

THE PEOPLE, PRODUCTION & PURSUIT OF THE Q

*special premiere edition*

SEPTEMBER 19, 2007



the brand has landed.





Welcome to *iQ*! We're very pleased to present you with this special inaugural edition of *iQ*—our new employee newsletter. The launch of our brand strategy inspired Internal Communication to give your favorite monthly publication a complete makeover. You'll read the same great stories about your fellow team members who make extraordinary contributions every single day. And it all will be presented under the umbrella of the QVC brand look and feel. Read on to find out about QVC's exciting brand strategy and how it all came together...

# WHO ARE WE?



“It’s not about *changing* who we are, it’s about consistently *being* who we are, 24/7.”

- Mike George, President & CEO, QVC

In June of 2006, QVC's Senior Management Team (SMT) decided it was time to ask, "Who are we?" and find out exactly what QVC means to the outside world. "It was time to take a good, honest look at our brand through consumers' eyes," says Mike George, President and CEO. "It's not about changing who we are, it's about consistently being who we are, 24/7."

"Millions of people shop with QVC," explains Mike. "But on the other hand, millions don't. All those non-customers are telling us we need to earn their trust, and it's our current customers who will show us how, every step of the way."

Researching and executing on the QVC brand is a four-phase process. The first two are complete, the others are just days away.

## phase 1: The Research- Tell Me How You Really Feel

**"To look inside, you have to look outside," says Jeff Charney, SVP & Chief Marketing Officer. He's referring to our first-ever comprehensive brand study.** QVC partnered with IDEO, a San Francisco-based design and branding company that has worked with top-tier *Fortune 500* companies to help find out what consumers think and feel. "We at QVC have our own opinions, but naturally, they're going to be biased," explains Jeff. "We wanted someone from the outside to provide a realistic, neutral perspective. IDEO was a great partner."

It's a job QVC and IDEO took very seriously. Over many months we poked and prodded the QVC brand, conducting interviews with customers and noncustomers alike. We talked in depth and shopped with customers to get inside their heads and understand their true feelings about QVC.

And we found a unique situation. The home shopping stigma is alive and well, and polarizing—with customers loving us and noncustomers having less affinity for the brand. Our research confirms that it takes a long time to earn the trust of a noncustomer because of this dated stigma. Our goal is to reduce the time it takes to get to know and ultimately try QVC.

## what does it take to define a brand?

1,442 interviews with customers, noncustomers, and employees

146 proposed logos before 'Q-ribbon' was selected

30 campaign proposals before "Voices" and "Because" were chosen

161 "iQdoU?"s recorded by employees, customers, vendors, celebrities

1,100 television commercials purchased, with over half-a-billion brand impressions

13,000 employee tee shirts worn on a once-a-week basis will generate over 10 million brand impressions in 8 weeks

# THE QVC BRAND EXPERIENCE

ENGAGE  
ENTERTAIN  
ENRICH

## phase 2: Know Thyself

The months of research and analysis led to a set of traits inherent in our brand. QVC's personality is welcoming, innovative, relevant, genuine, fun, dynamic, affirming, and engaging.

But how does all that happen? What are we doing when we're at our best? We summed it up in The QVC Brand Experience. When we're at our best, all QVC people are consistently delivering on the brand experience.



## the QVC brand experience

*Every day we will strive to...*

**ENGAGE** the customer in a welcoming community of people, ideas and experiences

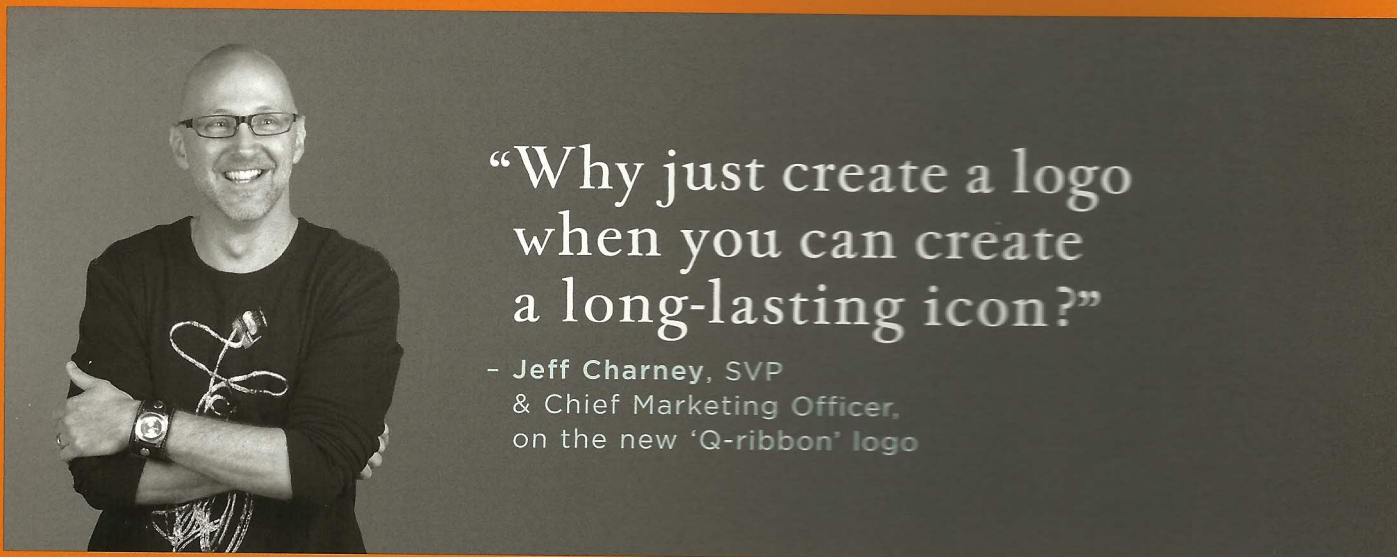
**ENTERTAIN** the customer by being genuine, dynamic and alive

**ENRICH** the customer's shopping experience with compelling finds, creative presentations, and legendary service

*\*Want to learn more about the Three Es?  
Check out the Brand Pillars on myQVC or  
email [mybrand@qvc.com](mailto:mybrand@qvc.com) with questions.*

A better understanding of ourselves led to the next question—  
“What would that look like, and how can we freshen up  
the corporate look a bit?” We started with our logo... >

# BRAND IDENTITY



“Why just create a logo  
when you can create  
a long-lasting icon?”

- Jeff Charney, SVP  
& Chief Marketing Officer,  
on the new 'Q-ribbon' logo



## owning the Q: Why focus on the Q?

Many customers and employees already affectionately refer to QVC as the "Q," a sort of shorthand. We hope to make it a verb, as well as a noun—just like people Google, they might also get in the habit of "Q-ing."

The new logo was tested and retested, first online and on air. "It looks great animated—it has a lot of personality," says Angie Simmons, SVP of Broadcasting and TV Sales. "It's an innovative design that visually gives us endless possibilities to engage our customers!"

It was also given practice runs in print advertising and marketing materials. "It's current, fresh, and relevant, and will stand the test of time," says Mark Stieber, VP of Marketing.

## worldwide Q?

### So will the new logo become the worldwide QVC logo?

Eventually. But it will first be on air and online in the US, ultimately making its way to boxes, business cards, and signage. "It's a very comprehensive process that will take time, and we want to do it effectively and efficiently," says Mike. Of course, as a multi-media retailer, our online ownership of the Q will be critical. "The new logo has an excellent visual impact," says SVP

of QVC.com Bob Myers. "For QVC.com, it was a great opportunity to update our look and complement our brand identity while remaining one brand in our customers' eyes, a seamless experience whether you are shopping online or watching the broadcast."

*(editor's note: more on the updated QVC.com look in the November issue of IQ.)*

## evolution of a Logo:



1986

This old-fashioned TV logo launched an unknown television-shopping channel that was all about Quality, Value, and Convenience as well as a little telephone. (We loved it way back when...)



1988

We got rid of the tiny telephone and tried a new and fancy logo. It was clean and kind of big and bold.



1993

Our logo got fit! We sharpened and streamlined our logo's appearance, bringing it not only into the '90s, but making it edgier and a bit lighter.



2007

We have arrived! Clean, customer tested with incredible animation capabilities, it takes us into the future with unlimited possibilities.

