

# I think, therefore I brand

By Teh Hon Seng, Managing Director

It's not unusual for producers of biometrics products to proclaim themselves as having "the most advanced technology" or "the world's number one technology" without any hard evidence justifying the claims; some relies on heavy advertisements and elaborate designs in exhibition booths to boost their image in the eyes of customers and other players, which I usually refer to as image branding strategy.

FingerTec® on the other hand is using practical branding strategy; pragmatically putting FingerTec®'s motto aligns with the deliveries of products and services to the market. FingerTec® branding elements are all integrated with support and marketing materials, accessories and products design, multilingual capabilities, micro-websites, support and warranty system, all in all, to ease support and to achieve DIY concept. In general, the practical branding spirit has already been instilled into our corporate culture, in which we continuously strive to make things easy for the benefit of our resellers and end-users, practically.

The self-proclaimed 'topmost' technology does not necessarily translate to practicality. And I despise mere image branding with huge budgets just to garner temporary effect. Normally, the media would make good money and the customers end up with peanuts. We can easily recall some brand names, which were made famous due to heavy ads but had become dinosaurs of today.

In FingerTec®, we learn a lot from the history. We also learn from renowned philosophers and we adopt their wisdoms that eventually shape our branding philosophy.

Here I share some of their wisdom with you:



Teh Hon Seng

*I think, therefore I brand*

## Socrates' top tip

“Question everything – literally everything – about your brand. Take nothing for granted, Always look to get a deeper level of understanding. And don't settle for anything that doesn't feel like 'the truth'. ”



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Socrates

470 BC–399 BC

Socrates, was a Classical Greek philosopher. Considered one of the founders of Western philosophy, he strongly influenced Plato, who was his student, and Aristotle, whom Plato taught. His work continues to form an important part of the study of philosophy. Principally renowned for his contribution to the field of ethics, Socrates also lends his name to the concepts of Socratic irony and the Socratic Method, or elenchus. The latter remains a commonly used tool in a wide range of discussions, and is a type of pedagogy in which a series of questions are asked not only to draw individual answers, but to encourage fundamental insight into the issue at hand. Socrates also made important and lasting contributions to the fields of epistemology and logic, and the influence of his ideas and approach, remains strong in providing a foundation for much western philosophy which followed.

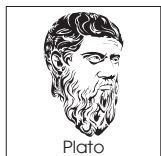
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## Plato's top tip

“ Your brand should have two natures. At one level, its superficial nature should always be in the process of becoming (something else) – otherwise it will not be “of the moment”. At a deeper level, it will need to have values that do not change over time, and which ‘stand behind’ the superficial characteristics of the brand. ”



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Plato

428/427 BC – 348/347 BC

Plato, was a Classical Greek philosopher, who together with his teacher, Socrates, and his student, Aristotle, helped to lay the philosophical foundations of Western culture. Plato was also a mathematician, writer of philosophical dialogues, and founder of the Academy in Athens, the first institution of higher learning in the western world. Plato was originally a student of Socrates, and was as much influenced by his thinking as by what he saw as his teacher's unjust death. Plato's brilliance as a writer and thinker can be witnessed by reading his Socratic dialogues. Some of the dialogues, letters, and other works that are ascribed to him are considered spurious. Interestingly, although there is little question that Plato lectured at the Academy that he founded, the pedagogical function of his dialogues, if any, is not known with certainty. The dialogues have since Plato's time been used to teach a range of subjects, mostly including philosophy, logic, rhetoric, mathematics, and other subjects about which he wrote.

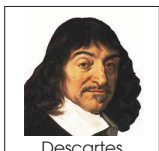
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## Descartes' top tip

“ Do not relax until you have identified the irreducible ('certain') core of a brand – what drives its connection with consumers. This will mean getting inside customers' heads, and understanding deep-seated motivations and thought processes. Once that is clear, the development of the brand mix should be a rational and logical working out from the core. ”



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Descartes

Mar 31, 1596 – Feb 11, 1650

René Descartes, also known as Renatus Cartesius (Latinized form), was a highly influential French philosopher, mathematician, scientist, and writer. He has been dubbed the "Father of Modern Philosophy," and much of subsequent Western philosophy is a response to his writings, which continue to be studied closely. His influence in mathematics is also apparent, the Cartesian coordinate system that is used in plane geometry and algebra being named for him, and he was one of the key figures in the Scientific Revolution.

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## Spinoza's top tip

“ The development of a brand's tangible properties and how customers think about the brand overall should not be managed as if they were separate. So make sure, for example, that your innovation and communication strategies are clearly in sync. ”



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Spinoza

Nov 24, 1632 – Feb 21, 1677

Baruch or Benedict de Spinoza was a Dutch philosopher of Portuguese Jewish origin. Revealing considerable scientific aptitude, the breadth and importance of Spinoza's work was not fully realized until years after his death. Today, he is considered one of the great rationalists of 17th-century philosophy, laying the groundwork for the 18th-century Enlightenment and modern biblical criticism. By virtue of his magnum opus, the posthumous *Ethics*, Spinoza is also considered one of Western philosophy's definitive ethicists.