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## MEETING YOUR BUSINESS OBJECTIVES THROUGH BRAND MANAGEMENT

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

**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**

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# Brand Management White Paper

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- 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 defensible

## "Igniting" your brand requires tapping into the CORE of your Brand Power

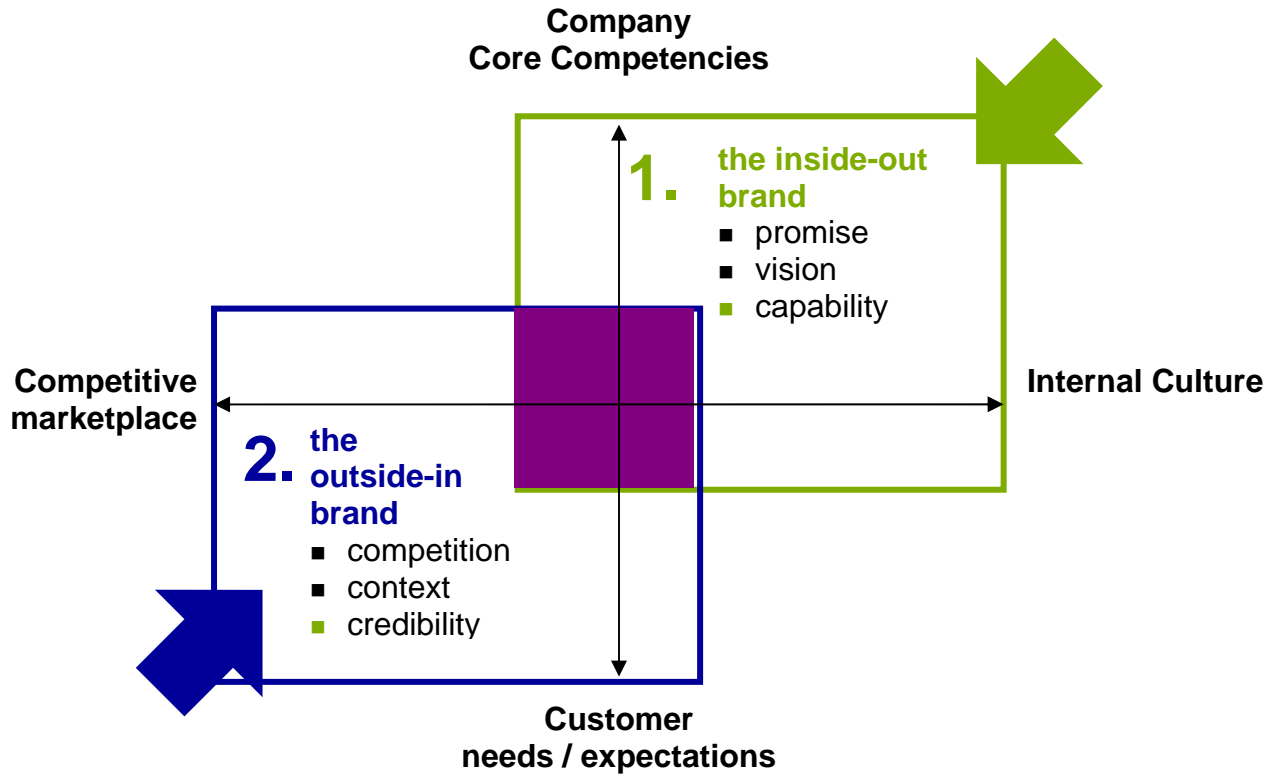
- What is the value proposition as it exists today? **Who** are you to your customers?
- **What** *brand attributes* can be leveraged for competitive advantage?
- What is the best way to activate those attributes in a way that will *fulfill un-met market needs*?
- Where is your current value proposition 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)



# Brand Management White Paper

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## Simplicity with Rigor





## ADR services support...

### 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

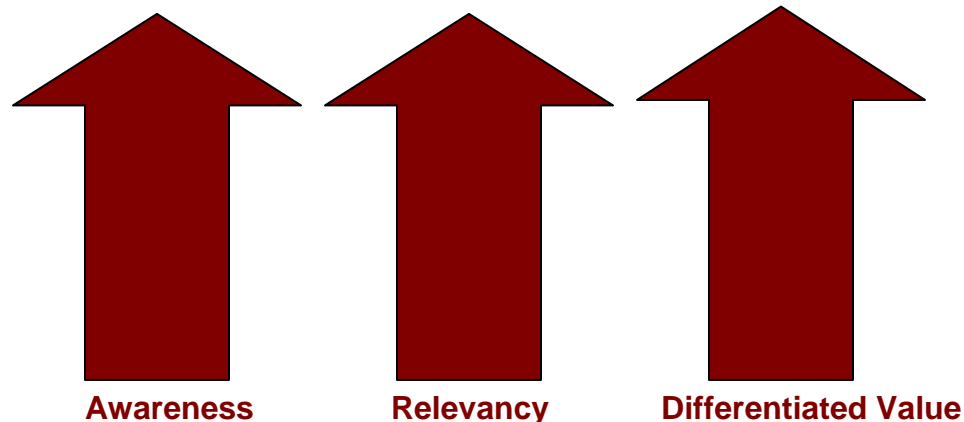
- **MANAGEMENT TOOLS:** concept development, awareness and usage studies, customer account reviews, employee touch point training...

## Why Look at Managing the Brand as a PROCESS?

All too often, companies go through the *pain* of creating consensus about their brand identity and STOP THERE.

We have to remember that everything we do effects customer perceptions of who we are (our BRAND identity). New business development choices for products and services, implementation of these products and services and sales must all follow brand strategy.

## The desired outcome:





## ADR Associates, Inc

*...Helping Connect With Customers*

*ADR Associates is a corporation founded in 1994 specializing in strategic positioning, market research and communication counsel. Based at Red Hawk Ranch, a unique executive off-site location, ADR brings the customer voice into management's focus. Helping clients understand customer perceptions is often the foundation of ADR's involvement and becomes a driving force for creating and fine-tuning successful business strategies.*

*Red Hawk Ranch is headquartered in California's Temecula Valley Wine Region. Visit us at [www.redhawkranhch.tv](http://www.redhawkranhch.tv).*