

EFFECTIVE BRAND POSITIONING: THE VALUE OF YOUR MESSAGE



PROCESS 

THINK
CREATE
VALIDATE
DELIVER

Real Partnerships. Proven Results.



GROWTH.
Everyone ~~needs~~ WANTS it.

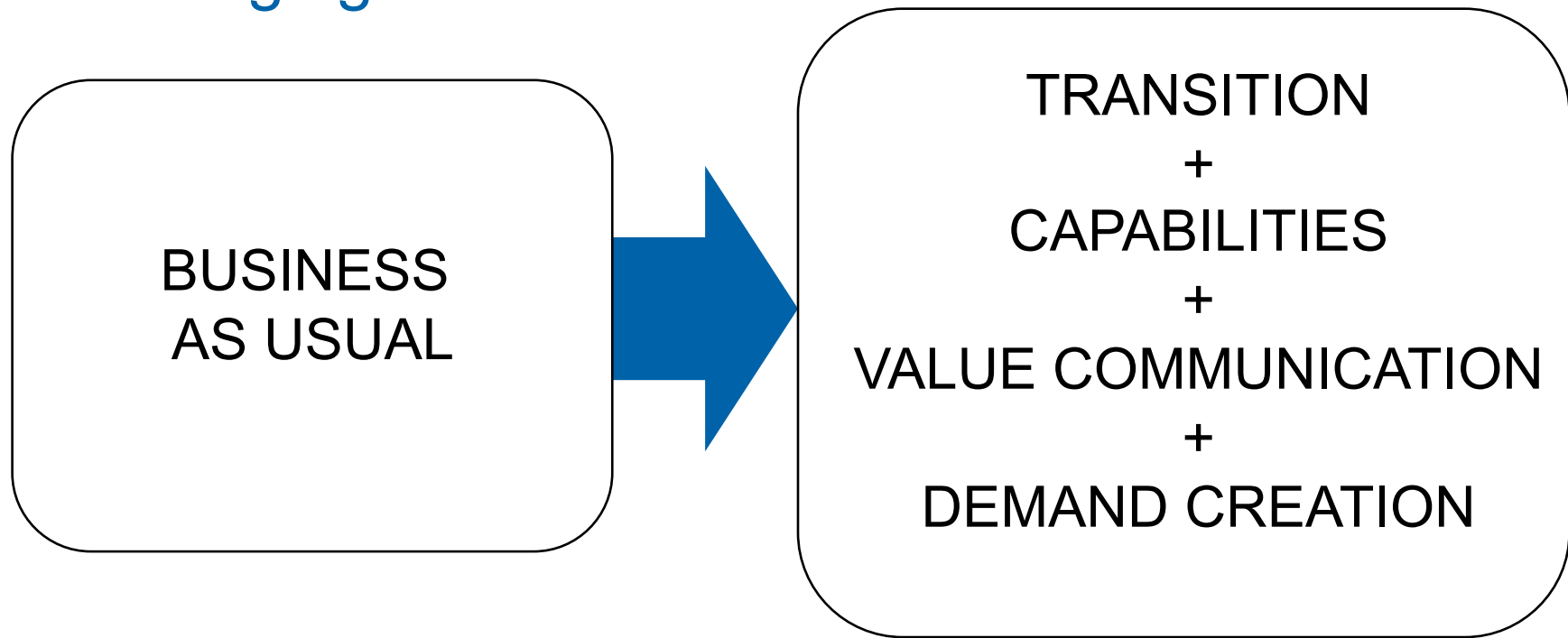




“Now go get us
20% market share”



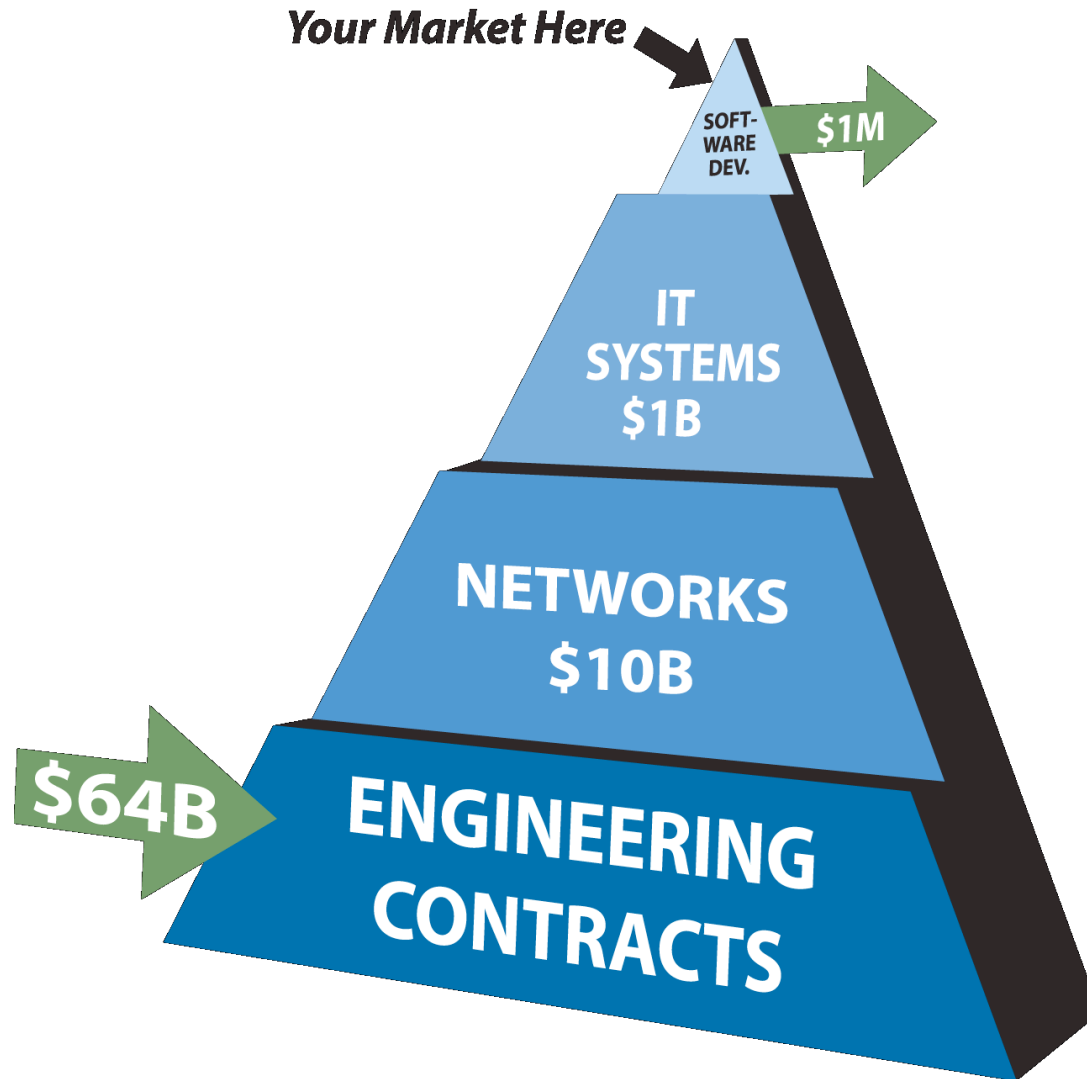
A changing formula





BEWARE:
The allure of BIG numbers.

\$64B





Five considerations to assess opportunities:

1. Gather the data
2. Know your story
3. Pivot the communications
4. Culture matters
5. Measure results

Step 1: Gather data

Consider:
Is this **REALLY** worth it?



Don't inhale your own exhaust.

(Your challenge: avoid “forcing” fit to gain \$)



Identify: Capabilities to succeed.

Got milk?





WHAT does your customer REALLY buy?


- price
- product feature
- service
- relationship
- trust

Step 2: Know your story

What you do and how it
adds value to the customer

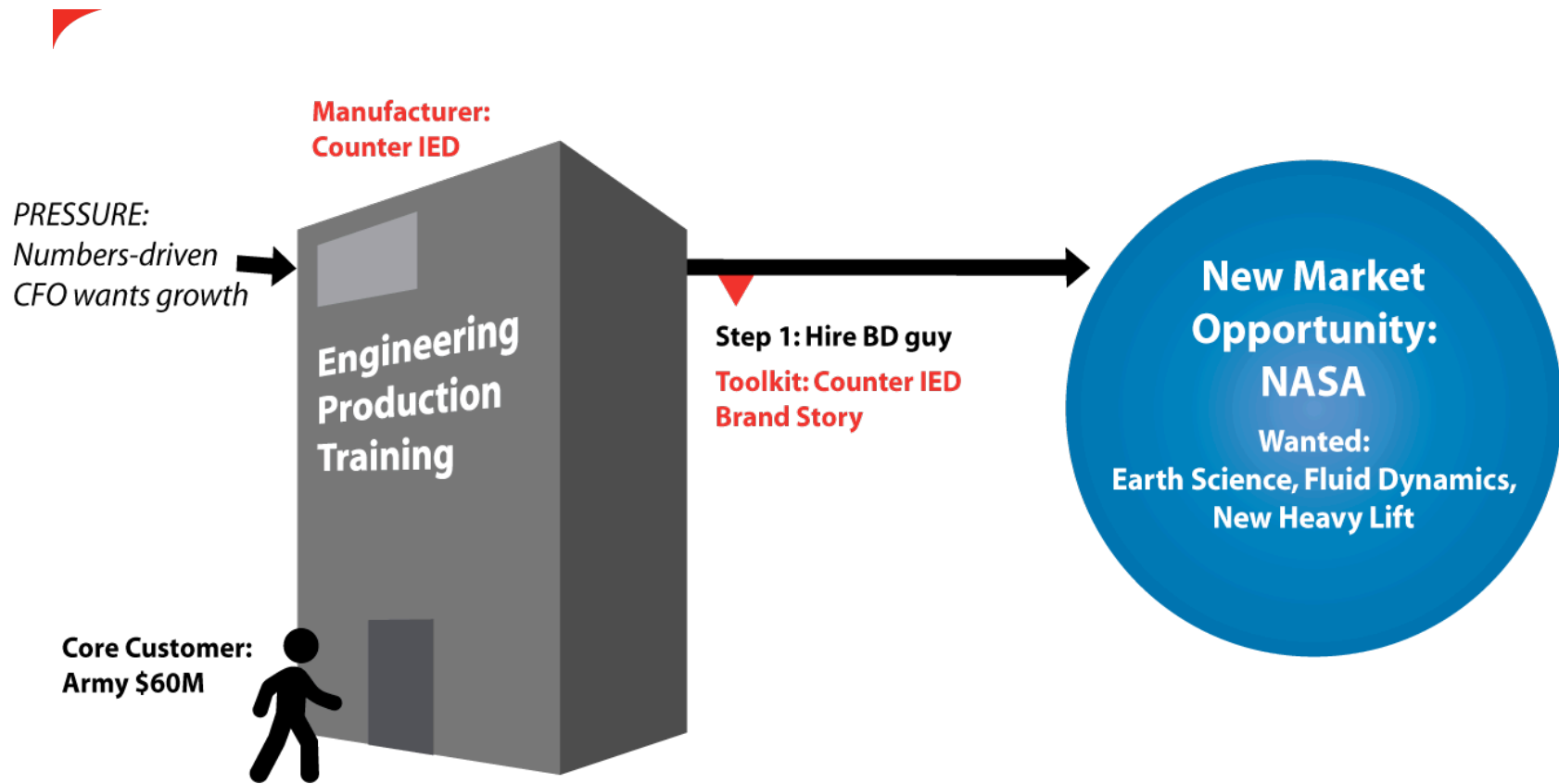


authenticity

 Pitfall: Expanding into areas that are not logical extensions of your story/brand.

Run the risk of diluting your message

If managed strategically
you can improve your brand position



Step 3: Pivot the communications

Align your communications
strategy and brand story



**Test. Adjust. Test. Adjust. Execute. Measure.
Repeat.**

Focus on the ultimate aspects of brand equity:

- **Awareness** – Develop understanding among target stakeholders and potential new prospects of your complete offering (recognition and recall)
- **Association** – Stakeholders to identify with the brand through products or services
- **Enhanced Value** – Promoting the organization brand with an emphasis on your complete value proposition

“We no longer view the command post as a bunch of tents and rigid-walled vehicles. It’s a weapon system.” Col. Cris Boyd, Army

Step 4: Culture matters

Culture eats strategy
for breakfast.





Challenge yourself:
does each activity **ADD VALUE**
to the customer?



Step 5: Measure results



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if you have any questions.



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