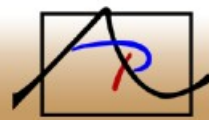


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Strategic Positioning

What We Believe

The term “Brand Strategy” has become an overused, vague and even meaningless term for good old fashioned business strategy and market positioning.

We find that a successful business strategy starts with an effective brand strategy and that the management of the brand carries thru in nearly everything you do.

An effective brand strategy is a powerful business tool that can...

- drive change
- drive customer preference
- drive differentiation
- justify pricing premiums
- defend from the competition
- provide stability in tough times
- enhance performance in expansion times
- and more...

Is a single idea that embodies everything you do:

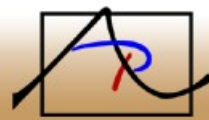
- must have competitive advantage
- must be as differentiated and competitively advantageous as possible
- must compel - the organization, marketing execution, and of course... the audiences

Is useless unless it comes with:

- clear and compelling marketing strategy
- products and services which truly embody the brand position
- supportive culture throughout the organization
- clear set of actions for execution



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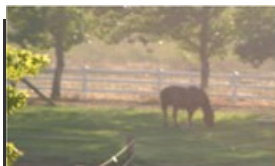
Strategic Positioning

A brand is not just a logo:

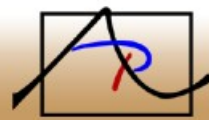
- brands, like people, have strengths and weaknesses that serve to represent how you are viewed by your key constituents
- **EVERYONE in your company is a brand ambassador**
- managing your core brand strength is a PROCESS
- your brand is an asset that must be considered in all business decisions
- when strategically managed, brands hold much power for you to wield in competitive markets
- brands can evolve over time, with care and nurturing
- brands can be renewed
- but it takes careful insight, research and application

Great Brand Strategy...

- **has insight**
 - is enriched, validated and brought to life through customer insight
 - is reached through a blend of research, experience, distillation and collaboration
- **has bite**
 - starts by uncovering your relevant differentiation
 - resonates with your customer's needs, provides competitive advantage and grasps the marketplace opportunities--fulfilling the unmet need
- **is timely**
 - is on target with, or ahead of, customer and marketplace needs
- **is compelling**
 - will be compelling to your various audiences
 - is compelling to the organization (and its parent)
 - is competitively unique, own-able and defendable



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Strategic Positioning

“Igniting” your brand requires tapping into the CORE of your Brand Power

- What is the value proposition as it exists today? **Who** are you to your customers?
- **What** *brand attributes* can be leveraged for competitive advantage?
- What is the best way to activate those attributes in a way that will *fulfill un-met market needs*?
- Where is your current value proposition working, and where does it fall short?
Where is the brand going?
- **How** do you develop a new or modified *brand value proposition* that has relevance and meaning to the target market?
- How do you create a *brand voice* which will resonate with the target market(s)
- How do you craft *brand messaging* which can be communicated in a variety of ways and in a range of materials to connect with the target market(s)



Managing your brand is a PROCESS that ADR is prepared to help with

1. Brand Strategy

- **INSIGHTS:** business review, market audit, customer reviews, brand analysis...
- **VALUE PROPOSITION:** assessing opportunities, creating the promise, the benefits, the proof...
- **POSITIONING:** testing the promise, the benefits and the proof against competitors to determine your fit in the marketplace...opening the front door, closing the back door...
- **BRAND FRAMEWORK:** the brand architecture, the key messages to drive choice/ loyalty, the brand voice...

2. Brand Activation

- **IDENTITY DEVELOPMENT:** how is the brand communicated verbally, visually, and thru the systems and process by which you do business?
- **BRAND IMPLEMENTATION:** internal execution, external execution, marketing and sales optimization....

3. Brand Management

- **MANAGEMENT TOOLS:** awareness and usage studies, corporate guidelines, employee touch point training...