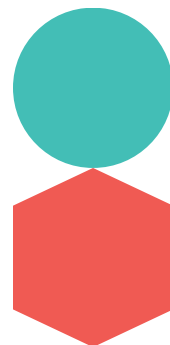
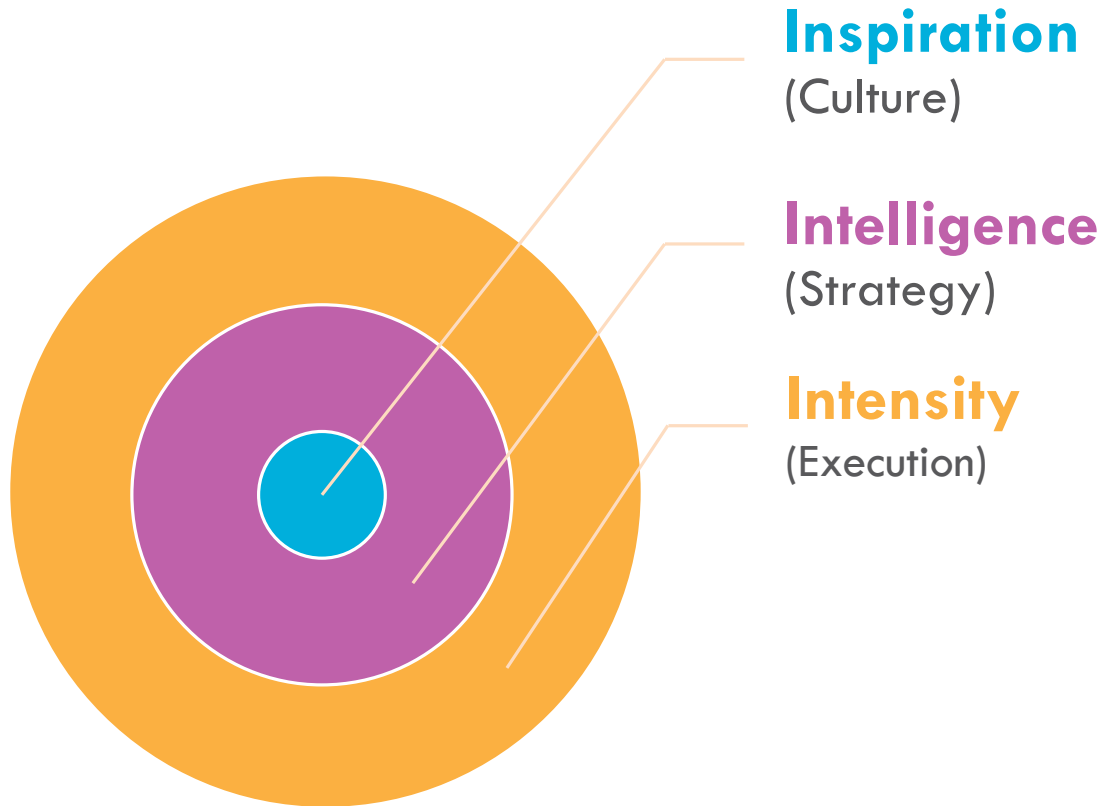


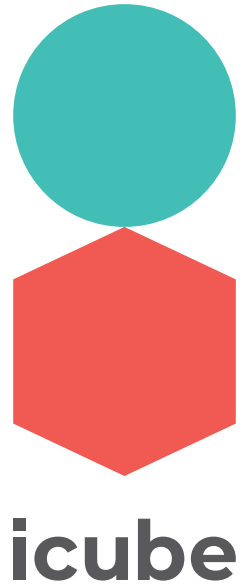
INTELLIGENCE: POSITIONING AND BRAND STRATEGY WORKSHOP SET UP



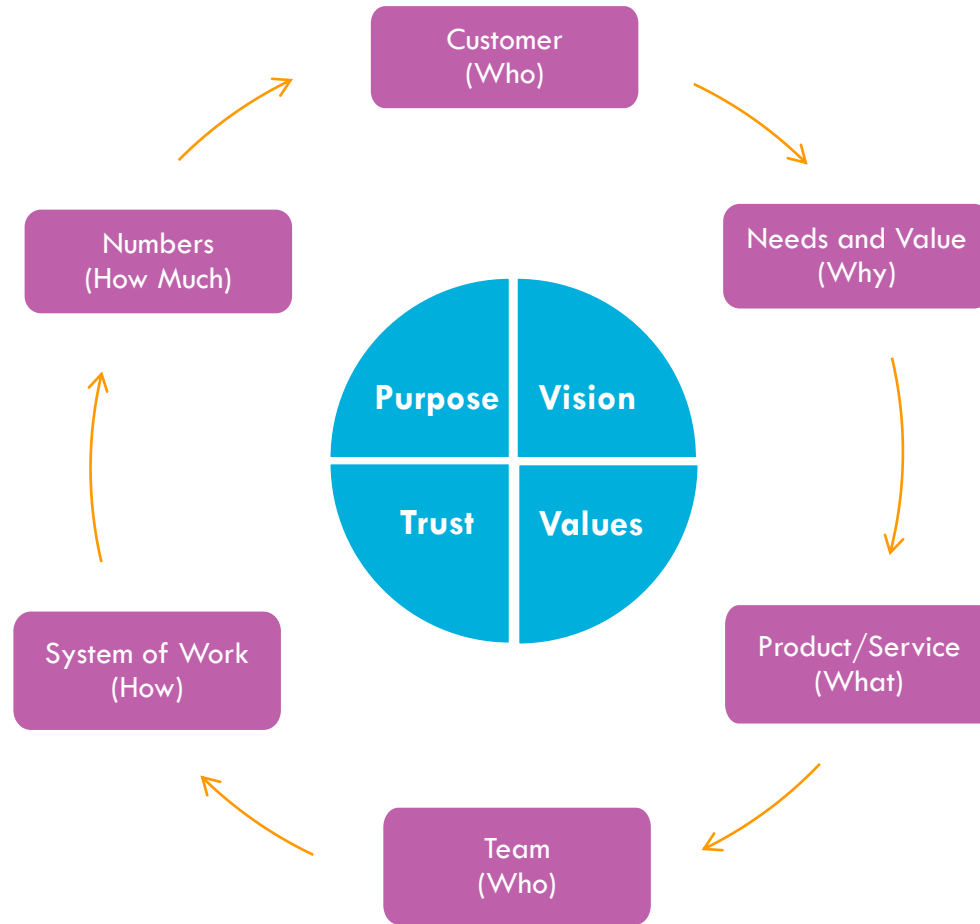
icube

THE ESSENCE OF VALUE CREATION...





Strategic Planning Beat



Tactical Meeting Beat

Issues

- Strategic
- Tactical



MARKETING = DISTRIBUTION OF VALUE



A BRAND IS THE CORNERSTONE OF A MARKETING STRATEGY



WHAT IS A BRAND?

An Expression of Value

- Promise
- Perception
- Expectation
- Differentiation
- Emotional Dimension

EXAMPLES OF BRAND EXPERIENCES...

- A visit to the Apple Store
- The Nike sneaker craze
- Deciding what to buy at the grocery store
- A service call to your local plumber

WHAT MAKES A BRAND STRONG?

- Focus* - Unique Quality
- Alignment* - Within the Entire Organization
- Linkage* - Identification by the Customer
- Authenticity

* Killer Brands – Frank Lane

WHAT ABOUT THE LOGO?

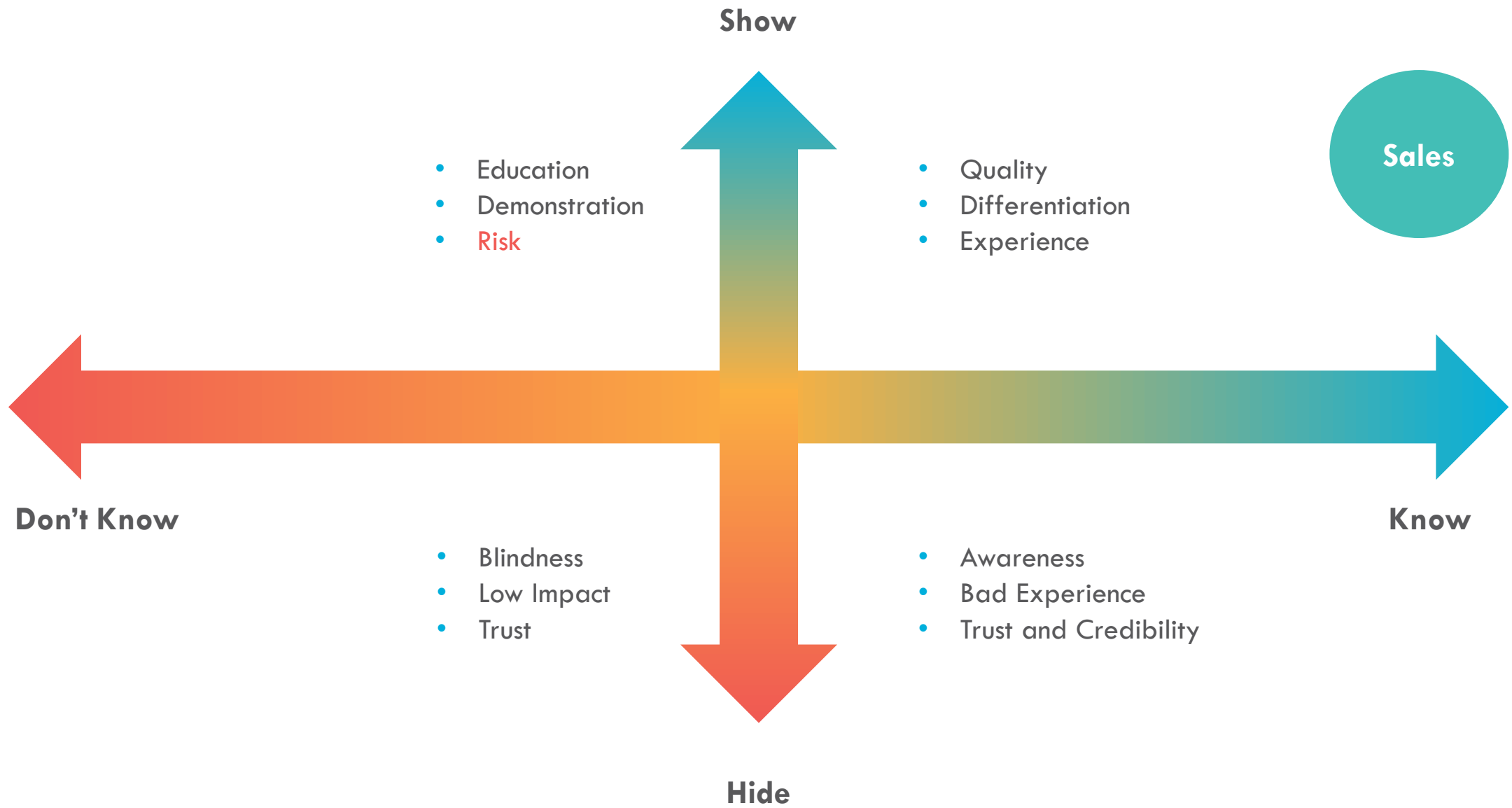
“A logo is an empty vessel in which you pour the meaning of your brand”

Michael Bierut

Partner, Pentagram

THE UNIVERSAL BRAND CHALLENGE...





FOCUS – SITUATIONAL REVIEW

- Which Quadrant do you fall under?
- Review Trust/Credibility within the marketplace
- Capture any other notes you find useful

FOCUS – POSITIONING STATEMENT

- Decision Maker/Economic Buyer/End User
- Pain to be Eliminated
- Product/Service
- Category
- Key Benefit
- Competition
- Key Differentiator

ALIGNMENT

- Long Range Business Objective
- Basic Business Model
- Product/Service Delivery Strategy
- Key Partnerships
- Sales Strategy and Process
- Scaling and Sustainability Strategy
- Financial Strategy
- Risk Mitigation Strategy

LINKAGE

- Core expectation of the User
- Brand Promise
- Perception
- Behavioral Objective
- Copy Strategy
- Pricing Strategy
- Naming Strategy
- Logo Strategy

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QUESTIONS?

