

Le médecin-dentiste — une marque?

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SSO Campus 2021*



Go to www.menti.com and use the code 99 73 56 4



SSO Campus

Go to

www.menti.com

Enter the code

99 73 56 4



Or use QR code



Conclusions

- 1. Vous avez une motivation intérieure**
- 2. Vous avez de la concurrence**
- 3. Vous devez vous distinguer**



**L'environnement ne
se simplifie pas**

A woman with brown hair is lying back in a dental chair. She is wearing a light blue protective face shield and a tan zip-up jacket. Her mouth is open, and a dental procedure is being performed. A hand in a green glove holds a white dental instrument near her teeth. Another hand in a green glove holds a black and yellow dental tool near her lower teeth. Two other hands are visible, resting on her head and shoulders. A yellow rectangular box with the text "Pourquoi ?" is centered over the image.

Pourquoi ?

A male doctor with grey hair and glasses, wearing blue scrubs, is seated in a clinical setting. He is holding and reading a document. The background shows medical equipment and a window. A large yellow banner with black text is overlaid on the image.

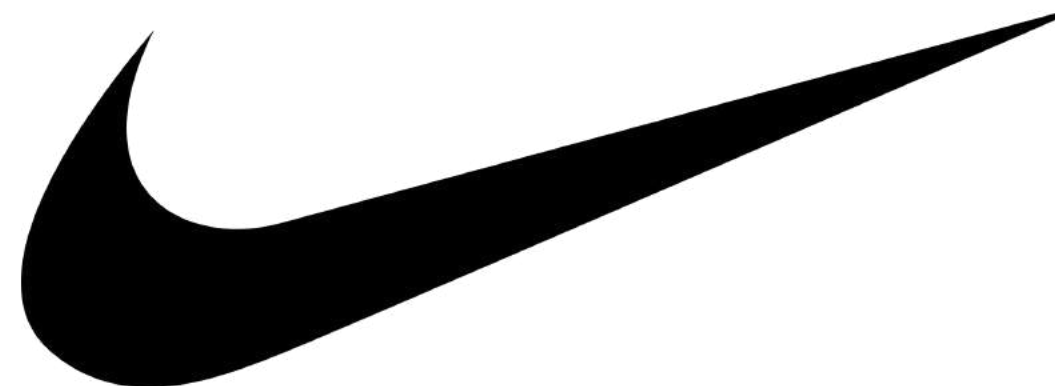
Pourquoi une marque ?

Une marque, qu'est-ce que c'est ?

Une marque est la **perception** d'un produit ou d'une organisation dans le **cœur** et **l'esprit** des **gens**.

Une marque, qu'est-ce que c'est ?

**Marque = représentations
mentales,
associations,
ressentis
(émotions)**



Google

Les effets d'une marque forte

Confiance



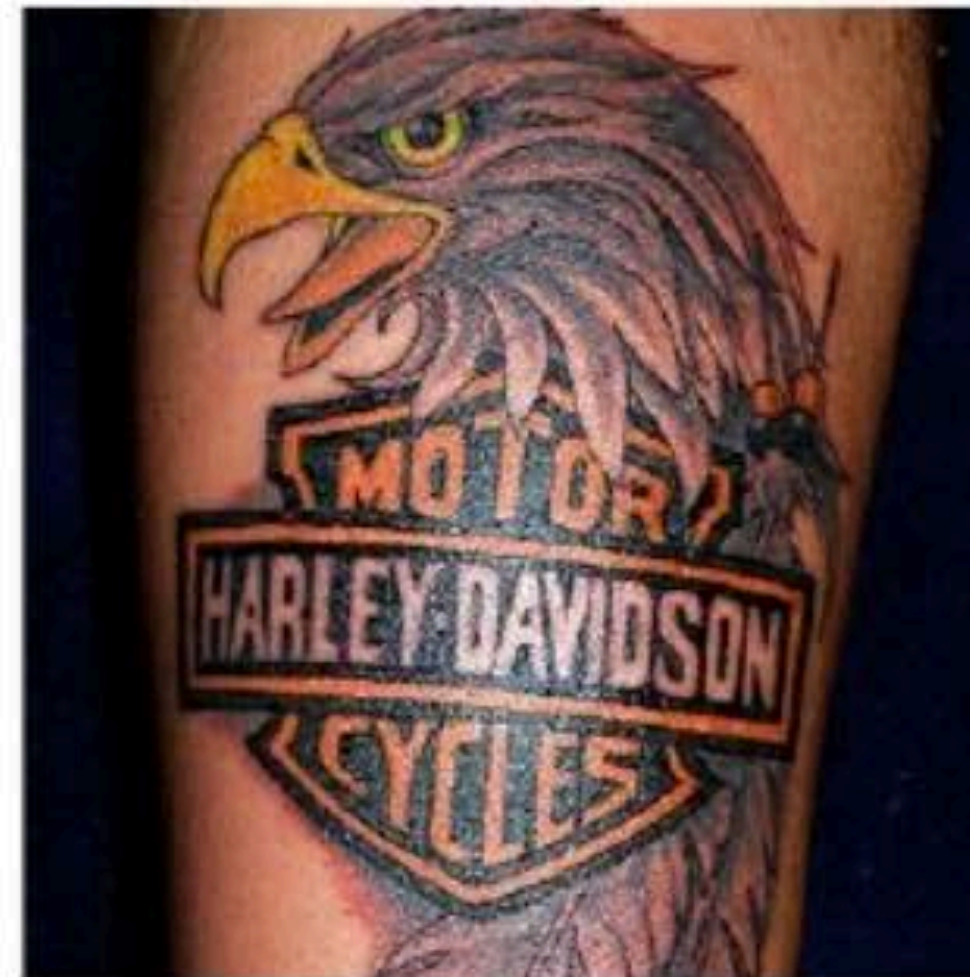
A STAR ALLIANCE MEMBER

Our sign is a promise.  **SWISS**

Les effets d'une marque forte



Identification



Les effets d'une marque forte



Cohérence

Les effets d'une marque forte



29.--



268.--

Disposition à payer un prix

**Jack
Wolfskin**



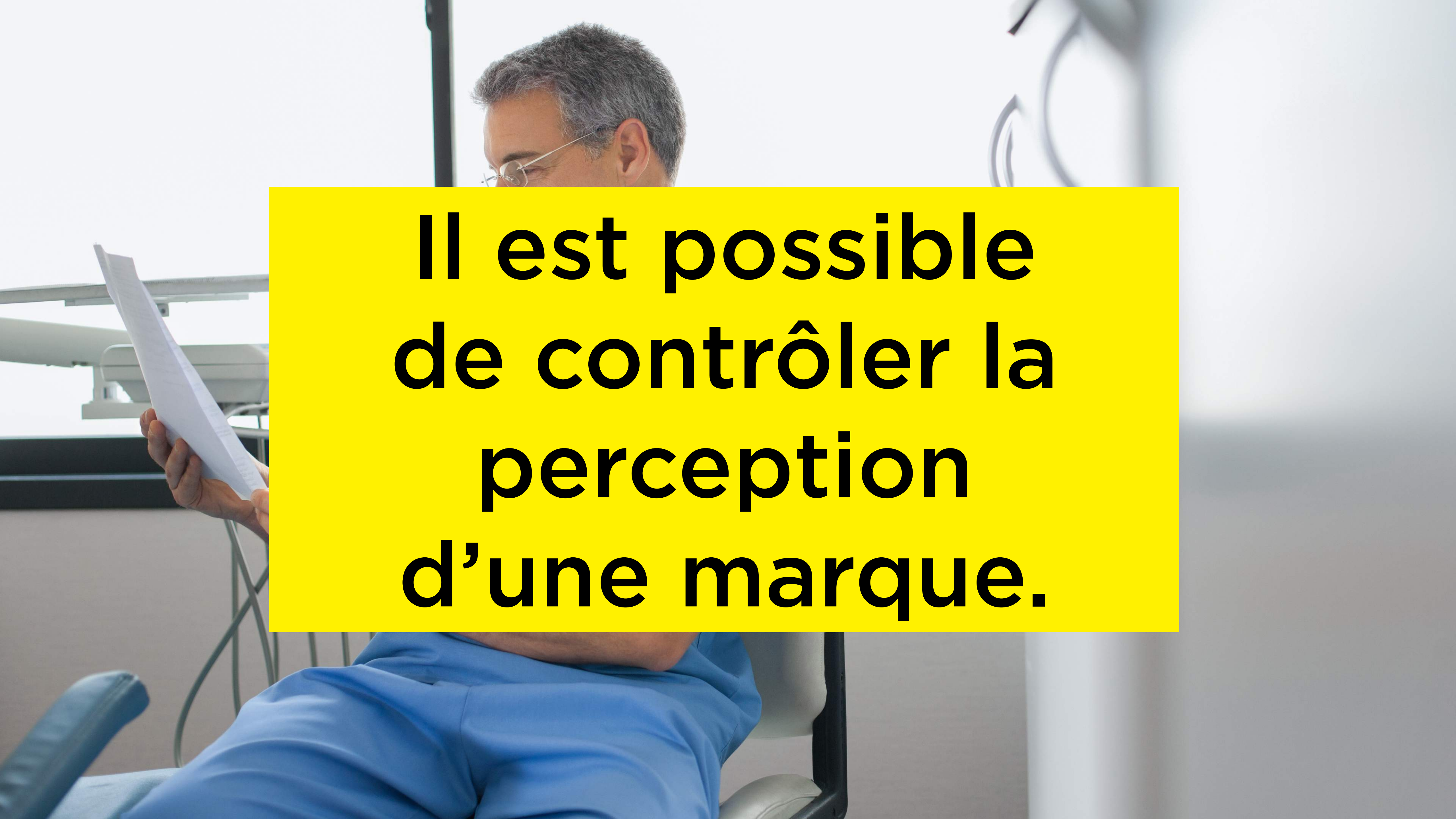
399.--



450.--

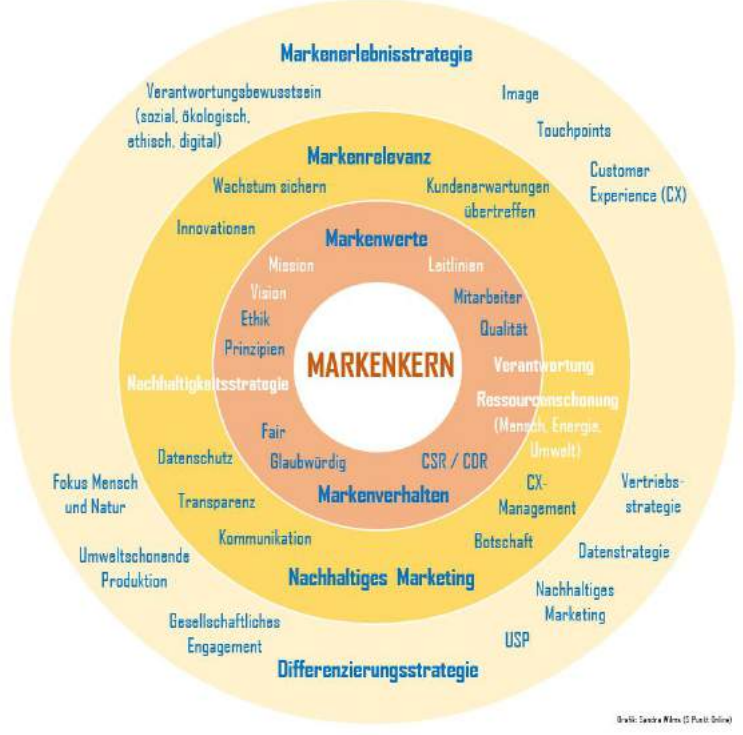
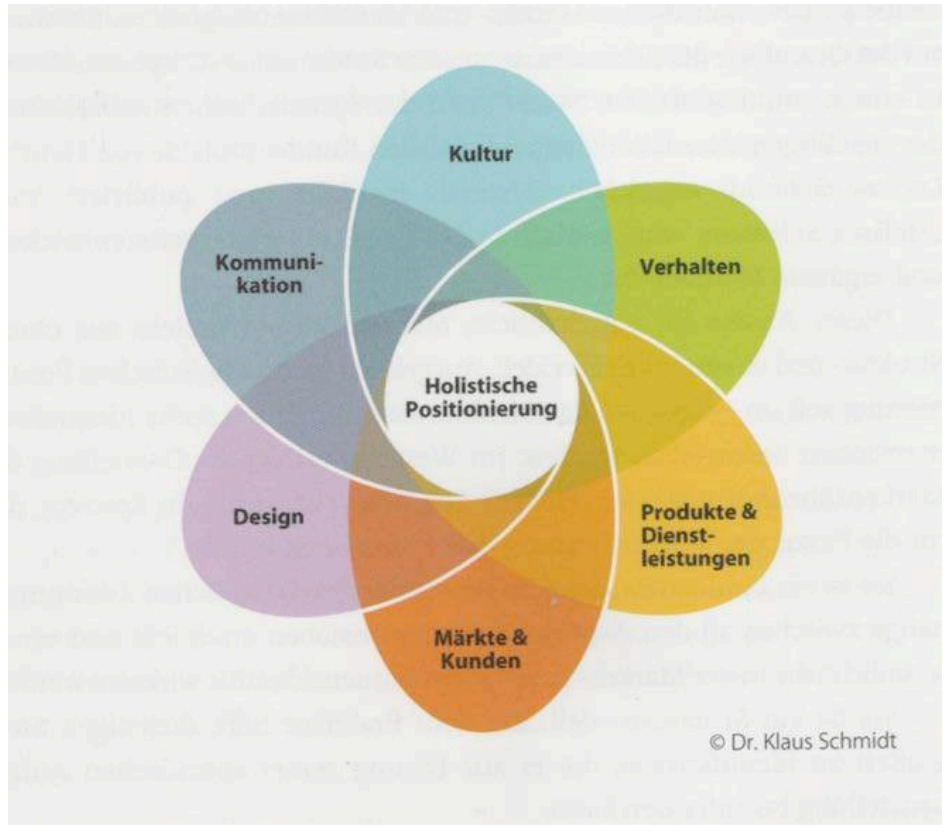
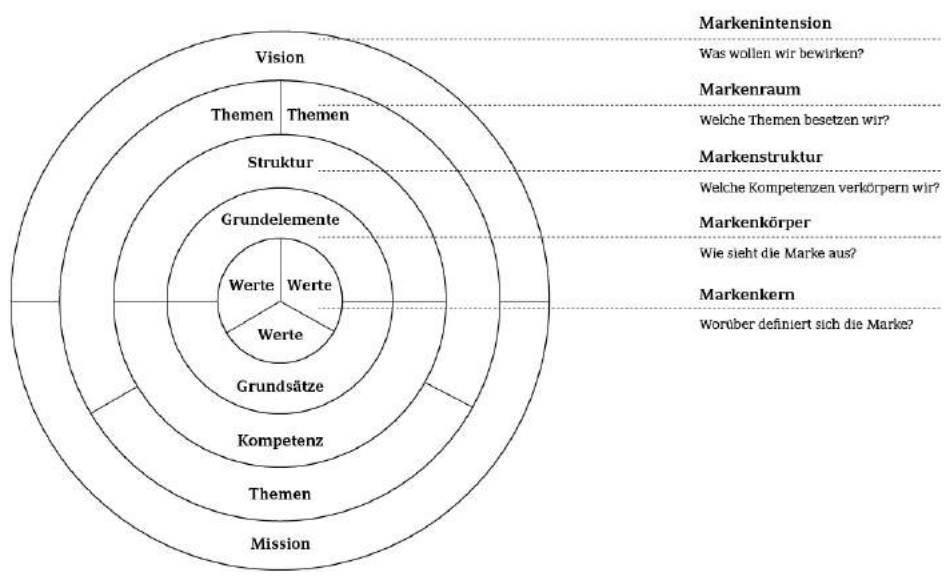
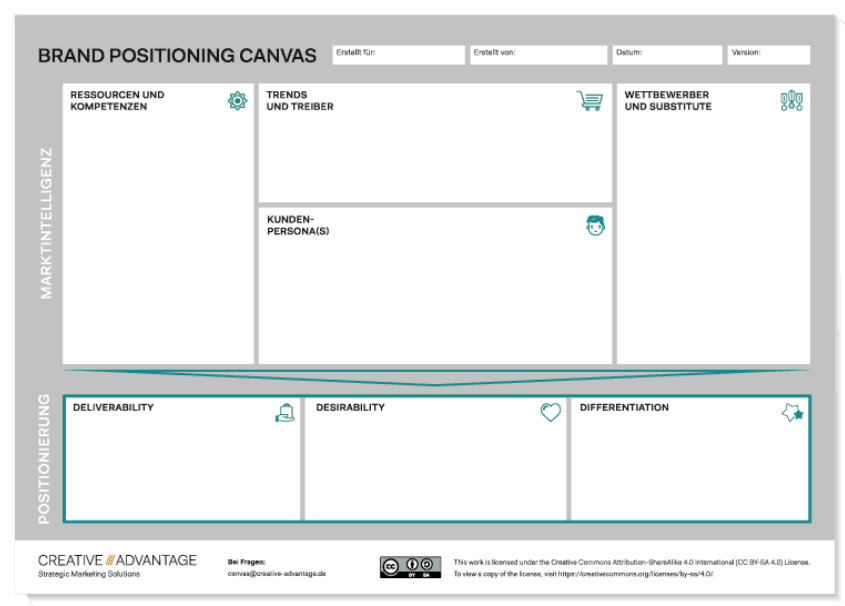
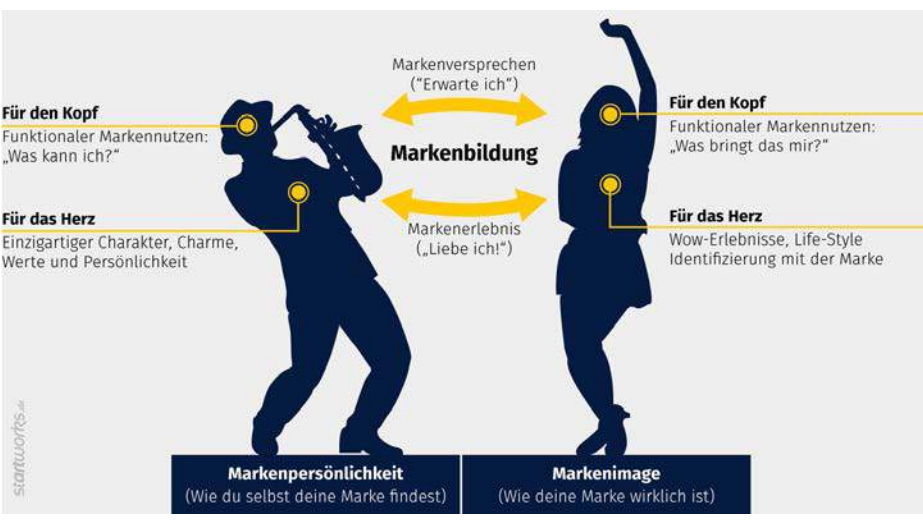
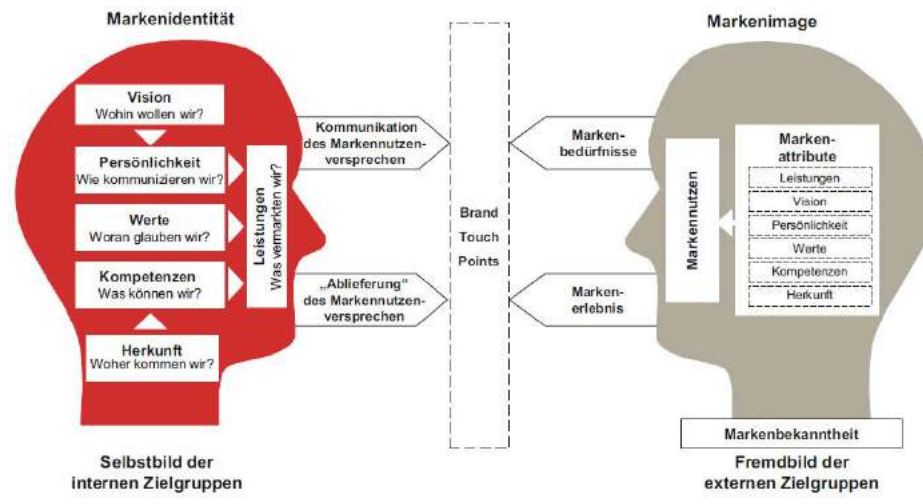
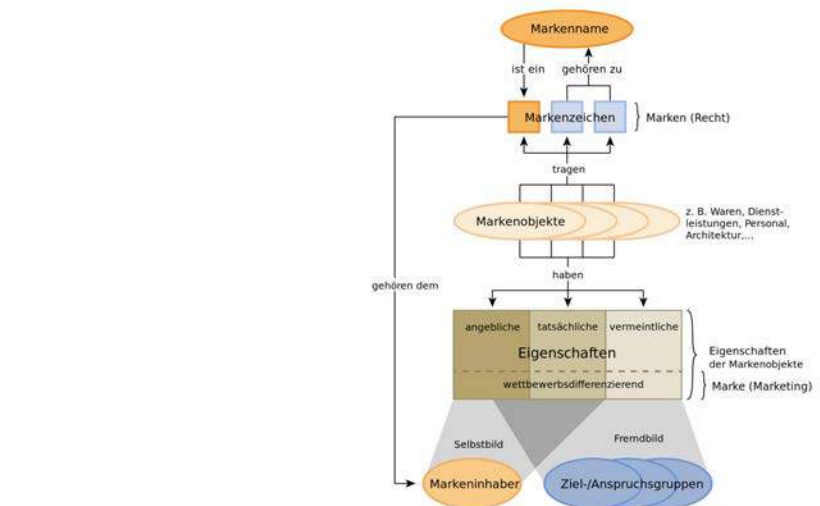
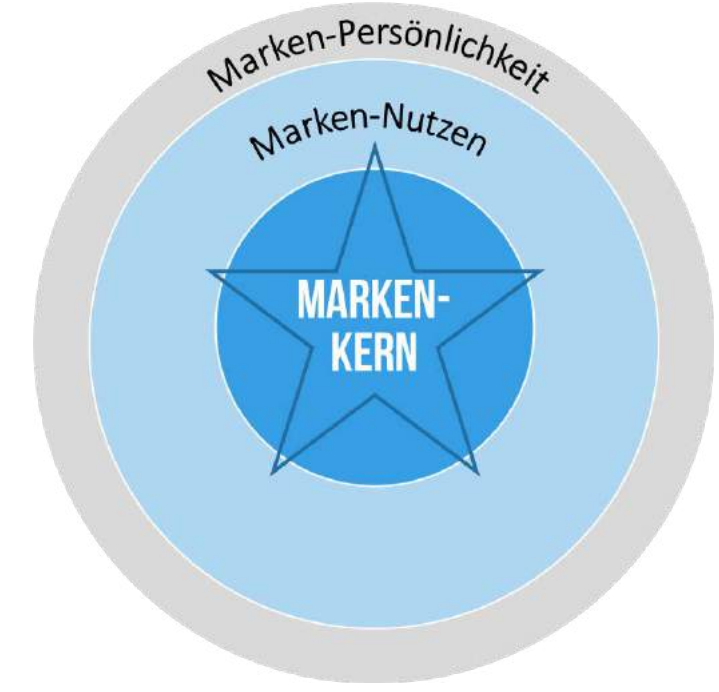
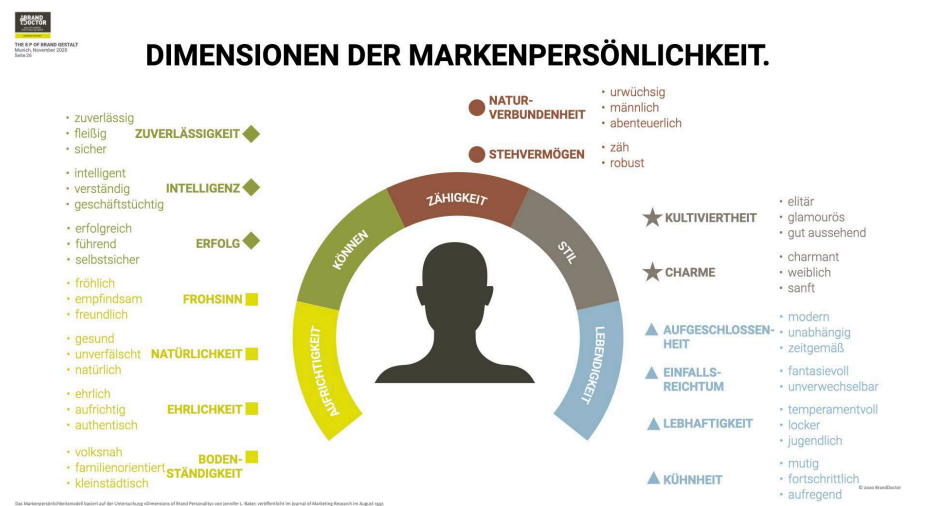


**Une marque forte
est profitable !**

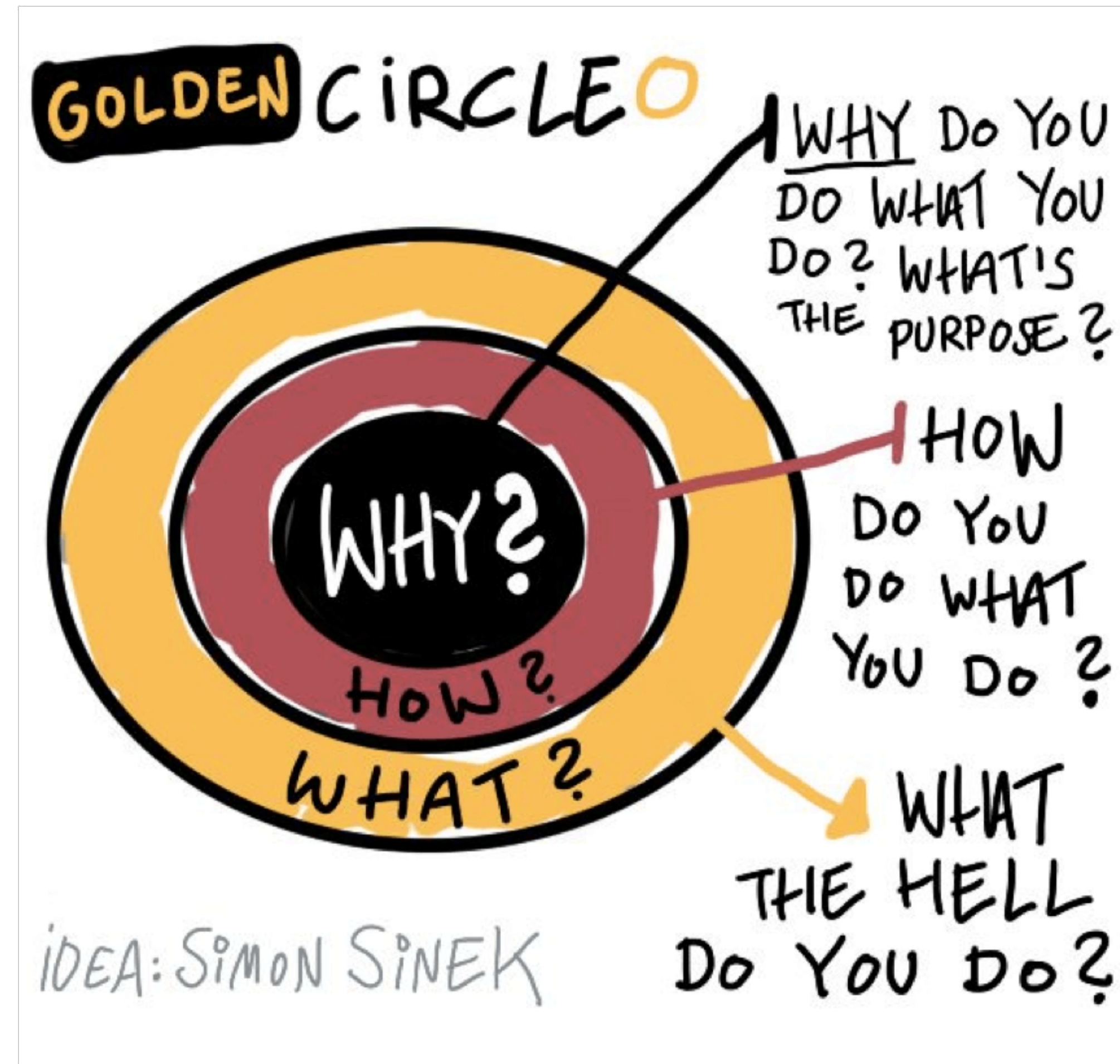
A man with grey hair and glasses, wearing a blue lab coat, is seated and looking down at a document he is holding. The background is a clinical or laboratory setting with various equipment and a bright, slightly blurred background. A large yellow rectangular box is overlaid on the center of the image, containing the text.

**Il est possible
de contrôler la
perception
d'une marque.**

**Nous autres, économistes
d'entreprise, aimons les
modèles...**



Il y a un modèle que j'aime tout particulièrement :





10 conseils concrets

#1

La marque, c'est toi !



#2

Oublie #1: Forme une équipe !

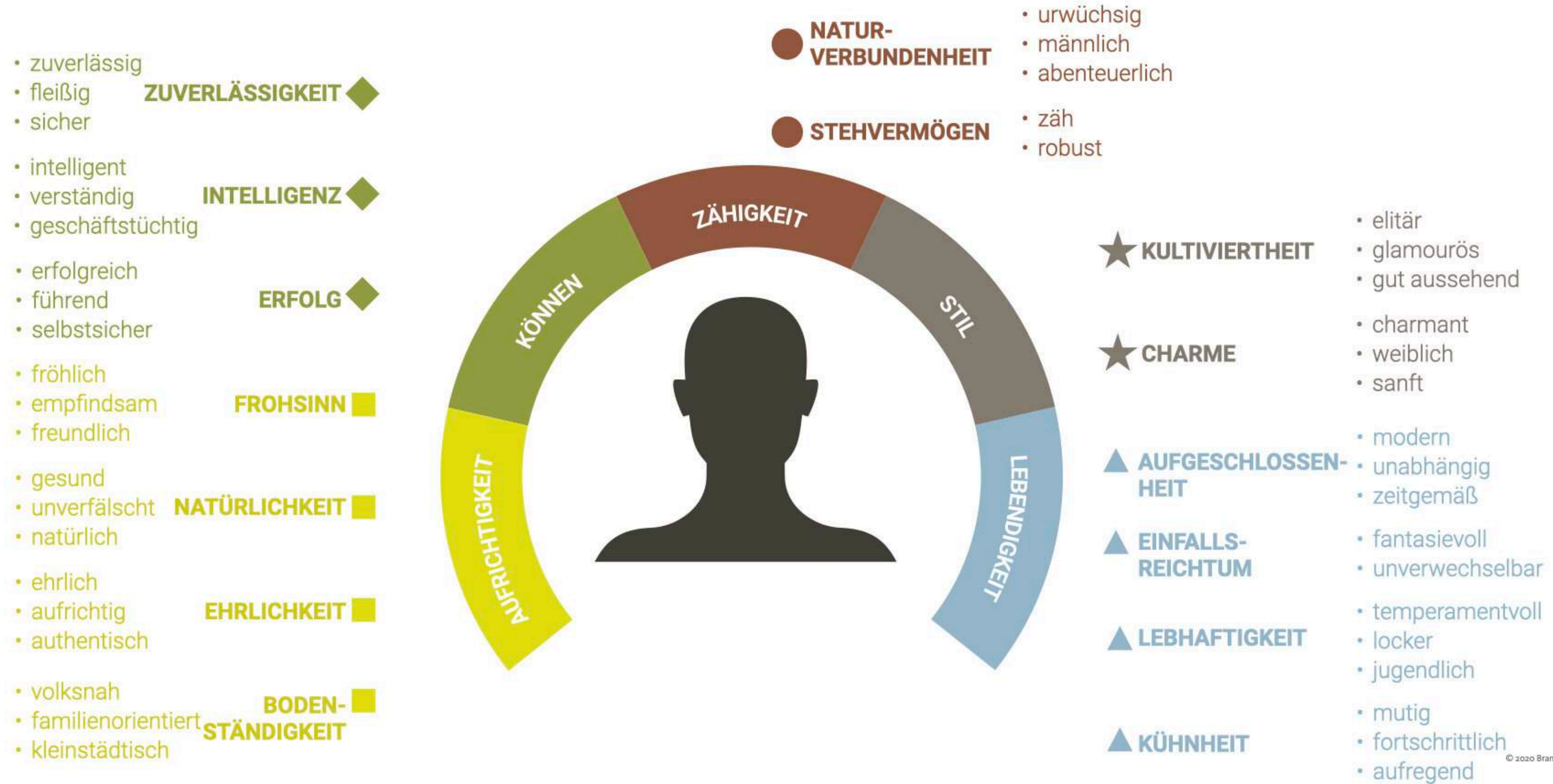


**Créer une conscience
commune**

#3

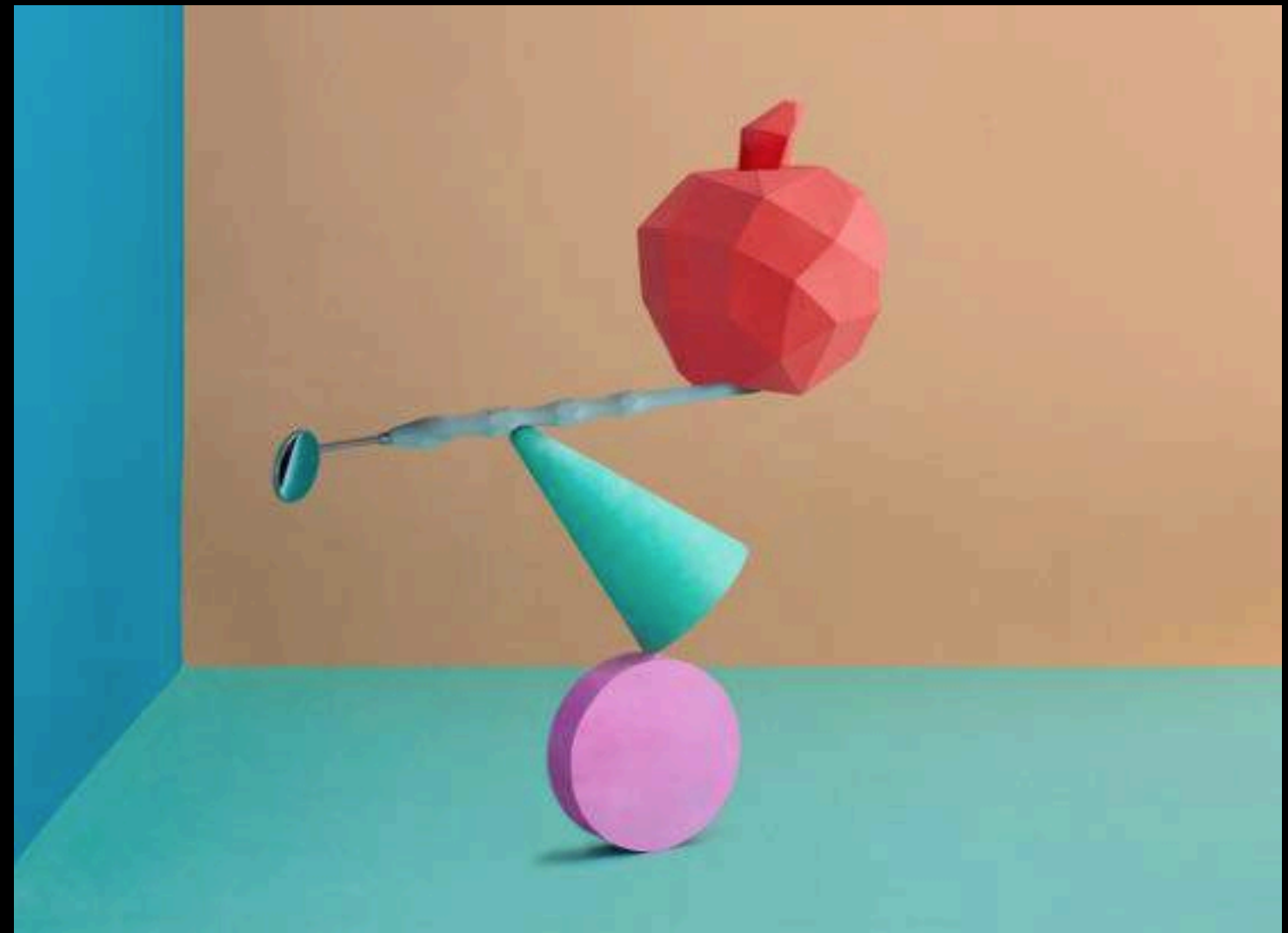
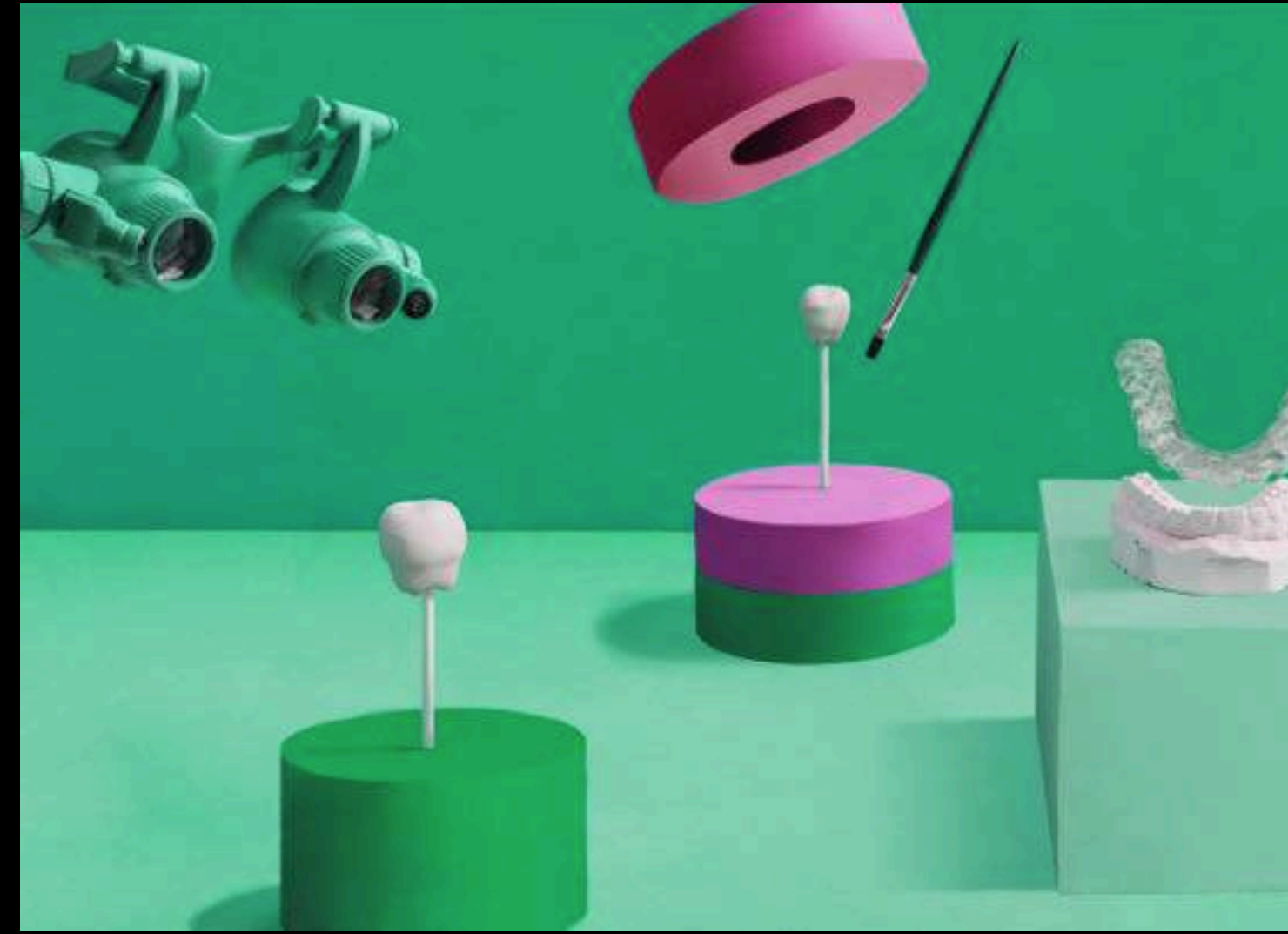
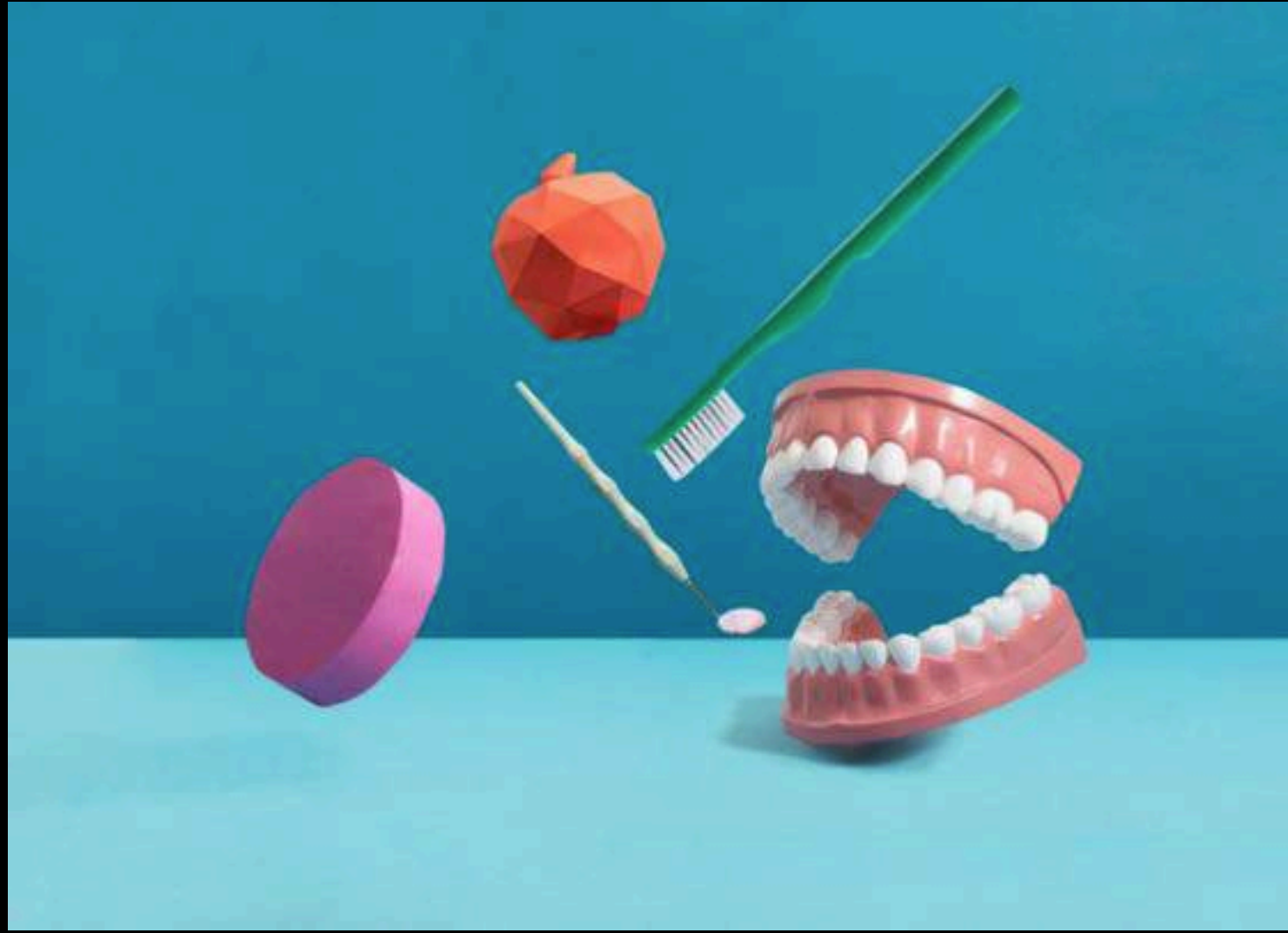
Montre ta personnalité !

DIMENSIONEN DER MARKENPERSÖNLICHKEIT.













JA, ER IST ES
WIRKLICH!

DEIN NEUER ZAHNARZT
DANIEL WINTER.



ZAHNARZT IM GLATT
DANIEL WINTER

ZAHNARZT-IM-GLATT.CH



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WWW.ZAHNARZT-IM-GLATT.CH

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ZAHNARZT IM GLATT
DANIEL WINTER

WWW.ZAHNARZT-IM-GLATT.CH

#4

Raconte ton histoire !

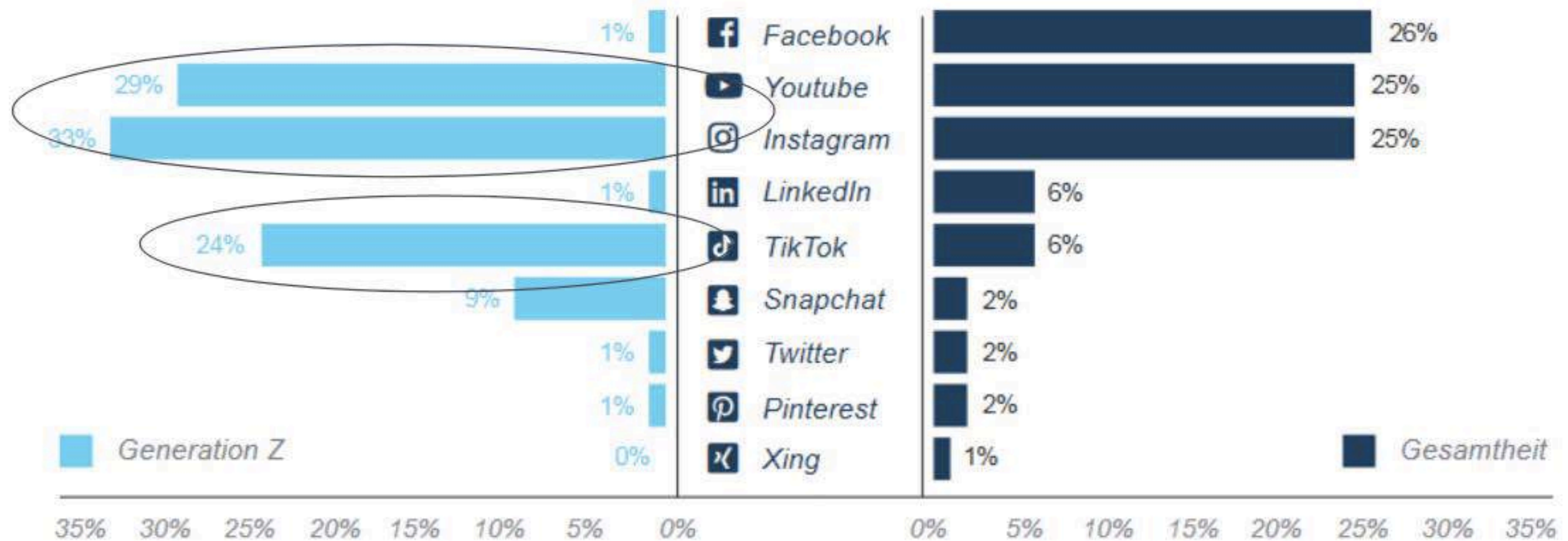


#5

**Laisse les autres
raconter l'histoire !**

Auf welchem Netzwerk verbringen Sie am meisten Zeit?

Werte in %



#6

**Aménage les points
de contact !**





**«The details are not
the details. They make
the design»**



A screenshot of a Spotify playlist titled "Office Space". The playlist is displayed on a dark background. At the top, there is a teal header with the word "Office" and a small image of a desk. Below the header, the word "PLAYLIST" is written in small white letters, followed by the title "Office Space" in large white letters. The main content of the playlist is a list of songs, each with a plus icon on the left, the song title, the artist, the album name, the time added, and the duration.

+	Love Yes - Ebony Mix	STEVEN BROWN	Half Out	15 hours ago	5:15
+	Open the Skies	Single Gun Theory	Burning Bright (Bu...	15 hours ago	5:10
+	Inspiration	Section 25	From The Hip	15 hours ago	8:16

#7

Utilise ta fenêtre publicitaire !



#8

Fais appel aux sens !



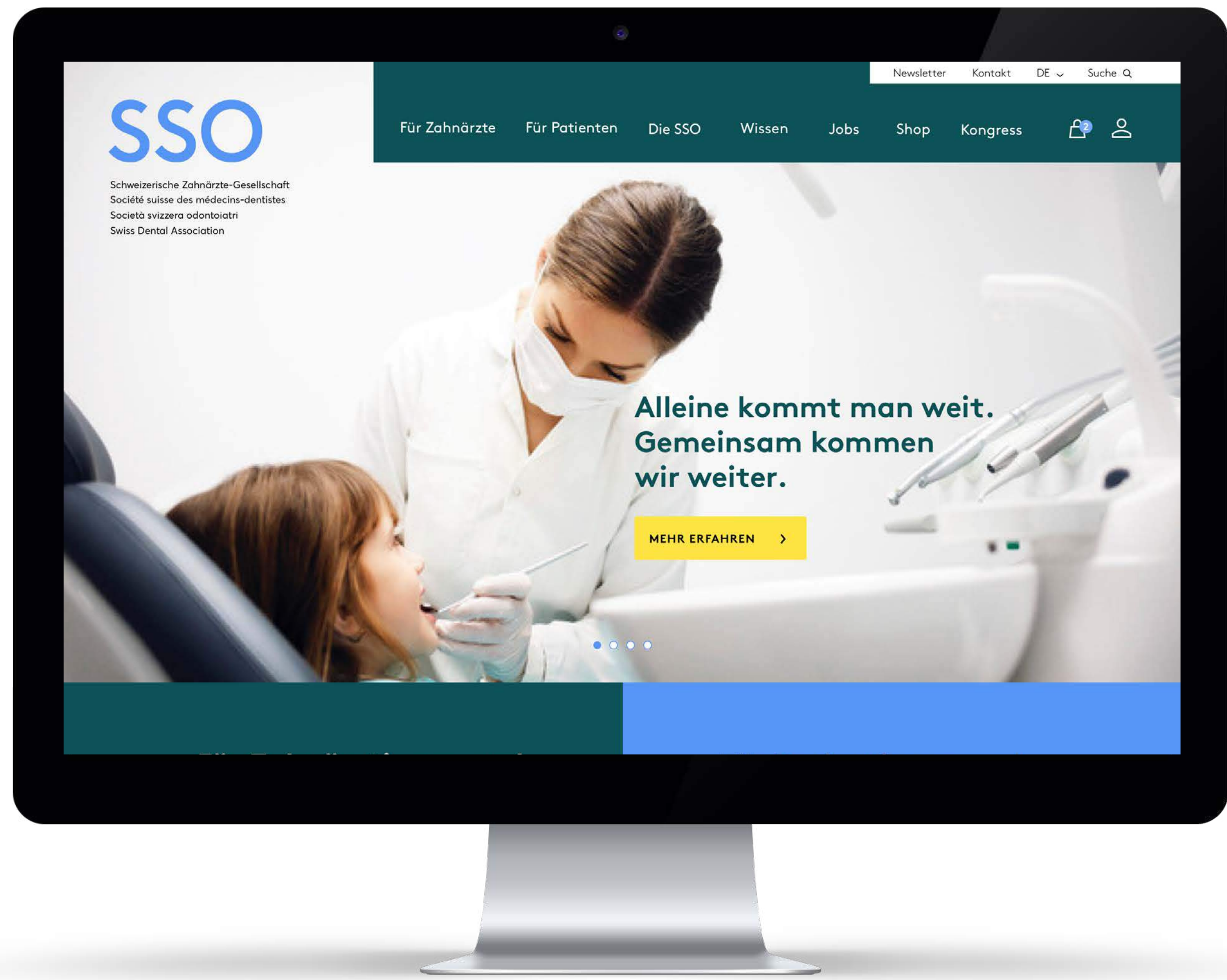


#9

Persévère !

#10

Prend part, contribue !



NO GUTS
NO GLORY

Questions ?

Merci beaucoup !