

# IS YOUR VALUE PROPOSITION UNDERSTOOD?



## The Case for Strong Brand and Value Proposition

Strong brands attract customers, inspire loyalty and have the elasticity to extend your business into new lucrative opportunities.

In a challenged economy marketers with constrained budgets have to make sure their messages and communications efforts are on point, integrated and fit into an overall customer driven, multi-channel strategy. This strategy must be credible and prioritized and take critical account of market and competitive forces, as well as, resource capabilities and core competencies found within the organization.

Marketers must work with all customers and sales channels to ensure that the right offer, is delivered to the right customer, at the right time.

Measuring program effectiveness and marketing ROI are growing business imperatives, but they are only worth doing if the message and marketing mix have been previously rationalized and are effectively in place.

## HOW WE CAN HELP:

### Experience:

SUNGARD

Deloitte

JPMorgan

Standard  
& Poor's

GE Capital

UBS

### Phase I: Discover and Recommend

- Conduct Interviews/Stakeholder analysis
- Best Practices/Visual Audit:
  - Perform Objective Marketing Communications Audit
  - Audit competitors
- Document channel touch priorities/requirements
- Brand Strategy and Directions for Use/Key Messages.
- Positioning Options and Statements
- Document channel touch priorities/requirements
- Create Creative Requirements Brief for Visual Identify

### Phase II: Build/Update Marketing & Development Tools

- Website
- Collateral
- Sales Presentation/Query Response Tools
- Media/Industry Relations
- Mobile/Other