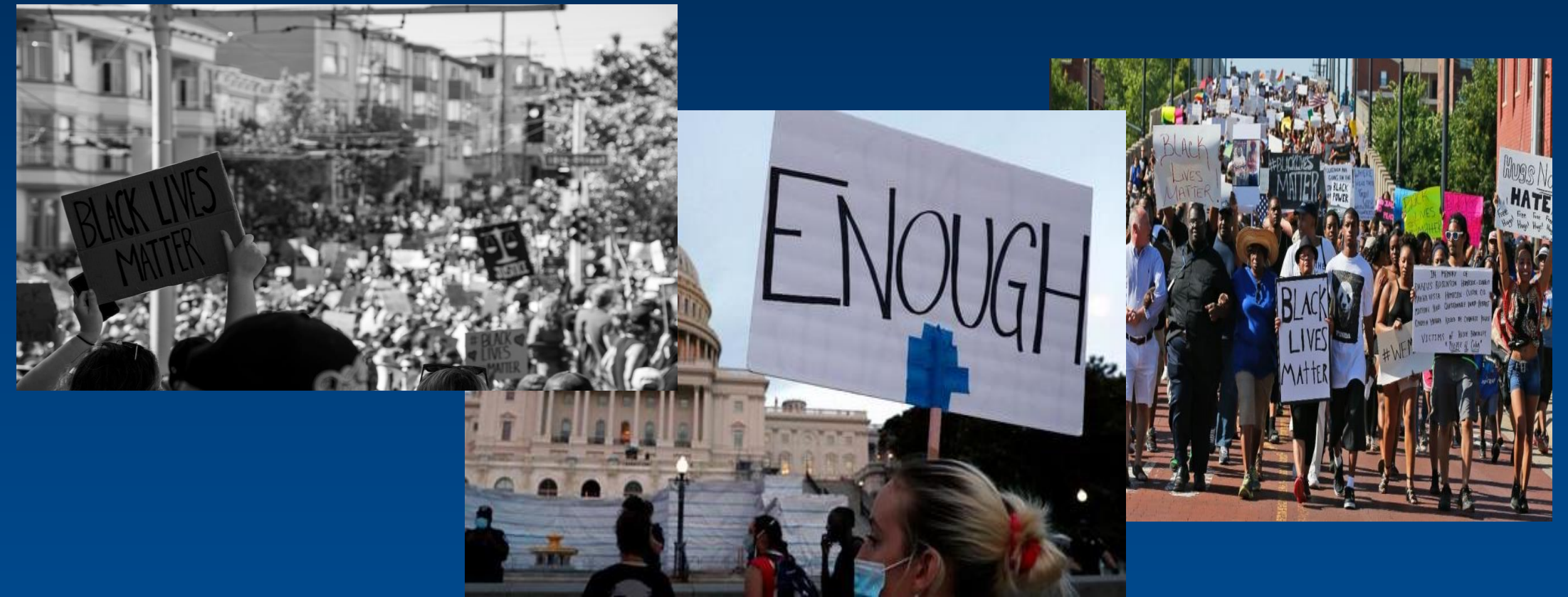
- Brand Challenges & Opportunities During Uncertain Times
- Implications For Marketing While Looking Ahead
- Intel's Brand Journey
- Q&A

2020 – What A Year!

Global Pandemic



Social Change



Accelerated Digital Transformation



Economy/Elections



“Doing Good is Good for Business”

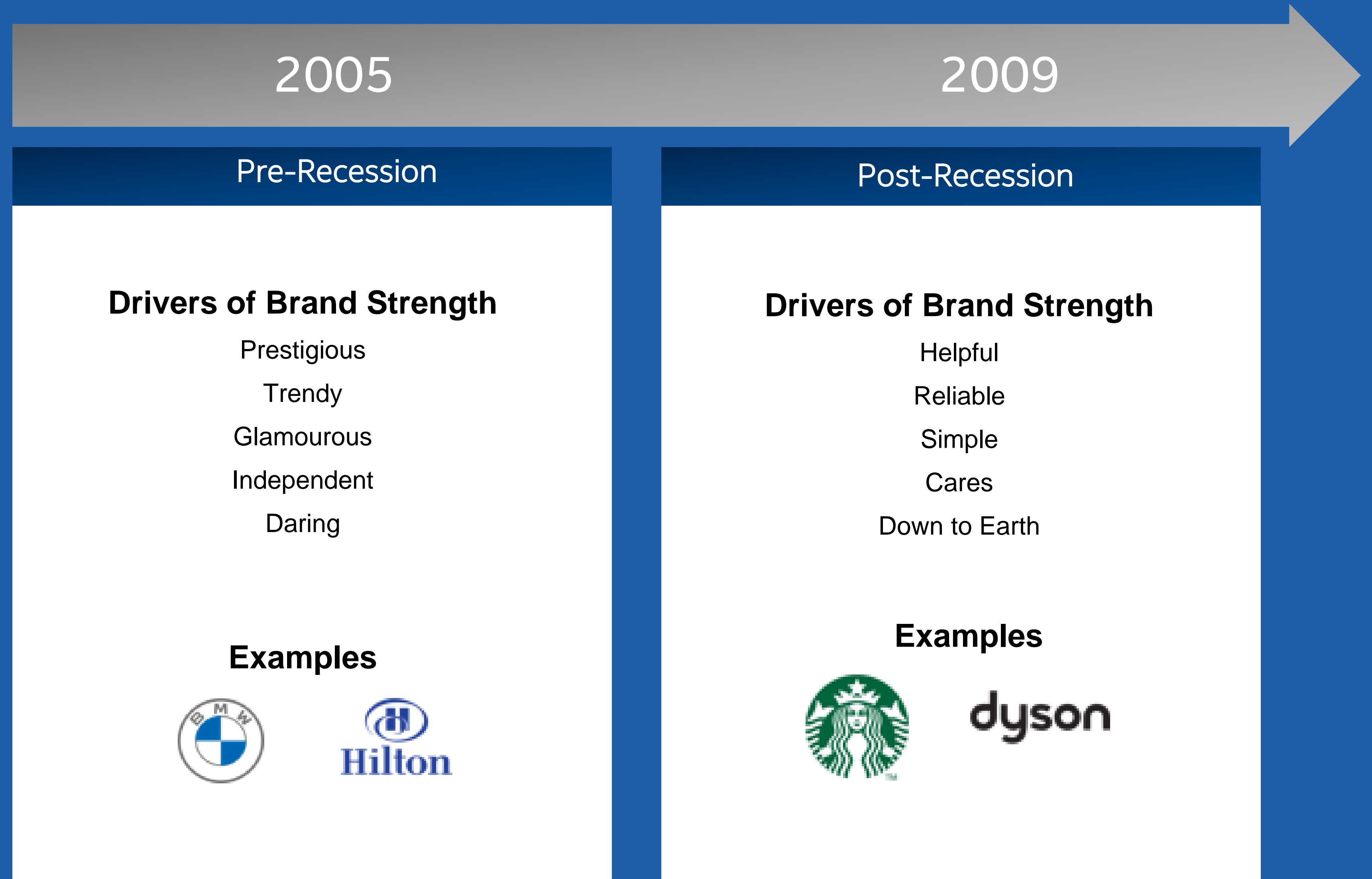
- Sir Richard Branson

- Reduces turnover rate by up to 50%
- Increases productivity by up to 13%
- Boosts employee engagement and satisfaction by up to 7.5%



What We Learned From the Last Recession





In times of uncertainty, helpful, human-centric brands prevail



Source: BAV USA, FY2005, FY2009, All Adults

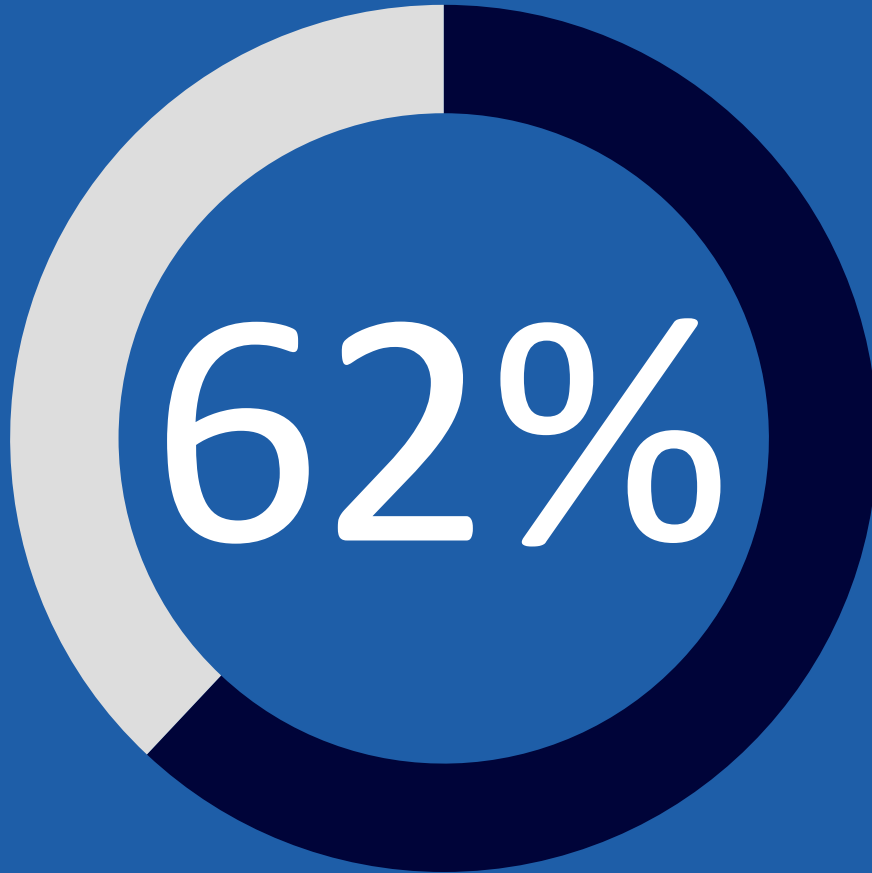
What We Are Seeing During the Pandemic

- Pre-quarantine strong brands lived squarely in performance, innovation and value
- Post quarantine the most meaningful change were those that shifted perceptions to be more customer and human-centric by taking action

Brand	Brand Perception Pre-Quarantine	Brand Perception Post-Quarantine
	Creative/Worth More	Customer Centric/Reliable
	Creative/Worth More	Visionary/Humanistic
	Creative/Worth More	Reliable/Convenient
	Dynamic/Worth More	Visionary/Humanistic
	Dynamic/Worth More	Visionary/Humanistic

Source: BAVSocial, USA, Facebook, Twitter, Instagram, Blogs, Forums, Search, Website; Pre: Jan. 1, 2020-Feb. 29, 2020, Post: March 1, 2020-present (Based on Correspondence Analysis)

People Expect More From Brands Than Ever Before



62% of people worldwide trust private companies more than the government to take care of their needs

Source: BAV Global Best Countries Study 2020

72% of people agree that brands have a responsibility to drive social change

66% of Americans say that advertisers should use their power to improve the accuracy of content on social networks

65% of people agree that brands supporting racial equality can make a real difference

Looking Ahead

EMPATHETIC & CONNECTED

- Consider how and why your brand solves human problems
- Celebrate user creativity as a catalyst

ACTION AND ACCOUNTABILITY MATTER

- Brand actions reflect brand communications
- Find your purpose and live into your values

EMPLOYEE & CUSTOMER ADVOCACY ARE CRITICAL

- Alignment between internal behaviors, external reputation and brand goals
- Clearly link the way you do business externally with the internal initiatives that make you unique



Meet the New Intel
Our Journey

New Brand Platform - Mapping To Intel's Vision

BRAND AMBITION

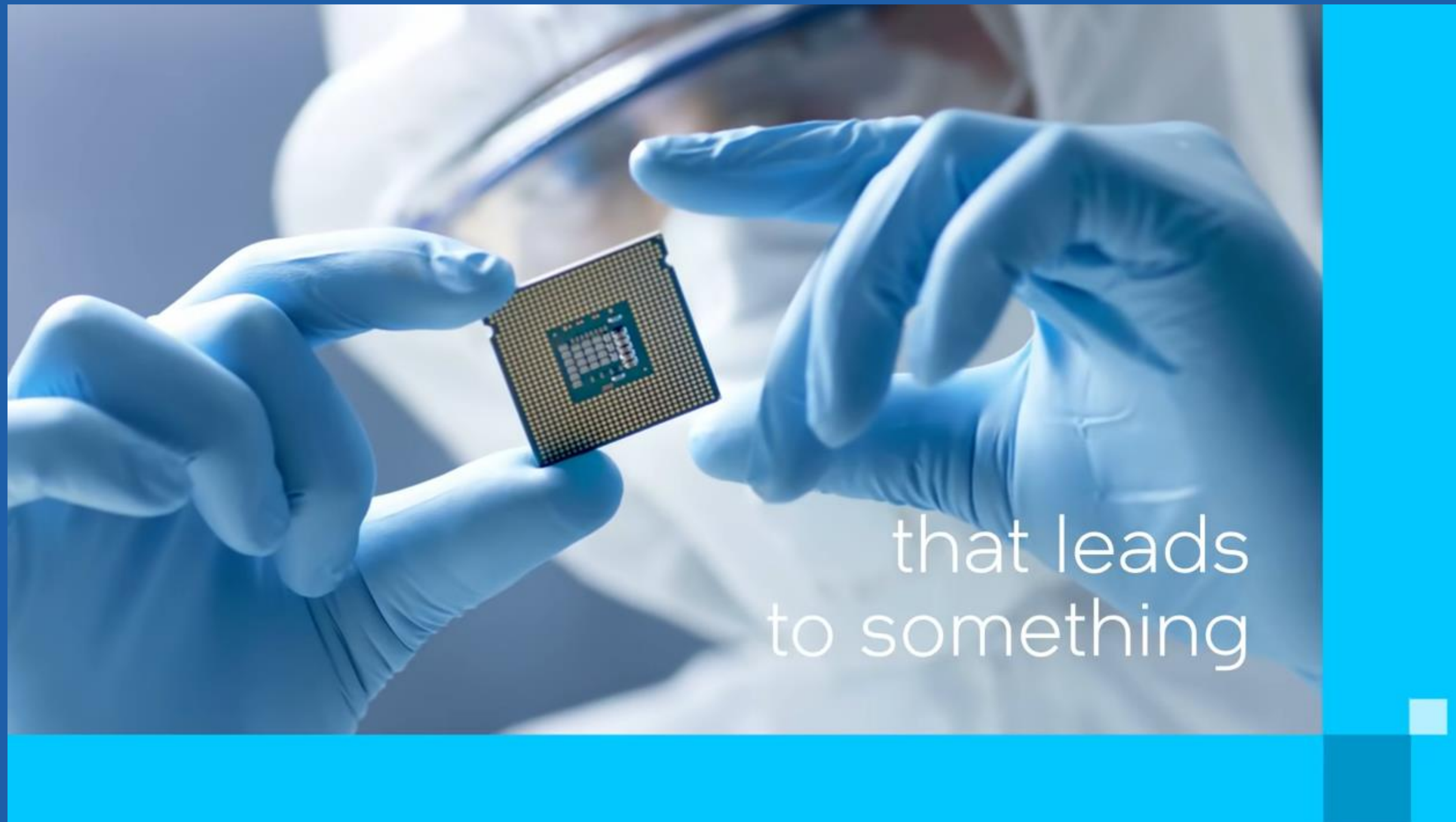
The catalyst that moves
the world forward

Intel is a catalyst for world-changing, life-enriching technology. We create action and positive impact. We innovate so our partners can innovate. We create technology that moves the world forward.

We Built the Future on our Heritage



The New Intel Brand



- Visual Identity Sizzle: <https://www.youtube.com/watch?v=qCUAEDvaJsY>

“Don’t be
encumbered by
history

Go out and do
something
wonderful.”



How Wonderful Comes to Life

Our Products

intel evo
Wonderful is crushing presentations, not batteries.

Introducing Intel Evo, a new class of laptops verified by Intel. With 2x performance, high-speed connectivity and all day battery life.

intel evo
POWERED BY CORE™ i7

Our People

Wonderful is engineering inspiration.

Intel Platform Architect, Aylene Simon, is doing wonderful things with her second career as an author. Her "Abby Invents" picture book series inspires and empowers the next generation of female scientists and engineers.

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Our Products

Wonderful is spotting serious health conditions in seconds instead of hours.

intel

Data centers powered by Intel® Xeon® Scalable processors with built-in AI acceleration have revolutionized the way doctors evaluate medical images. Now, cardiologists can examine all four chambers of the heart 5.5x faster. Just imagine what you can do with Intel Inside.

intel XEON PLATINUM | intel XEON GOLD | intel XEON SILVER | intel XEON BRONZE

Our Impact

Wonderful is keeping hospitals healthy.

Akara partnered with Intel to create Violet, a virus-killing robot that disinfects hospital rooms with UV light. By using an Intel® Movidius™ Vision Processing Unit (VPU) and a Luxonis DepthAI platform, Violet can take on the dirty work while detecting and avoiding humans. To do wonderful things, all you need is an idea and Intel inside.

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Reactions/Momentum

Internally

Employee engagement surpassed benchmarks



And Eternally

"I would argue this is precisely the right time not only to be more aspirational but also, and more importantly so, to have the brand reflect the goals the company has set for itself to make a difference."

- Carolina Milanese, Creative Strategies (as appeared in Forbes "Intel's Rebranding Reflects Who The Company Is Aspiring To Be")

Forbes

Intel's Commitments

EMPATHETIC & CONNECTED



- Pandemic Response Technology Initiative
- Learning in Schools

ACTION AND ACCOUNTABILITY MATTER



- RISE Initiative
- \$1B Investment in Minority-led Startups

EMPLOYEE & CUSTOMER ADVOCACY ARE CRITICAL



- Corporate Values and Purpose Refresh
- Virtual Intel Partner Connect Event



Just imagine
what we can do.

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