




Brand and Message

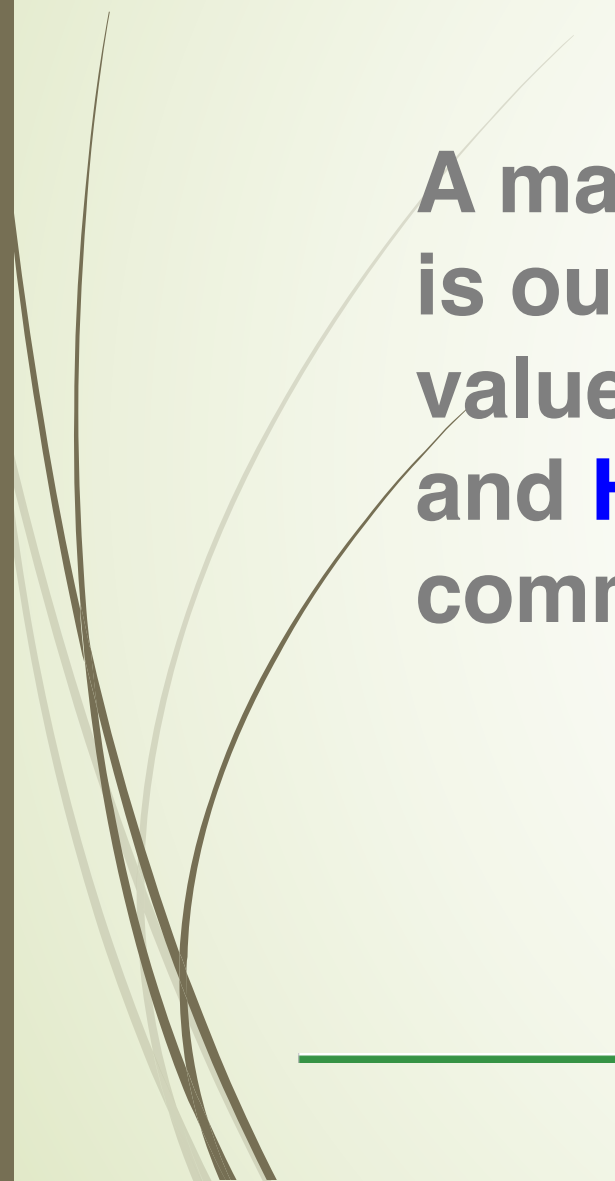
Sandra Xiao, CPN Workshop 29th of October 2017

**how would your
brand stand out?**

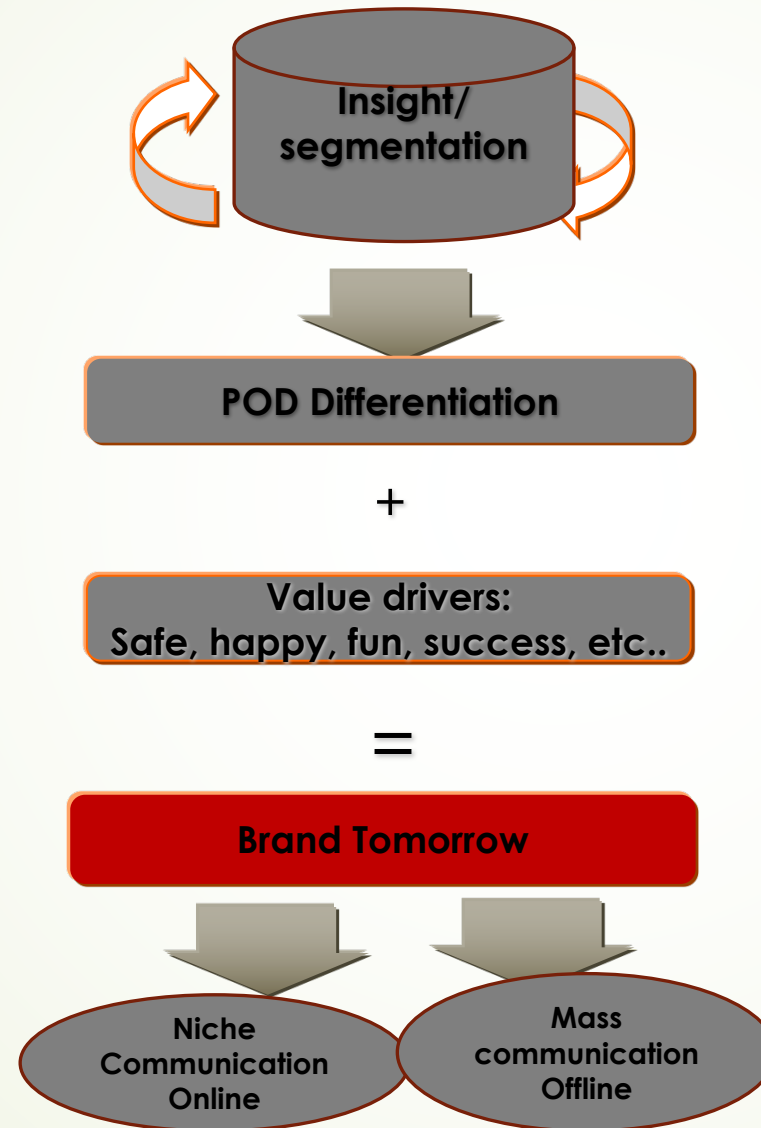




A marketing strategy must answer **WHO** is our valued customer, **WHAT** kind of value proposition that we can provide and **HOW** to do it and **WHERE** to communicate.



HOW TO BUILD BRAND: FROM INSIGHT TO ACTION



- Brand preference and brand usage
- Customer segments and needs
- Demographic
- Customer's interest and life style

- Brand power in the mind
- Brand power in the market
- Recommendation, relevant for me

- Drivers of brand /value drivers – POD / POP
- Brand emotions (Trustworthy, Inspiring, delightful, helpful...)

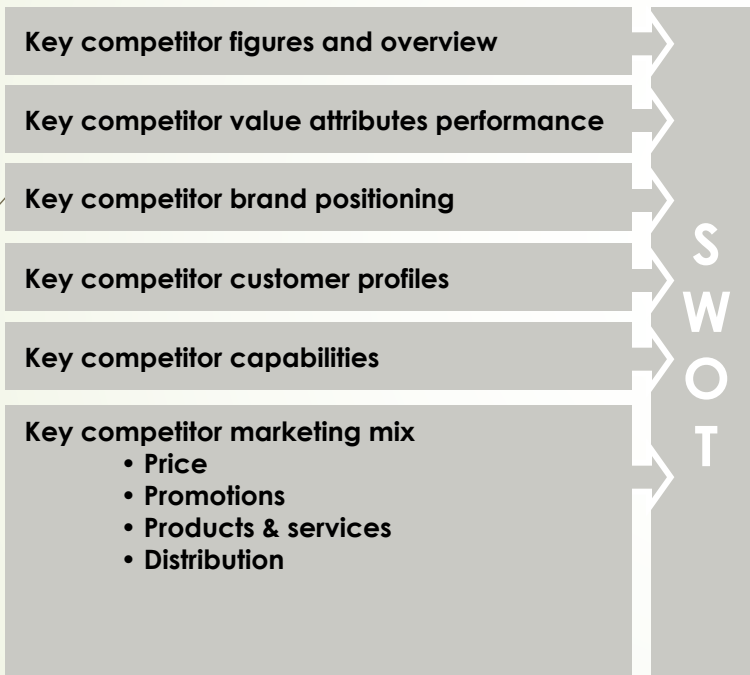
- Brand ambition, with brand identity and brand promise.

- Deliver brand through “inside-out” and integrated marketing across all the touch points

UNDERSTAND COMPETITION

Understanding competitors – create the basis for competitive advantage

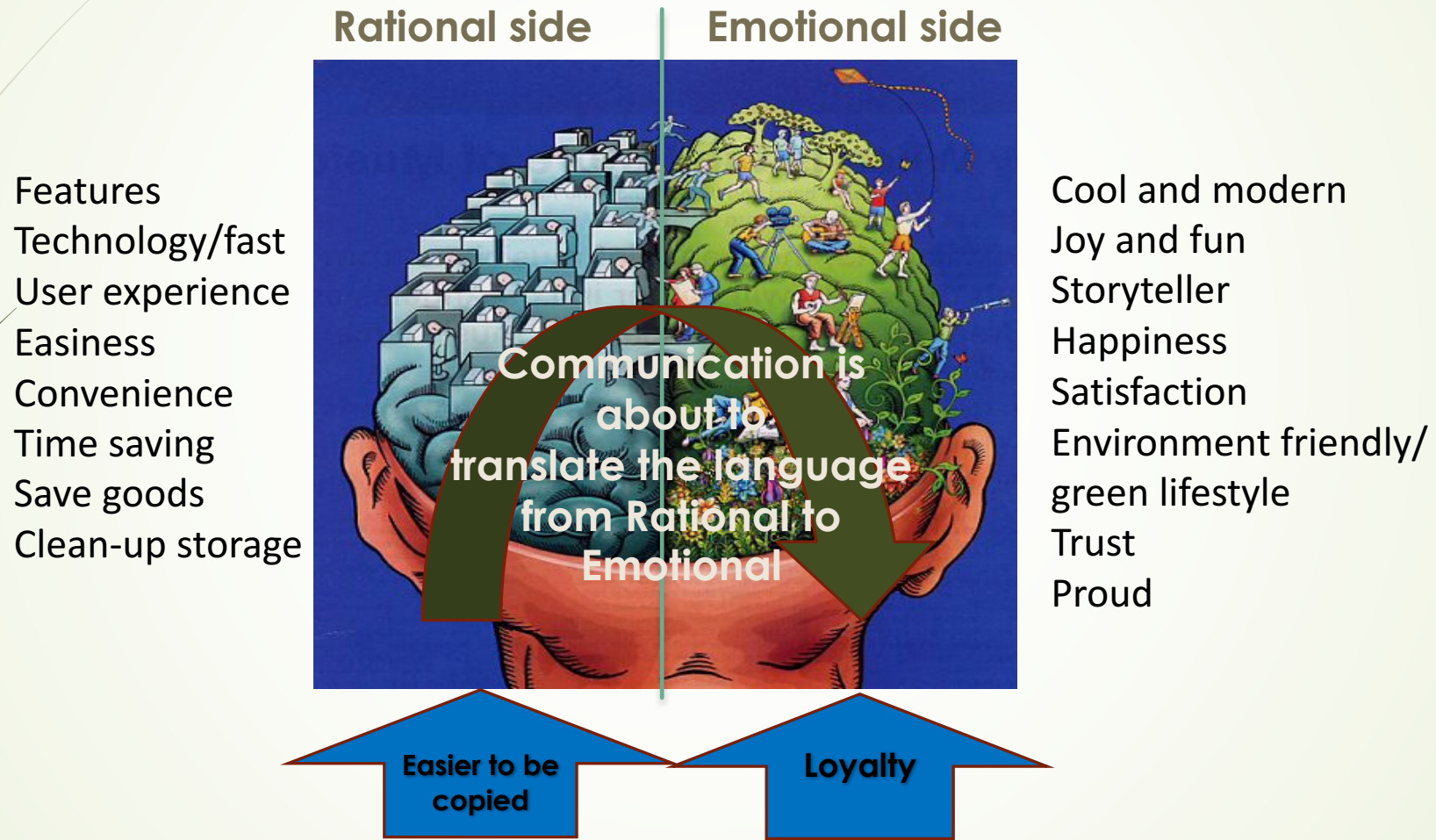
Description – Understanding your competitors



Key results

- 1 Clear view on drivers in market**
What are the most important drivers to the core target group
- 2 Clear view on the competitive landscape**
Who are our competitors, their performance and challenges
- 3 Clear understanding of competitor**
Get a solid understanding of all the relevant competitors, their strengths and weaknesses

COMMUNICATION – translating the rational benefits to emotional benefits



INFLUENCING MARKETING

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- ▶ Influencer Marketing (**word of mouth marketing**), as increasingly practiced in a commercial context, comprises four main activities:
 - **Identifying influencers**, and ranking them in order of importance.
 - Marketing **to influencers**, to increase awareness of the firm within the influencer community
 - Marketing **through influencers**, using influencers to increase market awareness of the firm amongst target markets
 - Marketing **with influencers**, turning influencers into advocates of the firm.
 - Influencer Marketing is enhanced by a continual evaluation activity that sits alongside the four main activities.

INFLUENCING MARKETING – Call for Action

- ▶ **Reciprocation** – You, then me, then you, then me, be the first to give:
 - ▶ Service
 - ▶ Information
 - ▶ Concessions
- ▶ **Scarcity** - The rules of the rare
 - ▶ Emphasize:
 - ▶ Unique Features
 - ▶ Exclusive information
- ▶ **Authority** – showing knowing, establish position through:
 - ▶ Professionalism
 - ▶ Industry knowledge
 - ▶ Your credentials
 - ▶ Admitting weakness first

SUMMARY

Targeting
+
Pain Point Analysis and Resolution
+
USP Proof
+
Influencing Marketing



THANK YOU!