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Insights On Brand Development From The Marketing Front

February 16, 2007

The OPEN
BDNI Strategic Positioning and Communications College
Hotel Orrington
Evanston, Illinois
May 1-3, 2007

Is it time to “sharpen your saw,” as Stephen Covey puts it? This is his way of saying that we need to engage in self-development activities to enhance our competencies. Building our competencies sharpens our capabilities to create success in our chosen field, and life.

If you’re a marketing manager we have a program that’s designed to sharpen your saw in the areas of brand building, the development of competitive positioning and leadership communications. Specifically, Brand Development Network International will be conducting its annual OPEN Strategic Positioning and Communications College on May 1-3 at the Hotel Orrington in Evanston, Illinois, just north of Chicago.

Some of the things you can expect to learn include, but are not limited to:

Brand Positioning Strategy

1. Develop/Understand the Brand Positioning Strategy Statement, the blueprint for transforming products or compounds into brands;
2. Utilize the Brand Positioning Strategy Statement to guide and ensure strategic integrity in the stewardship of the brand in the creation and execution of each of the marketing mix elements;
3. Clearly and completely define the Target-Audience to better serve them;
4. Identify the two dimensions of competitive framework – the literal and perceived, in creating a disequilibrium in the marketplace to favor the brand;
5. Differentiate benefits from features/attributes;
6. Understand the 3-types of benefits and develop/choose a relevant, meaningful point-of-difference benefit versus competition;
7. Identify legitimate reasons-to-believe to support the benefit and make it more credible to the Target-Audience;
8. Appreciate that Brand Character is a strategic element of the brand positioning and how to develop an appropriate, strategically sound character for the brand;
9. Assess the Brand Positioning Strategy Statement for technical accuracy;

10. Display the Brand Positioning Strategy for the company's brands versus competition to assess competitiveness; and
11. Develop Power Positioning to create brand loyalty.

Leadership Marketing Communications

1. Move from brand positioning to marketing communications;
2. Understand the difference between the Brand Positioning and marketing Communication Strategies;
3. Appreciate the role of the Marketing Objective in creating marketing communications messaging that generates sales while building brand equity;
4. Develop the Communication Strategy to identify the strategically appropriate marketing communication message to achieve the Marketing Objective;
5. Understand the role of, and develop, Campaign Ideas to ensure compelling strategic communications in all marketing communication vehicles;
6. Use a tissue meeting to improve the quantity and quality of ideas within less time;
7. Assess the effectiveness of Campaign Ideas and comment in a way to add-value to their productivity; and
8. Learn ways to continue to enhance the marketers' skill set in the development and execution of brand positioning and marketing communications.

This is the same program that BDNI has conducted for some of the most admired companies throughout the world. To-date we have trained thousands of marketing managers. As the name implies, the OPEN is available to marketers from any company wishing to attend. Historically, our OPEN programs draw participants from diverse industries and companies. Past participants have assessed this program as being "extremely useful" as evidenced by mean usefulness ratings of >9 (on a 10-point scale). They find the program very practical and applicable to their roles. (For your information, we are attaching participants' feedback from previous OPEN programs.)

We conduct only one OPEN Strategic Positioning & Communications College program each year. This program will be conducted on May 1 – 3, 2007 at the Hotel Orrington in Evanston, Illinois. Special rates are available at the hotel to all participants. The Central Division Offices of BDNI will be happy to assist you with that at 800-255-9831. Additionally, we are offering special rates for program participation (which includes fee, manual and support materials, some meals, etc.). ***Program availability is extremely limited so if you are interested please register right away to ensure your participation.***

For more information and to register please visit our website at www.bdn-intl.com or call Lori Vandervoort at 800-255-9831.

For those of our many friends who have already attended one of our previous programs we would appreciate it if you would pass this announcement along to your colleagues and friends in marketing whom you believe would appreciate and benefit from participating in this Strategic Positioning & Communications College program, and encourage them to

register. Or simply let us know who we should contact and we will do so. Thanks for your consideration.

Hope to see you at the OPEN.

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*We invite you to check out our Blog and give us your comments. There is a link on the same page as the one you clicked to view this article. Please give us your thoughts
We're interested in your input!*

We have included on the following pages some random comments from past attendees which we thought you might interested in reading. Also, we have included an agenda to aid you in your decision making. If you have questions or need help in registering, please contact Lori Vandervoort at loriv@bdn-intl.com or 800-255-9831 (620-431-0780).

BDN International

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OPEN Program Feedback

- *Overall, I believe that the course was very informative and educational. The presenters were engaging and entertaining.*
- *Great recap of what every successful campaign needs to have. Presented in an easy to follow, fun format.*
- *Training was very applicable and useful in developing strong fundamentals of becoming a “marketect”.*
- *The course caused me to “think and question” not just accept things at face value.*
- *Like the process and templates; very practical and immediately usable vs. usual B.S. Good examples of ads to keep it interesting and practical.*
- *I thought the material we covered was excellent! Also found the facilitators were very well informed, strategic thinkers with good coaching skills.*
- *Solid process. Multiple ad examples illustrated points. Interactive method reinforced.*
- *Great learning experience to enhance the position of my brand.*
- *Definitely you showed us the complete process step-by-step with real exercises and you had us think and practice the process to understand it.*
- *Hands-on experience with coaching. Strong emphasis on the importance of positioning/strategy and how it is essential to have it down before working on any advertising. Instructors weren’t empty suits unlike most consultants I’ve met.*
- *The straight-forward, open way the “information” was presented. It was very easy to see the logic in the process and carried out to the end with a clear benefit. Follow the process and you can’t mess up.*
- *Hands-on work – not only did you present tools, you asked us to use them. I think all Assistant Brand Managers should be required to take the course!*
- *It will help me to communicate more clearly on the strategy for my business. I believe it will also help me to be a better partner with my agency.*
- *It will provide me with the technical tools to keep the strategic positioning and creative process on track.*
- *I wish I took this course 2 years ago! Thank you for a great course.*
- *Having multiple presenters and lots of examples of advertising made the training fly by. Presenters had a wealth of experience which added credibility to the examples. Thanks!*
- *Helped me understand how to develop a brand from scratch (positioning, creative brief, campaign idea). Provided me with “tools” to assess creative work in particular spots and journal ads.*

- *It will allow me to be more clear and focused when writing my strategy. But more importantly, the coaching techniques will help me be more effective at work.*
- *The principles taught are extremely relevant to my role at work. My team struggles with positioning, needs and benefits. The learnings will be valuable for my entire team.*
- *I needed a clear framework for developing my brand position and I got it!*
- *Energetic experienced-based teaching with humor. Watch/do principle. Clear what to do, what not to do communication. Organized materials – self contained.*
- *Additional content to MBA learnings. Learnings transcended industry.*
- *I liked the sharing of your personal experiences – helped to know you've been through some of the same things we experience.*
- *The instructors were fantastic! Extremely engaging and knowledgeable – they really captivated my attention from beginning to end. The facilities were great, was obvious a lot of effort went into the planning of this program. Thanks for a great experience!*
- *Lori, Sherry, Donna, Dave, Mike and Richard, Thank you very much for putting together this program, the most relevant marketing experience I have ever had.*

Strategic Positioning and Communications College

A 3-day agenda for the basic **Strategic Positioning & Communications College** is also summarized for your review. A brief description of key modules that make up the agenda is provided below:

- 1. Introduction: "What Think"** - Open up the manager to the importance of a disciplined, professional approach to communication management and assessment: assess participant's ability to analyze a television or print ad; importance of "how" versus "what" to think; universality of communication language (to cut across category, company and even country boundaries); what to expect from the program (critical areas of brand building, communication, skill development, toolbox); need for Beginner's Mind.
- 2. Really Great Communications** - Establish need to define expectations with the ad agency prior to campaign development: Definition; Essential Criteria; Summary.
- 3. Positioning: An Overview** (*First Responsibility of the Effective Brand Builder and Client Advertiser/ Communicator*) - Role in establishing the brand and developing equity: Definition; Importance; The Brand Positioning Statement; 6 Essential Elements of Brand Positioning; Customized Brand Positioning Example; and Critical Strategic Elements to create and build a Brand that goes Beyond the Age of Sameness.
- 4. Customer Needs** - First of six essential elements of the Brand Positioning: Starting Point to Competitive Positioning; Functional versus Emotional Needs; Important Principles; How to Get At Customer Needs; Summary.
- 5. Target Group** - Who the communication targets: Key Issues; Defining The Target Group; Going Beyond Demographics (Ideal Definition); Need to Balance Size and Message Relevancy; Examples of Target Mindsets; Components of a Target Group Definition; Target Customer Profile; Practical Tips; Summary.
- 6. Competitive Framework** - This gets at where the brand will source volume and how it can gain a 'perceptual' advantage: Role in Brand Positioning; Model/Approach to Competitive Framework; Changes in Competitive Framework; Designating The Positioning; The "Perceptual" Framework; Summary.
- 7. The Benefit** - Pay-off for the customer: Benefits versus Product Features/Attributes; Types of Benefits; Emotional versus Functional Benefits; Benefit Linkage; Single versus Multiple Benefits (Single Minded Proposition, Broadening The Competitive Framework, Multiple Executions); Summary.

- 8. Reason Why (Permission To Believe)** - Role in supporting and making the benefit more credible: Ways to Approach; Intrinsic versus Extrinsic Credibility Sources; Tips; Synopsis of Approaches; Handling Multiple Reasons Why; Summary.
- 9. Brand Character** - Final element in Brand Positioning and particularly important for creating a relationship with customers: What it is; What it isn't; Importance of Brand Character; Understanding Brand Character - A Tale of Two Campaigns; Developing Brand Character; Exercise; Summary of Key Learnings.
- 10. The Positioning Audit** - Way to objectify one's subjective judgement in bullet proofing the Brand Positioning Statement from a technical perspective.
- 11. The Brand Positioning Matrix** - An important tool for assessing and strengthening the Brand Positioning within the context of alternate directions and/or the competitive environment; Getting to a Competitive Positioning; How It Works; Inferring Competitors' Positionings; Judgment Phase (How To Do It); Check Out Phase (How To Validate It); Other Creative Uses For The Matrix; Summary.
- 12. Power Positioning** - How to establish a competitive, ownable and enduring positioning in the marketplace to build brand equity: Role; Positioning Planks and How to Use Them; Case History; Evolution versus Revolution.
- 13. Communication Strategy** (*Second Responsibility of the Effective Brand Builder and Client Communicator*) - This provides the critically important direction for the development of the communication campaign: Importance; Definition; Communication Strategy versus Brand Positioning; Customer Insight Definition; Thought Process Tool; What it Takes; Customer Insights - Customized Brand Example; Customer Insight Exercise; Principles to Remember; The Communication Strategy Statement; Customized Brand Communication Strategy Example; Characteristics of A Good Communication Strategy; Communication Strategy Assessment; Summary.
- 14. The Campaign Idea** - The key executional element that translates the communication strategy into a compelling customer message: What it does; Components (Naked Idea, Key Copy Words and Dramatic Visualization); Examples; Assessment; 9 Sure-Fire Ways to Build-In More "Sell" To The Campaign Idea (Visualize Benefit, Reason Why, Demonstrations, Torture Tests, Endorsements, Testimonials, Challenges, Halo and Guarantee); Summary.

- 15. The Process From Strategic To Creative** (*Third Responsibility of the Effective Brand Builder and Client Communicator*) - This presents a process to leverage the creative development against strategic direction in an efficient way that will improve the likelihood of the development of a successful campaign: How it Works; Strategic Discipline and Client/Agency Roles; Creative Development Steps; Real World Objections; Case History; Additional Suggestions; Managing With Skillful Means; Summary.
- 16. Advertising Execution** - Deals with execution planning and technical elements of advertising: Client Role; Brief Description and Advantages of Television Execution Format Types (Slice of Life, Vignettes, Standup Presenter, Announcer Voice Over, Animation and Demonstrations); More Thorough Examination of Print Execution (Headlines, Visuals, Body Copy, Layouts, Other Issues); Summary.
- 17. The Case** (*Live Case Demonstrates The Effectiveness of The Process and Focuses on Coaching - The Fourth Responsibility of the Effective Brand Builder and Client Communicator*) - The case enables participants to pull together all learnings in a team effort. The casework includes development of a Brand Positioning Statement as well as a Communication Strategy and Campaign Ideas. It culminates in the assessment of Campaign Ideas and coaching the agency in a role play exercise.
- 18. The Client/Agency Relationship** - This is the glue that holds everything together: Expectations; Important Practices; Summary.
- 19. What "Think Again"** - A Final Tool For Assessing Competitive Communications and Learnings by Responding to the Question "What Think": Key Components (Overview, Communication Strategy, Campaign Idea, Execution, Implications); Exercise (Review Opening Ad); Assessment; How To Build Personal Skill Base); Close.