

DISPATCHES™

Insights On Brand Development From The Marketing Front

January 17, 2010

NEW YEAR'S RESOLUTION

New Year's resolutions typically are about personal development and success. They're about doing better or just doing different. *"I resolve to: lose 25-pounds; learn a new language; stay in closer contact with friends; find a new job; finish writing that novel I started seven years ago; watch less television; work longer and harder to get promoted; complete a triathlon;"* and on, and on, and on. We make them but don't always keep them. That's because we require constant reminding, discipline and, probably, a modicum of success to keep us on track and motivated. They also require that we make the time to turn our resolutions into reality. This is particularly difficult given the demands and busyness of life, particularly our work life.

One of the areas achievers make resolutions is in their work life. But, if you are like us then, perhaps, you have become enmeshed in the New Year before you had the opportunity to reflect on, and even make, your resolutions regarding your role as a marketer. If you haven't made your resolutions, and even if you already have, here's something for you to consider for 2010:

This year I resolve to:

Be customer centric;

Resist attempts to reach out to all the customers in the category but, instead, to choose, marshal and focus available resources against a select segment of customers;

Get beyond defining and engaging these customers based upon superficial demographics, classifications and stereotypes to really get to know and better appreciate my customers so that I can better understand their needs and serve them;

Continued...

*To become a Marketect in creating and marketing brands,
versus merely selling products, that are
relevant to, and meaningfully differentiated for, the customer;*

*To create a brand positioning strategy that disrupts the category
and use it: a) as the blueprint for directing the organization; and
b) to steward brand development by ensuring it is reflected
in everything we decide and do
in order to establish it in the marketplace;*

*To earn the trust of customers by providing "honest" products
at a fair value that balance price with benefits and exercising
the highest code of ethics in all decisions and actions;*

*To devote myself to creating a bond between our customers and the brand
based upon my ability to anticipate their needs and delight them
in everything the organization does to deliver on the brand promise;*

*To seek to discover customer insights
that reveal a deep seated truth, values and/or needs
our brand can better fulfill versus competition;*

*To transcend product features and attributes and focus
on the experience we provide customers;*

*To think different,
challenge the conventional wisdom
in where, how and with what we engage our customers;*

*To encourage, seek and settle for nothing less than
BIG Ideas
that animate the brand and its positioning;*

*To coach versus evaluate the work of resource groups
so as to add value to the productivity of all ideas and tactics we employ;*

*To take steps to enhance my personal development and capabilities
so I can realize my potential and make a difference for
the customer, brand and organization I serve;*

*To analyze and gain knowledge regarding the effectiveness (ROI)
of all the marketing mix elements and tactics I employ
in support of the brand;*

*To focus my energies and time on those critical, non-urgent activities
that will have a major impact on brand development and health versus those
non-critical, but urgent, activities that do little, if anything,
to serve customers and advance the brand;*

To make marketing matter!

While the aforementioned suggestions may appear to be too many resolutions than one can handle they really focus around several areas and are interrelated. Specifically they deal with:

1. Being customer centric;
2. Becoming a Marketect;
3. Building and marketing healthy brands;
4. Championing BIG Ideas;
5. Marketing responsibly;
6. Enhancing your personal capabilities; and
7. Making marketing matter.

Come to think about it, this actually is more than a set of resolutions. It could be viewed as an operational code of conduct for brand marketers, serving to marry aspirational intentions in serving customers with imaginative and thoughtful strategies and actions.

We're interested in your resolutions. Please share your resolutions, within your role as a marketer, for 2010 by replying to this DISPATCHES article. Thank you.

Best wishes for great success in this New Year!

Richard Czerniawski and Mike Maloney

Contact information on following page...

Richard Czerniawski

.....
430 Abbotsford Road
Kenilworth, Illinois 60043
tel 847.256.8820
fax 847.256.8847
.....

Reply to Richard:
rdczerniawski@cs.com or
richardcz@bdn-intl.com

Mike Maloney

.....
1506 West 13th Street, #17
Austin, Texas 78703
tel 512.236.0971
fax 512.236.0972
.....

reply to Mike:
mikewmaloney@hotmail.com or
mwm@bdn-intl.com

If you're planning on attending the next Open Brand Positioning & Communications College session, look for information coming your way this week. Space will be limited and we don't want to leave anyone behind that wishes to attend. Be sure to save your space by calling Lori Vandervoort at 800-255-9831 (620-431-0780).



© 2003 Brand Development Network (BDN) International. All rights reserved.