

packaging and caplets. It worked. J&J became synonymous with SAFE products.

9. **MONITOR PERFORMANCE** - by setting image standards, guidelines and objectives, corporations have yardsticks by which to measure their success in influencing the public. Similarly, they have means to monitor the work of their employees and hold them accountable to certain ideals.
10. **DECENTRALIZE DECISION-MAKING** - image standards and guidelines provide branch offices with blueprints and tools to work with. By having these available, CIBC headquarters has noted that it can reduce the amount of time it spends setting up branches and making decision for its satellite offices.
11. **CONSOLIDATES EXISTING PRACTICES** - many corporations like the CIBC have been in business for a long time. They have an "image" but have not actually spelled it out in a policy format. This can often lead to a duplication of effort. By preparing guidelines, companies like the CIBC have increased their overall efficiency by letting everyone know that a particular image standard already exists and should be followed.
12. **CHANGE IDENTITY** - companies often develop out of mergers or name changes. It is often important that the "new" company is distinguished from the old. LOEB inc. spent a great deal of effort on developing and presenting its new image. It wanted the public to recognize that it was no longer a food wholesaler, or an IGA - its a new and improved retail grocery store.