



Marketing Strategy

Introduction
Investigation Round Table
Facets & Elevator Defined
Litmus, Nucleus & Desired Perception Statement
Tag Line & Touchpoints
Conclusion

Introduction

The development of any marketing or communications program requires a foundation that is well described and thorough. Without this, messaging becomes inconsistent with the brand and that inconsistency leads to confusion and inefficiency. The design of the process has been the result of applying messaging to brand strategies for more than 15 years.

For existing businesses and their divisions, Premiere Creative proposes an expansion and re-justification of their Strategy document that is tailored to all media and messaging. To ensure minimal fragmentation, businesses and their divisions need a wider body of work, that looks at the brand from all aspects, both positive and negative and exposes these and deals with them forthrightly.

The great issue that most brands have is that they are not positioned in the mind correctly — in that first place/position. This is a direct result of a lack of understanding about how positioning works and what it actually is. Positioning is about a place in the mind. There is a different place in the mind that one has for Coke and Pepsi – both of them firsts. UPS and Fedex. But to recognize this is not enough.

Quick test,

Who is Charles Lindburgh?

- 1st person to fly Atlantic solo

Who is Amelia Earhart?

- 1st woman to fly the Atlantic solo

Who was 2nd person to fly Atlantic Solo?

- Clarence Chamberlain ~ two weeks after Lindburgh

But with a foundation, the brand and its marketing and messaging is not just consistent but strategic and cumulative. The environment in which the messaging is deployed is full of competing messages and indirect and uncontrollable influencing factors. There is a lot of competition for the attention of the target market, in the greater NYC metro area exposed to more than 4,000 marketing messages a day. The messaging aimed at your market needs to be precise.

While we can agree that a brand foundation is a beneficial asset for any organization, achieving this is not easy, and all too often it results in weak, short-lived or insufficient to all of the demands such a foundation will face from different efforts. Premiere Creative can work with you through a four step proven process to achieve a living and breathing document to sustain your brand for today and well into the future.

1. Investigation Round Table

Upon being retained, Premiere Creative and you the client will set up an initial meeting should include all thought-leaders who are responsible for the achievement of the stated goals. Back-up reference materials and research (demographics, zip codes, etc.), as well as results from previous efforts, both recent and distant, should be brought to this meeting. Documentation of benchmark scenarios or organizations (e.g. similar successes) should also be provided to uncover the company/division's unique aspects and its goals.

2. Facets & Elevator Defined

After the initial round table, we identify the main facets of the brand – usually this ranges from 4 to 6 facets. These are described using words, supporting words and images. What “leadership” means to one brand, and what examples of leadership are relevant varies from brand to brand varies (George Washington, Martin Luther King, Jack Welch are all great leaders but had very different styles). However in this stage, Premiere Creative's process defines this with precision and results in deeper, more meaningful delineation. The primary purpose is to elucidate the primary factors underpinning the brand. While this is a reductionist exercise, we then will further condense this with the creation of the Elevator Statement, the second part of this stage.

The Elevator Statement is a 25-word sentence or two that clearly describes the corporation/division, its value proposition and unique place in the market. While some of what we do herein is background, this is intended to be used by those who need to describe what the corporation/division actually is and does. So all employees, managers and executives would use this to describe the corporation/division. The consistency alone will help develop viral streams as well as support and work with other messaging across all media.

3. Litmus, Nucleus & Desired Perception Statement

The next stage will put the Facets and Elevator Statement through a litmus test that looks at how vibrant the brand is today, how vibrant it will be in the foreseeable future (accounting for competitive and environmental elements) and how that vibrancy can withstand cataclysmic changes in the brand or its environment. This is a necessary step to ensure and assure the performance of the brand and its messaging over time.

The Nucleus is an ordering and refinement of the preceding Facets. It looks at the core characteristics and then the layers – in perceived order – that surround it. It is important, we have discovered, to take this step so that the depictions of the brand are reporting back to this center. It is not enough to have the colors and logos consistent – those should be representative of a holistic consistency.

The Desired Perception Statement describes what we want people to think and feel about the corporation/division – after we have gone through the foregoing steps, which, in no small way, expose the brand to its harshest factors once in the market.

4. Tag Line & Touchpoints

The existing tag line will be tested against all of the corporation/division elements. It should be the centerpiece of all messaging – both inside and outside the corporation/division. It needs to reflect the unique qualities in just a few words, remain relevant and at the same time command attention. If the existing tagline does not measure up after the foregoing exercises, Premiere Creative will work with you to compose a new one that does.

Finally, we will investigate the media that will deliver all of the various messages. Media may include the web site, direct mailers, press releases, and brochure/collateral and much more. However, it also includes the people who work at the corporation/division, the phone messages they leave, signage in the building and so on. This does not need to happen all at once, but by listing all media and then creating a benchmark, the corporation/division will have an objective device to measure its deployment.

Conclusion

This will provide a firm and defined foundation that the corporation/division can return to again and again in developing marketing strategies and executions. This document containing visual references, and multiple views on the brand's facets, their prioritization and justification, and rationale will be the guiding force for the corporation/division. It will unify the messaging for maximum efficiency and value. It will reduce fragmentation, waste and increase the effectiveness of the messaging components, giving the corporation/division a more resilient and robust marketing program for years to come.

Contact us

Premiere Creative
44 Main Street Suite 5
Millburn, NJ 07041
P: 973.346.8100
F: 973.346.8101
www.premierecreative.com

-Inspirational Designs, Innovative Solutions

