

Brand Management

Canon's Approach to Brand Management

Every Canon employee understands that the Canon brand is the symbol of the company's commitment to customers and gaining the confidence and trust of society. Our corporate mission also involves being a manufacturer that supplies high-quality, convenient products that provide customer satisfaction and are a pleasure to use, and providing optimal solutions and services to meet customer needs.

Proper brand management is vital to ensure that customers and society are not adversely affected by improper handling of Canon's corporate logos within the Group or misuse of these logos by third parties.

Canon therefore established the Brand Management Committee as a deliberative body charged with establishing rules for enhancing the value of the Canon brand and resolving brand-related issues. The Brand Management Division was established to serve as the secretariat for the committee and is comprised of persons in charge of branding from each division. This framework allows us to respond promptly to various brand issues as they arise.

The Brand Management Committee discusses the appropriateness of trade names and product names from a brand perspective as well as use of the Canon trademark, providing appropriate advice and support to relevant persons.

Brand Management Rules

Canon has formulated a set of brand management rules, including the Canon Mark Basic Rules, to ensure that its employees use the Canon brand in compliance with regulations and enhance the value of the Canon brand through the trust of customers and society. From 2016 to 2017, Canon conducted a comprehensive review of these rules in light of societal shifts as well as brand-related feedback, both internal and external. To make them easier to understand, rules on the handling of trade names, trademarks, and domain names, as well as the Canon logo, were consolidated into a single set of guidelines, along with new stipulations relating to corporate identity and external use of "Canon" that had not previously been covered by the rules. To disseminate this information across the entire Canon Group, we sent notices to Group companies, publicized the changes on our company intranet, and briefed the brand management divisions of each regional marketing headquarters.

Promoting Awareness of the Canon Brand

Canon carries out brand education programs at all Group companies in the regions where it operates to ensure that all employees fully understand the Canon brand and act with propriety and in accordance with pertinent rules. Such education raises the awareness that "Each and every employee embodies the Canon brand." For example, at Canon Inc., we incorporate brand education into the rank-based training curriculum and also strive to raise awareness utilizing the company's intranet system.

An increasing number of companies have been joining the Group in recent years through M&A, making it important for everyone within the Group to share the same culture and goal awareness. In light of this situation, we are focusing on internal branding so as to increase Group vitality through a shared recognition of the Canon brand. In 2017, we reviewed workflows and simplified documentation so the Brand Management Committee could operate more quickly and smoothly.

We will continue to conduct awareness campaigns aimed at employees in charge of product branding in individual business divisions, and conduct awareness campaigns for all employees assigned outside Japan (7 sessions, 217 participants in 2017) during training to further improve brand management capabilities across the Group.

Measures to Tackle Counterfeiting

Counterfeit products cannot be overlooked as they not only damage the brand but may also lead to economic losses arising from malfunctions and inferior quality, and in the worst case, cause injury to or endanger the lives of customers who purchased a product trusting in the Canon brand.

We are actively carrying out anti-counterfeit measures. We crack down on factories that manufacture counterfeits and retail locations that sell them, while cooperating with customs authorities to stop their importation. We work with customs authorities on various initiatives, including dispatching employees to serve as lecturers for authenticity seminars for customs officers, and for anti-counterfeit training programs hosted by customs authorities. Moreover, following a rise in the volume of counterfeit products sold on e-commerce websites, we are also working to create mechanisms to remove counterfeit products from the Internet.