

Influencing consumer action.  
Brand. Relevance. Awareness. Need.



Ultimately we all want one thing.

We want our consumer to take action,  
to purchase what we're selling.

Maybe even fall in love with us. Share us  
with friends, pay us lots of return visits.

Date us for life.



Sounds simple enough.



A dense field of colorful balls in red, blue, yellow, and orange, with one black ball standing out. The balls are scattered and overlap, creating a vibrant, textured background. The text is centered over the image.

**If only there weren't so many options.**

Unfortunately, without guidance  
our friend the consumer  
can be one **fickle** “customer.”

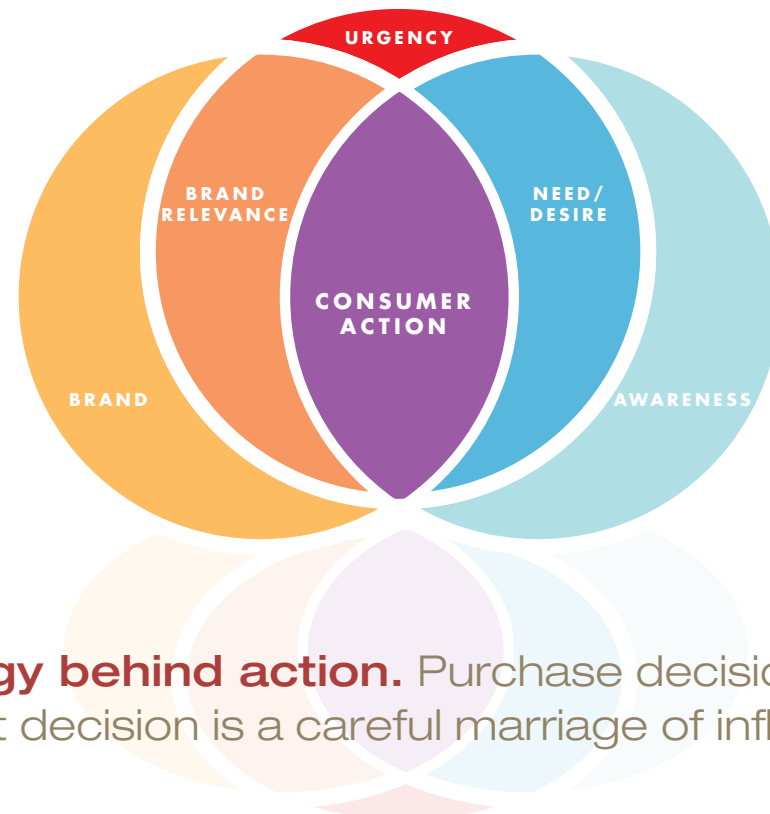
Our job is to pave the way  
on the road to **yes**.



And its a road we're very familiar with.  
Think of us as your guide dog.

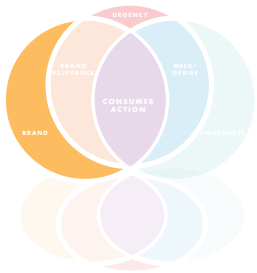


## ENGAGED PERSUASION INFLUENCES MOVING CONSUMERS TO ACTION/PURCHASE



**There is a strategy behind action.** Purchase decisions are not random. Getting to that decision is a careful marriage of influential factors.

Consumers are inundated daily with distractions. Positive ROI is built on: A strong brand. A clear message. A constant voice. Apt perception. Value.



Before you can sell anything, you have to know, clearly who you are and what you stand for.

**Without a true brand you're lost.**

We build brands.



## brand blazing. turning ideas into icons.

- A powerful brand speaks a universal language.
- It connects directly to the mind and heart of the target consumer in the shortest possible time.
- It embodies a unique point of understanding of their specific desires and needs.

The UrbanMindShare proprietary Brand Platform process is a proven method of starting with a universe of information and honing it down to a simple truth that the planet has never seen before.



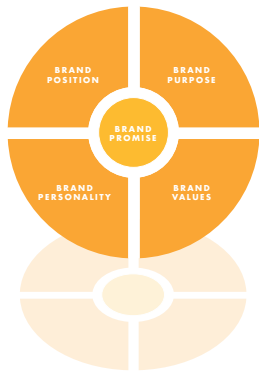
# BRAND PLATFORM



The **BRAND PLATFORM** is built on 5 sections. It is a simple, clear, sustainable document that, when done correctly can only be your brand. It is the building block for all touch points over the life of your brand. It informs all actions taken on behalf of your brand.

The five sections are: **Purpose. Values. Position. Personality. Promise.**

## BRAND PLATFORM



**PURPOSE** – The motivating ideal your brand will create, the void it will fill, the experience it will bring that is currently missing in the lives of your target consumers.

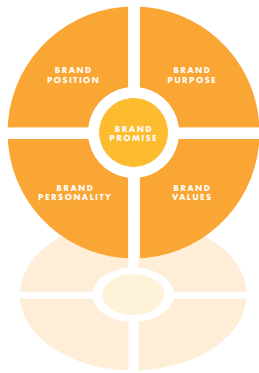
**VALUES** – Your unassailable core truths, standards reflecting your consumers’ highest expectations from which your brand will never deviate.

**POSITIONING** – The unique place your brand will occupy in your consumers’ lives that is not, and cannot, be encroached upon by your competition.

**PERSONALITY** – If your brand was a person, how would it walk, talk and relate to your ideal consumer, what traits and mannerisms would initiate a lasting bond.

**PROMISE** – The emotional benefit you must provide at every touch point that will keep your consumer pleased and loyal because you know them so well.

## BRAND PLATFORM



## Brand Discovery.

- a. new brand
- b. brand evolution
- c. brand revolution

First we look at where you are in the brand process.

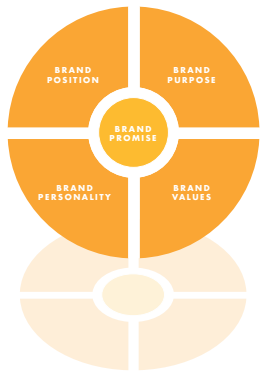
**Building a new brand.** You have no exposure or equity. You have a concept/product. You may or may not have an identity/name. You are brand neutral and ready to start brand mapping beginning with the brand workshop.

**You have a brand.** You have some equity. You probably have an identity. Together we determine:

1. Are you brand positive? or negative?
2. Do we build on current equity? Do we start fresh?

Before we move into a brand workshop, we perform an **Environmental Scan.**

## BRAND PLATFORM



## Environmental Scan.

An environmental scan is a scalable process of determining competition and perception.

Whether launching a new brand or growing an established brand, a snapshot of the current consumer mind set relative to our brand direction is an invaluable metric. Through this we determine if there are misconceptions about the brand, an alternate brand preference, undiscovered consumer needs or wants that would support further brand development, and any other thought and behavior patterns that might strongly impact brand development.

## How?

Depending on budget, there are several approaches.

## BRAND PLATFORM



## Environmental Scan. Levels.

- a. **Anecdotal research.** A broad-spectrum look at competition, through on-line searches, blogs, articles, key-word searches.
- b. **Targeted primary research.** Brand surveys. Interviews. We will craft a survey designed to uncover key beliefs, early adapters, barriers to acceptance, compliance tendencies, overall willingness to engage with the brand. Based on responses, and to pull from a non-anonymous pool, we can narrow the field and build one-on-one interviews.
- c. **Targeted secondary research** through paid subscription ie. Claritas, Scarborough.

**The results of the environmental scan become an additional voice in the process of developing or refining your brand and are carried into the brand workshop.**

For existing brands, the environmental scan helps us to determine the current state of perception, positive/negative.

## BRAND PLATFORM



## Brand Workshop.

### building a new brand

**How it works.** The brand workshop is a charrette guided by the agency for the purpose of mining the key ideas that become the building blocks of your brand: purpose, values, position, personality, promise.

It is a collaborative process during which we gather as much detail as is possible about where you are now, what you stand for and where you want to be in the future.

This is an all-out input session with your team and ours, involving all appropriate sources of information and exploring the brand's attractiveness to your consumer.

**S.W.O.T.** In addition to mapping brand components, we assess strengths, weaknesses, opportunities and threats. These details help us to determine your brand environment and can influence message and medium.

## Brand Workshop. Strength through collaboration.

### What will be covered:

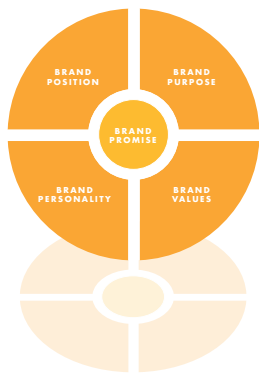
- Top level industry insights and consumer trends
- Demographic and psychographic profiling
- Review of a brand survey sent out to participants predetermined to have potential interaction with the brand and products
- Review of competitors or potential competitors
- Objectives. Timing. Barriers.

### Those in attendance should be

Client side: anyone who has insight into and experience with the company goals, emotional value, business platform and target audiences. Typically CEO, salespeople, customers, planners.

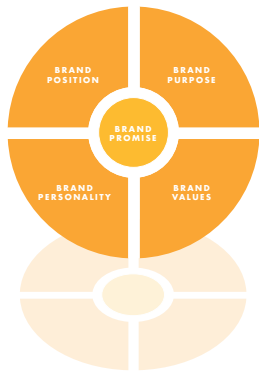
Agency side: key associates responsible for brand development and deployment, CEO, creative directors, account executives.

### BRAND PLATFORM





## BRAND PLATFORM



## Deliverables

### The final products that will result are:

- A succinct, one-page “brand platform” document

### Brand architecture to include:

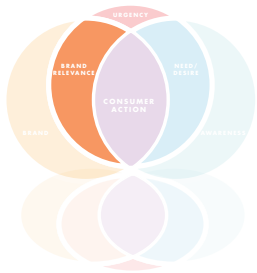
- Naming and naming hierarchy
- Logo/Identity
- Tag line
- Key words

### Brand relevance:

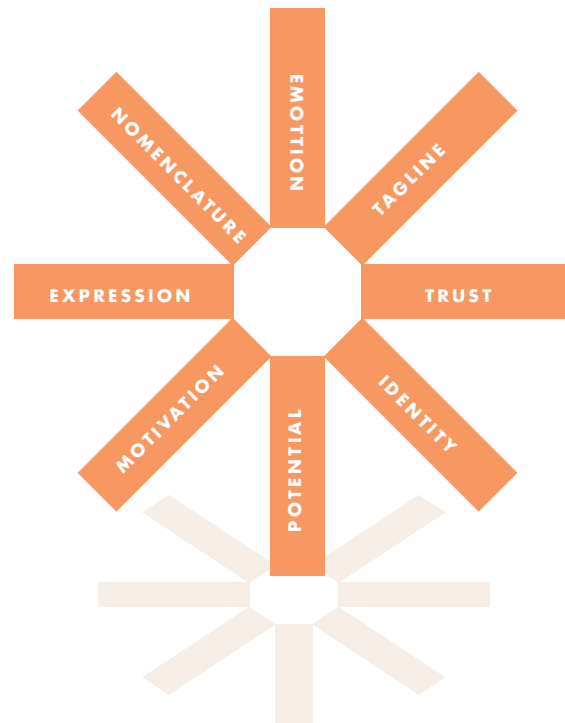
Brand tone and manner

A presentation of brand theme boards that reflect the voice and design of delivery

- Core palette for brand uniformity
- Brand touch points
- Brand guidelines



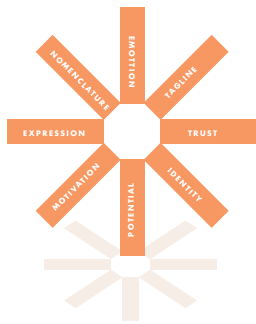
# BRAND RELEVANCE



**BRAND RELEVANCE** is directed by the brand platform and begins to ascribe visual and verbal tone and manner to the brand.

Like the brand platform, the initial construct is collaborative, AND takes the form of **vision boards**.

## BRAND RELEVANCE



## Vision Boards

**2-3 large format presentation boards that tell the story of your brand in images and a unique language style.**

- The building blocks to messaging
- Expression
- Fonts and colors

### **Brand relevance:**

Supports a relationship of your brand to your consumer.

Builds a “there” there.

Guides perception.

### **Testing.** Conduct Research on the Brand:

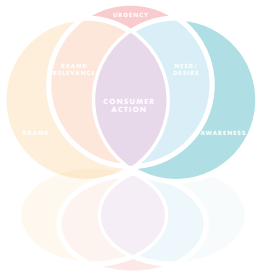
Why? In a simple English sentence - is our brand clear?

Will consumers understand it, and is there a compelling reason for them to buy what we’re selling?

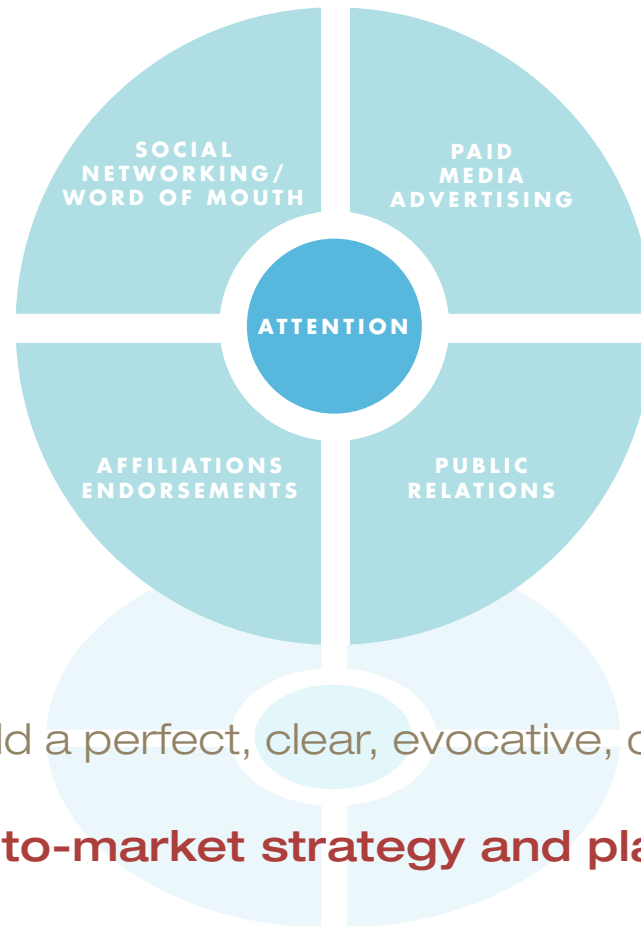
## ENGAGED PERSUASION INFLUENCES MOVING CONSUMERS TO ACTION/PURCHASE



Once your brand has been mapped out and vetted we drive message through sticky channels that build and enhance brand engagement.



# AWARENESS

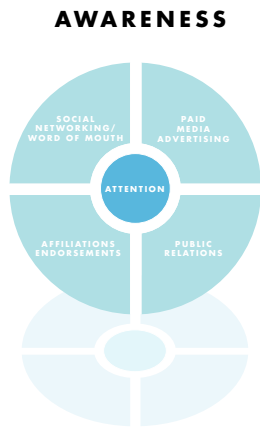


You can build a perfect, clear, evocative, compelling brand

**but without a go-to-market strategy and plan, no one will notice.**

**Brand engagement. Building top-of-mind presence.**

**Awareness planning - a strong marketing plan:**



Use an integrated media strategy.  
Be where your consumer is looking.  
**Be where your competition isn't.**

Balance your channels  
interactive, outdoor, broadcast, print and social media.

Connect. Have an on-going conversation.  
Become a “category expert”

Hook up with the right personalities, causes and events.

PR. Build a buzz.

Track. Report. Analyze.

## Strategy planning and analytics.

- Customer, Channel & Consumer Research
- Web, Marketing & Blog Analytics
- Audience Segmentation & Profiling
- Web 2.0 & Enterprise 2.0 Strategies

## Interactive Marketing

- Creative Services
- Brand Building & Direct Response
- Integrated Campaigns
- Social Networking, Community Building & Blogging
- Mobile Marketing

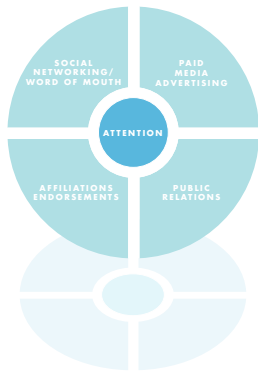
## Web & Interactive Development

- Web Design & Development
- Information Architecture
- User Experience & Interface Design
- Content Creation
- Content Management & Technology Solutions

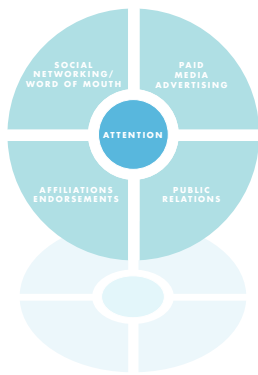
## Media Planning & Buying

- Media Strategy Development
- Search Marketing (SEO, SEM/PPC)
- Email & eCommunication Marketing
- Online Advertising & Ad Serving
- Viral & Social Media
- Media Mix Planning & Management

## AWARENESS



## AWARENESS

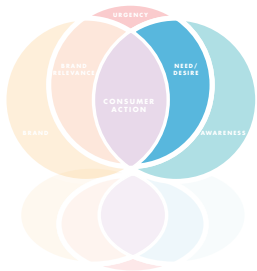


## Public Relations

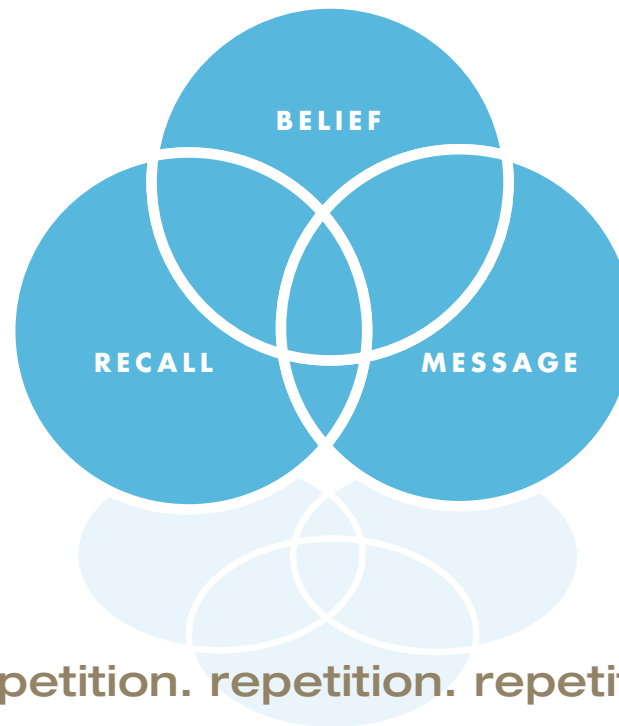
The business of relating to your public/consumer.

- Build and enhance your reputation
- Spin is not a dirty word
- Get published. Become “news.” Get on radar.
- Have a conversation with millions of your closest personal friends.
- Set trends, don’t follow them.
- Become friends of the media. They are good friends to have
- Don’t let crisis spoil your brand.

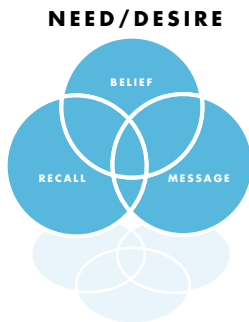




## NEED / DESIRE



**get inside your customer's head. you have to spend it to make it.**  
based on a strong brand, and appropriate media channels, drive brand targeted message to your consumer. do it again and again and again.



**Brand engagement. Keep it up.**

**Never underestimate the power of frequency:**

**Your customer lives in a noisy world.**

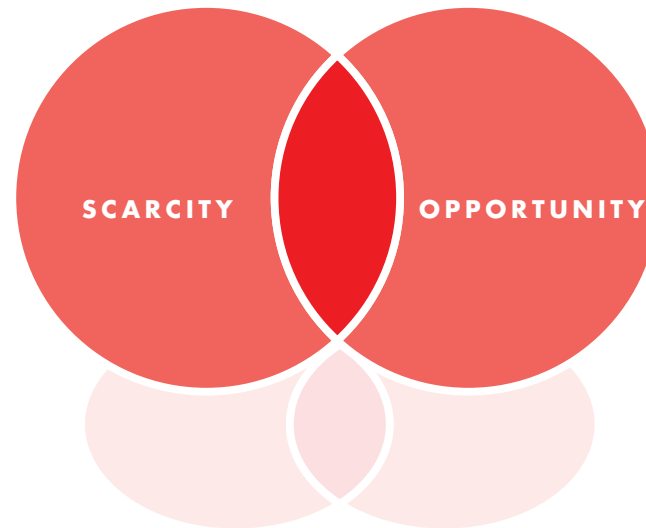
“Gotta-have-it today”  
can become  
“what-was-the-name-of-that?”  
before you can say “cancel that spot”

**Success** follows a strong brand, a smart media strategy and a well thought out, carefully capitalized marketing plan.

**Budget. Stay the course.**

And if you think your brother-in-law’s son with the laptop and the friend who builds websites is your answer - to quote a well-planned campaign demonstrating both reach and frequency, **“Just say no”**

## URGENCY



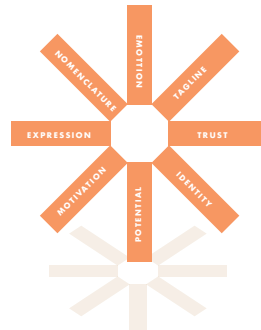
and finally a word about our wild child, urgency.

**If you have all the other pieces well in place engineer in a little scarcity.**  
remember cabbage patch kids? zhu zhu pets? I-phones?

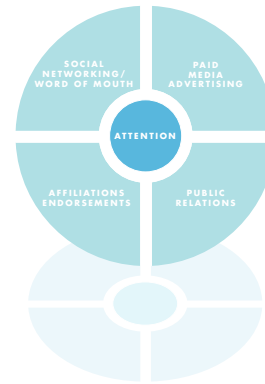
**BRAND PLATFORM**



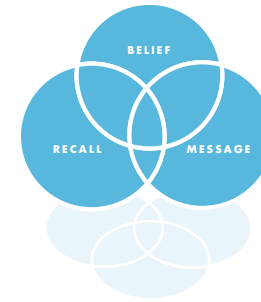
**BRAND RELEVANCE**



**AWARENESS**



**NEED/DESIRE**



the road to **yes.** is paved with good decisions.

**let's get started.**