

The MarketFORENSICS System

Presentation

Information for strategic advantage



- **1 Value growth basis**
- **2 The purpose of the System**
- **3 What the System achieves**
- **4 The point of origin of the System**
- **5 The core principles**
- **6 Components of the System**
- **7 Key measures in the System**
- **8 Information phases in the Strategy process**
- **9 Why MarketFORENSICS is a System**
- **10 Working Models of the System**
- **11 Strategic Analysis Toolkit**
- **12 VantagePoint Workshops**





Marketing strategy is defined as being the way to pursue a vision by implementing the means necessary to grow the value of the brand.

So, the overriding reason for the brand's existence is to grow Value

To achieve this, the marketer must...

- Maximize the value-creating potential of the brand**
- Minimize the value destroying forces affecting the brand**





The MarketFORENSICS System™ helps the marketer to

- (1) Establish the Brand Identity**
- (2) Define what constitutes Consumer Value**
- (3) Evaluate Business & Market objectives**
- (4) Achieve a Market Segmentation that identifies the target market**
- (5) Establish the optimal Brand Positioning**
- (6) Develop a sustainable Value Proposition**
- (7) Formulate the Brand Marketing Strategy**
- (8) Formulate a Communication Strategy to support the positioning**

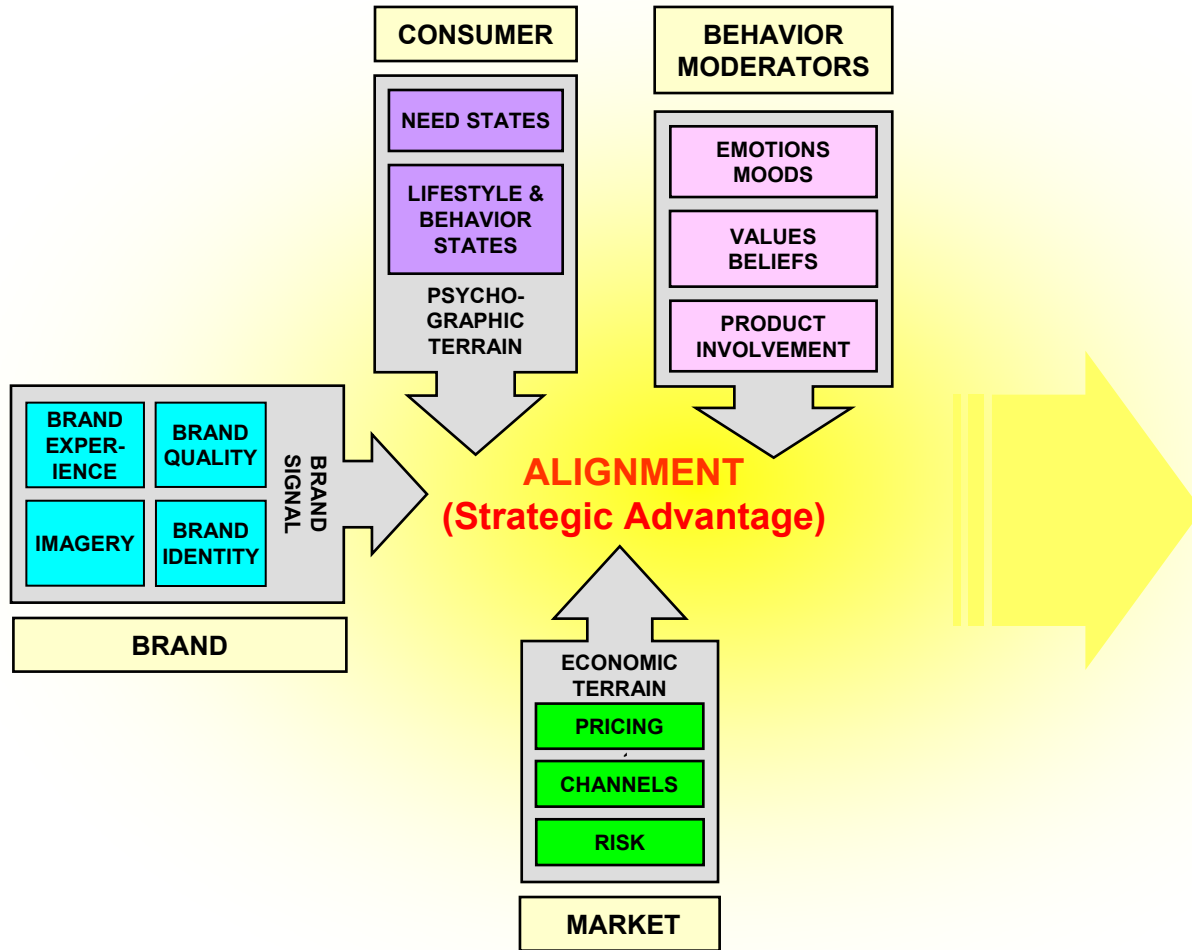


WHAT THE MarketFORENSICS SYSTEM ACHIEVES



BRANDING EFFORT
BRANDING EFFORT

CONSUMER PERSONALITY
CONSUMER PERSONALITY



MARKETING ENVIRONMENT
MARKETING ENVIRONMENT





Principle 1: Strategic advantage

Principle 2: Experiential effect

Principle 3: Emotional quotient

Principle 4: Choice dynamics

Principle 5: Brand momentum





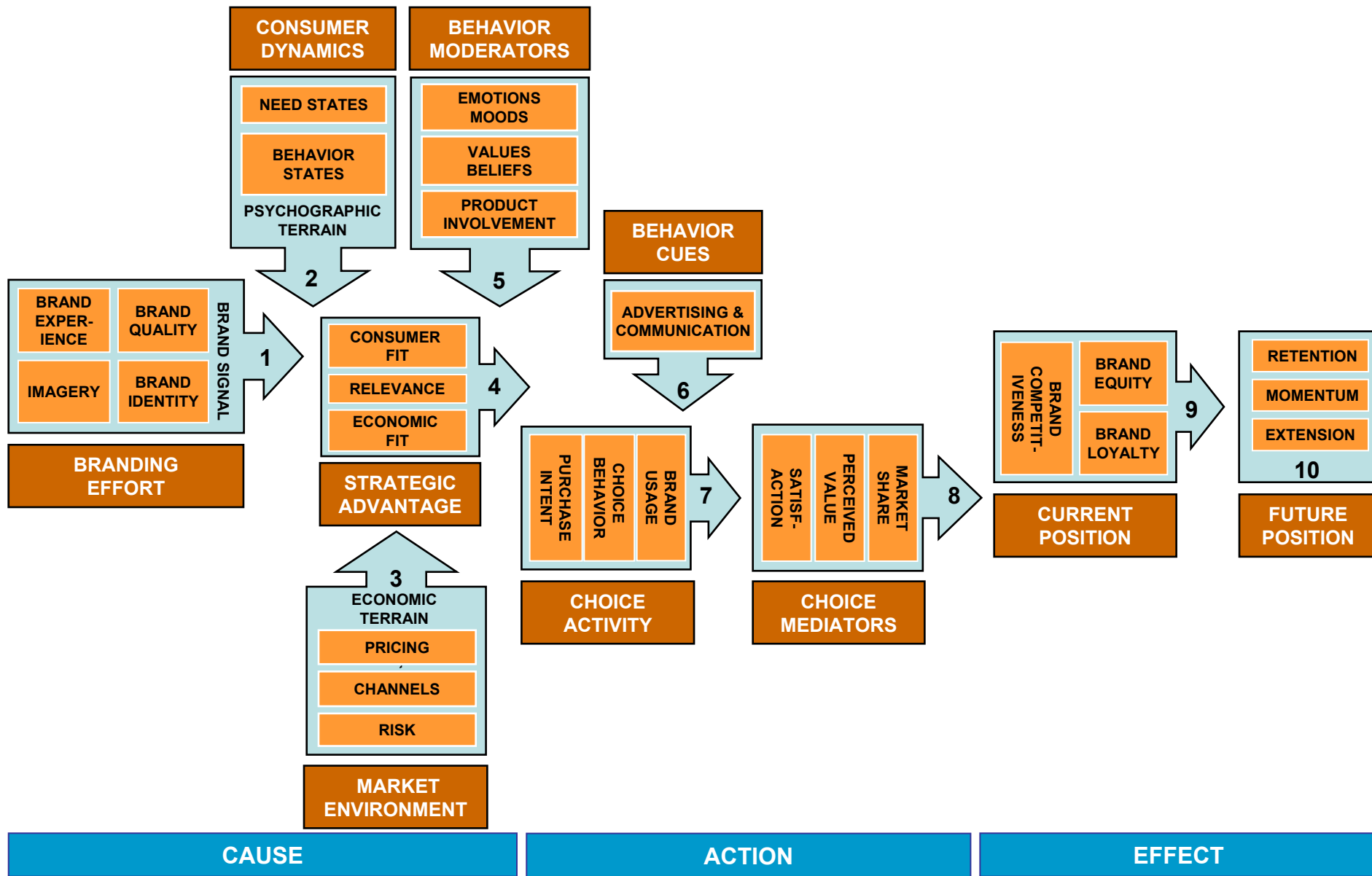
AN HOLISTIC APPROACH TO BRAND STRATEGY

A shift in thinking....

- (1) Going beyond brand equity, to strategic advantage...**
Brand equity is not enough. Find the optimal alignment between the brand, the consumer and the market
- (2) Experience is the gateway to perception....**
Value for money is not enough. Maximize the experience at all of the brand's touch points
- (3) Emotion is the companion to experience....**
Tangible benefits are not enough. Enrich the brand identity and positioning by connecting emotionally with consumers
- (4) Choice is at the epicentre of marketing....**
Presence is not enough. If the brand is not chosen, it dies. Ensure the strongest possible situation at the point of choice
- (5) Momentum, a sense of going forward....**
Brand health is not enough. Build and maintain the forces that will drive the brand value into the future



10 COMPONENTS OF THE MarketFORENSICS™ SYSTEM



Cause – Action - Effect

CAUSAL dimensions:

1. **BRAND** dimension – brand’s identity, personality and attributes
2. **CONSUMER** (psychographic terrain) – consumer needs, lifestyle and behaviors
3. **MARKET** (economic terrain) – market and trade forces e.g. pricing, distribution, risk

ACTIONS – before choice / after choice

4. **STRATEGIC ADVANTAGE** – alignment of consumer fit, market fit, brand relevance,
5. **CHOICE MODERATORS** – the role of emotions, moods; values, beliefs; and product involvement
6. **COMMUNICATION Cues** – advertising, promotions, word-of-mouth, reference groups
7. **CHOICE ACTIVITY** – intentions, choice dynamics, purchase activities, consumption
8. **CHOICE MEDIATORS** – “outcomes” i.e. satisfaction, perceived value, market share

EFFECT dimensions....

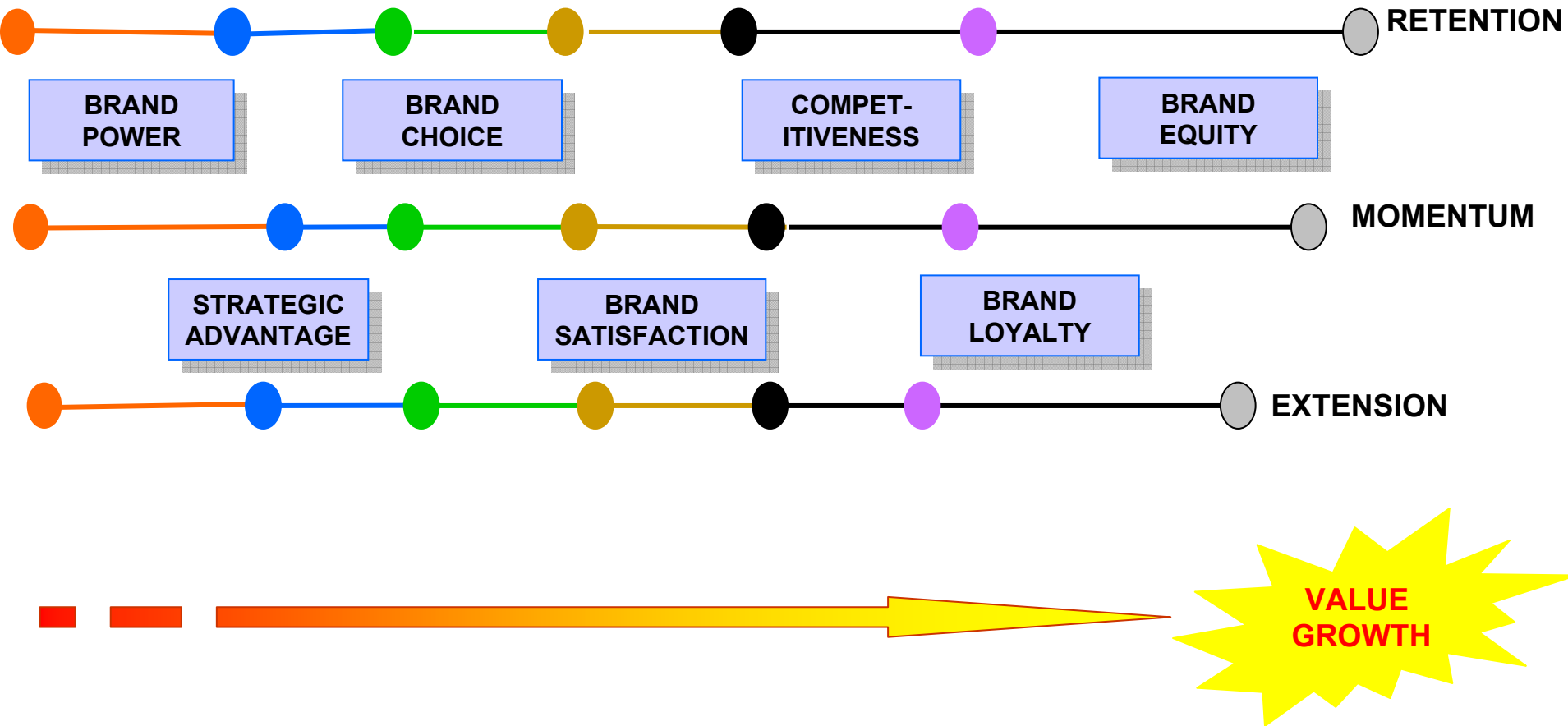
9. **CURRENT POSITION**, i.e. brand competitiveness, brand loyalty and brand equity
10. **FUTURE POSITION** i.e. brand momentum or state of health, going forward; customer retention; and potential for extension



Milestones along the Road to Value Growth



3 GOLDEN THREADS LEADING TO VALUE GROWTH



4 INFORMATION PHASES IN BRAND STRATEGY FORMULATION

EXPLORATION

- 1 **Brand Assets**
 - Brand Identity
 - Brand Power
- 2 **Consumer Value**
 - Value Drivers
 - Alignment of Brand, Consumer and Market

STRUCTURE

- 3 **Business & Market Structural Analysis**
 - Market Size, Growth & Attractiveness
 - Competitive Structure
 - Business Resources
- 4 **Market Segmentation**
 - Segment Attractiveness / Fit
 - Define the Target Market

POSITIONING

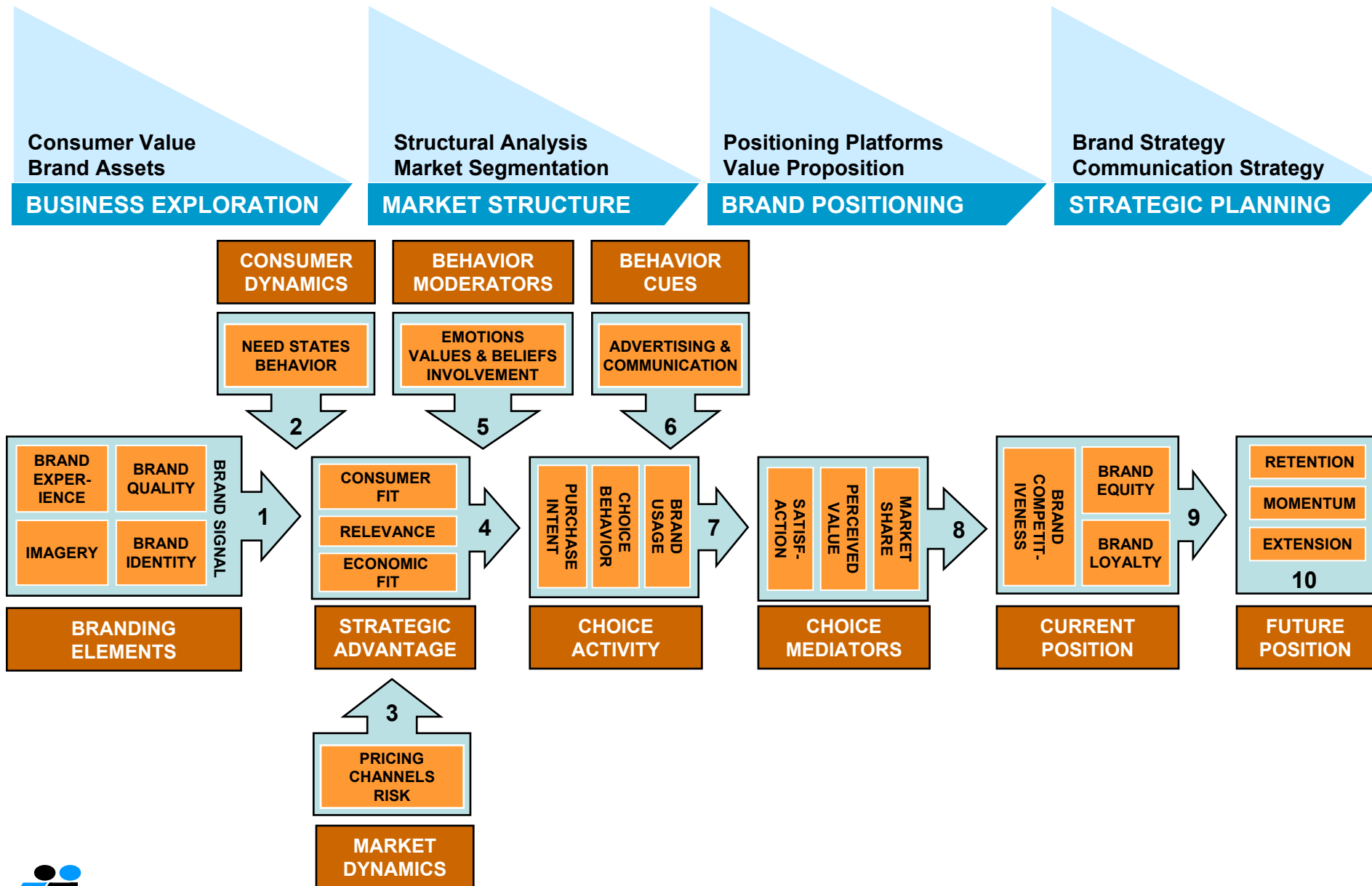
- 5 **Positioning Platforms**
 - Brand Architecture
 - Differentiation
 - Pricing
- 6 **Value Proposition**
 - Brand assets / USP
 - Brand "DNA"

STRATEGY

- 7 **Brand Marketing Strategy**
 - Touch Point Control
 - Brand Momentum
 - Customer Retention
 - Innovation
- 8 **Communication Strategy**



BRAND SYSTEM & STRATEGY SYSTEM: A SYMBIOTIC RELATIONSHIP





What are the rules that apply to a good brand strategy?



- 1 Provide a coherent, memorable consumption experience**
- 2 Achieve quality at all important consumption occasions**
- 3 Set pricing based on the consumer's sense of value**
- 4 Address real consumer needs**
- 5 Deliver the benefits that consumers really want**
- 6 Keep the brand identity, personality and image relevant**
- 7 Position the brand in a manner that makes sense**
- 8 Understand the product's role in the consumer lifestyle**
- 9 Achieve a strong presence at the point of choice**
- 10 Get clarity on sources of competitiveness, loyalty, equity**
- 11 Identify the levels of sustainable marketing support required**
- 12 Create brand momentum and a clear path going forward**



The Principles of Systems Thinking...

- **Holistic**: the total is more than the sum of its parts; relationships / processes are key
- **Open**: constant stimulus from environment
- **Boundaries**: important to define the product class correctly
- **Input – Transformation – Output**: the “Cause – Action – Effect” flow-through
- **Feedback**: Outcomes always feed back into the system; continuous loop effect
- **Multiple Goals**: a *set* of objectives; avoid either / or thinking
- **Differing Approaches**: different paths can address same goals
- **Entropy**: all systems tend towards chaos; if you don't reverse this, the system dies
- **Hierarchy**: made up of subsystems; e.g. consumer - market – product - brand
- **Interrelated Parts**: made up of components existing in a relationship with each other
- **Dynamic Equilibrium**: “steady state” i.e. constant change / energy keeps it alive
- **Complexity**: characterized by differentiation, elaboration and detail



- **1** Brand Experiential Effect model
- **2** Brand Quality model
- **3** Brand Mapping model
- **4** Brand Personality Model
- **5** Brand Affinity model
- **6** Brand Differentiation Model
- **7** Brand Power Model
- **8** Brand Experience-Identity model
- **9** Psychographic model
- **10** Price Sensitivity model
- **11** Product Involvement model
- **12** Brand Relevance model
- **13** Strategic Advantage model
- **14** Communication Effectiveness model
- **15** Brand Substitution model
- **16** Market Structure model
- **17** Market Segmentation model
- **18** Brand Satisfaction model
- **19** Perceived Value model
- **20** Brand Competitiveness model
- **21** Brand Loyalty model
- **22** Brand Equity model
- **23** Customer Retention-Defection model
- **24** Brand Momentum model





STRATEGIC ANALYSIS TOOLKIT

Information for **strategic advantage**



“Outcomes” Generated by the System:

- Target Market Definition
- Market Segmentation
- Brand “Signal Strength”
- Communication Power
- SWOT Analysis
- Differential Advantage / Value Added
- Development of Core Values / Key Drivers
- Positioning Advantage / Competitive Positioning
- Development / Evaluation of the Value Proposition
- Distillation of the brand DNA / Essence
- Portfolio Analysis
- Brand Momentum



STRATEGY WORKSHOPS

Information for **strategic advantage**



Developing Insights is fundamental to strategy

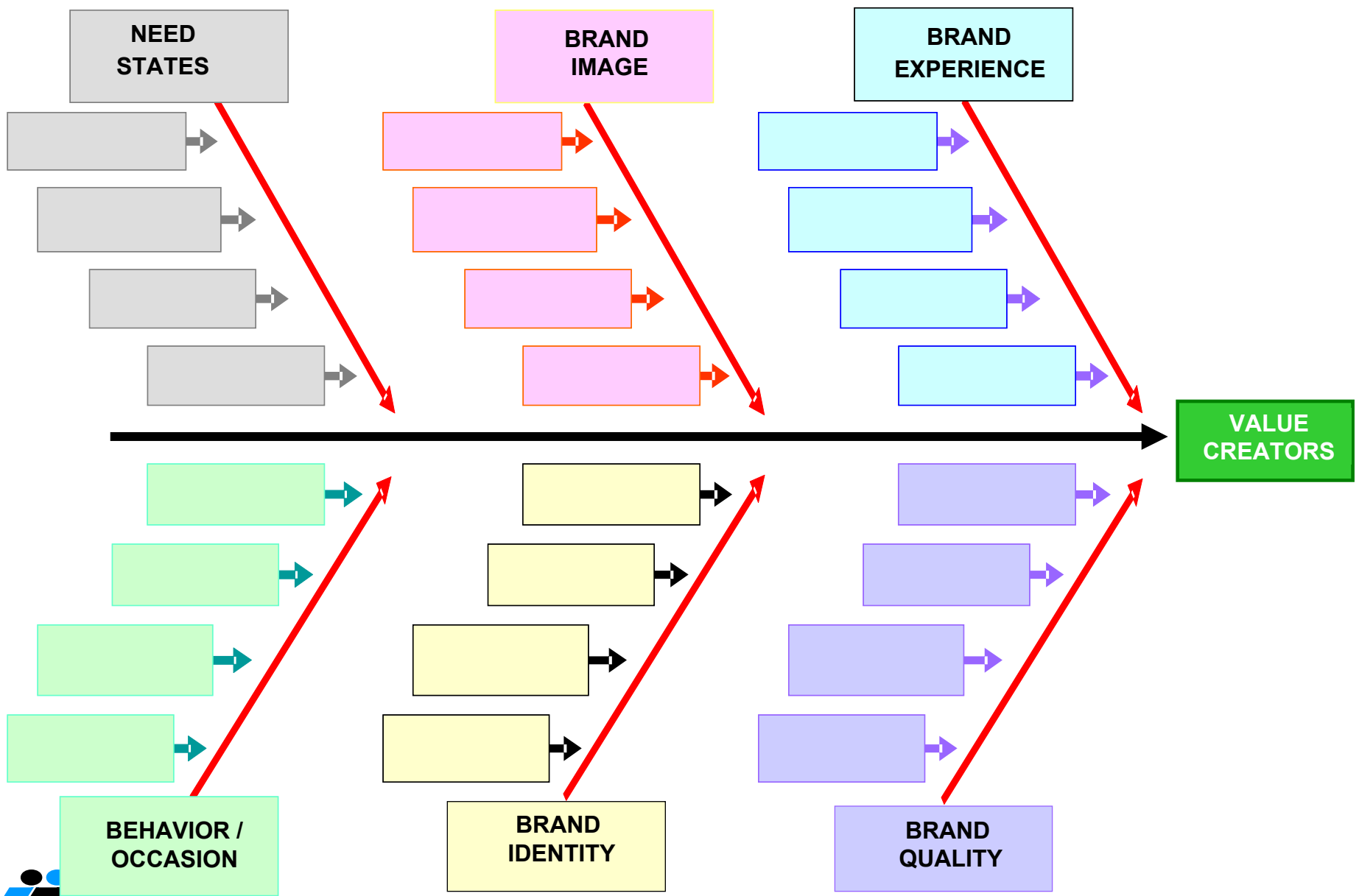
Work-shopping approach:

1. **Knowledge Discovery** – immersion, gathering in facts and information
2. **Knowledge Integration** – coding, sorting, grouping and evaluating
3. **Reduction** – sifting on the basis of relevance and value-creating potential
4. **Abstraction** – creating “brand narratives” / strategic platforms
5. **“Vantaging”** – the core paradigm, the main narrative, value proposition



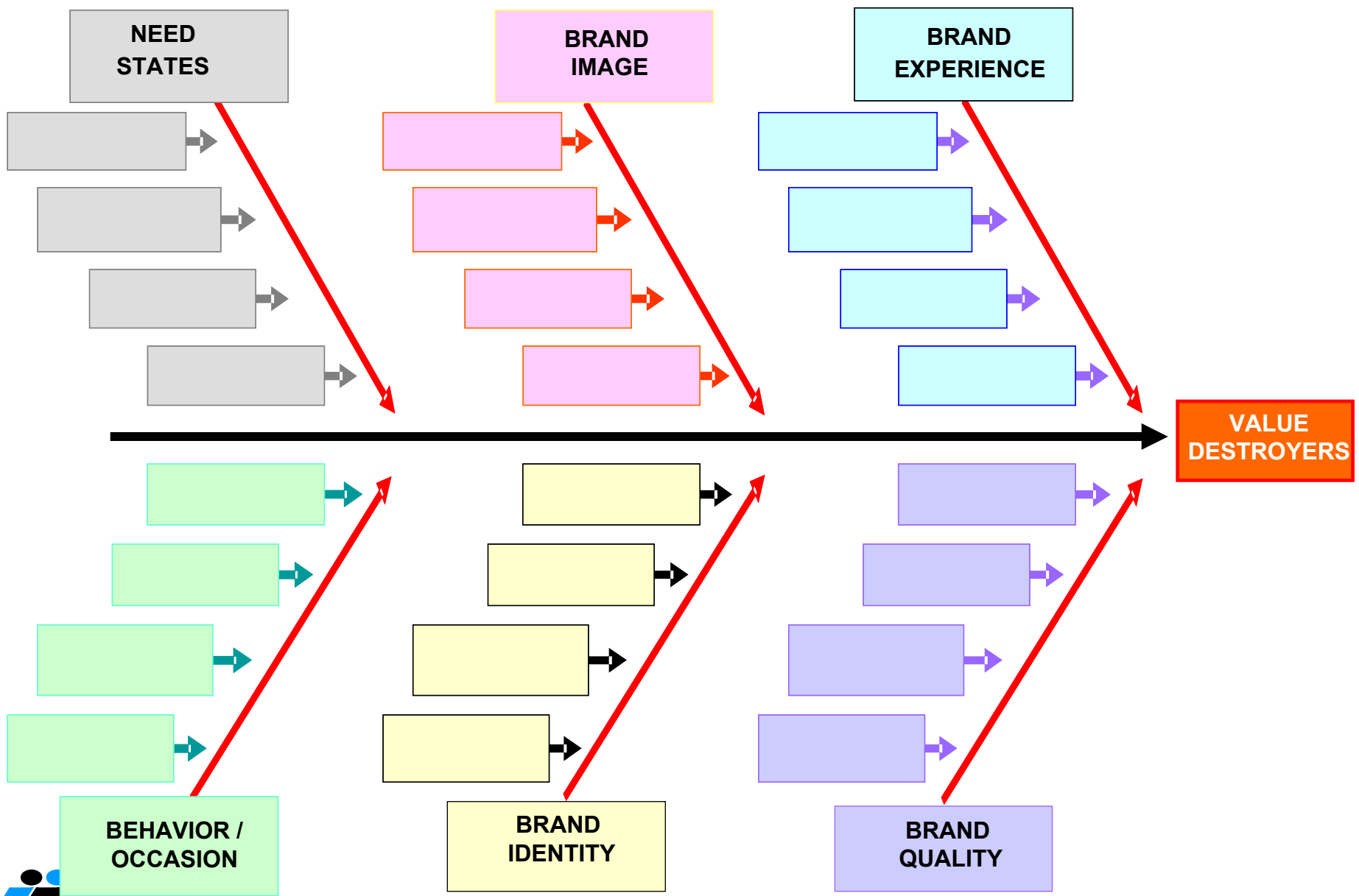
STRATEGIC POSITIONING EVALUATION

BRAND NAME:



STRATEGIC POSITIONING EVALUATION

BRAND NAME:



BRAND INSIGHT SHEET

	VALUE CREATING INSIGHTS	VALUE DESTROYING INSIGHTS
1. BRANDING POWER		
2. STRATEGIC ADVANTAGE		
3. BRAND CHOICE ISSUES		
4. BRAND SATISFACTION		
5. COMPETITIVENESS		
6. BRAND LOYALTY		
7. BRAND EQUITY		
8. BRAND MOMENTUM		

KEY DRIVER ANALYSIS

- Delighters / unexpected
- Increase satisfaction
- Opportunity for differentiation

- Satisfiers
- Define performance
- Areas of primary focus
- Strongest impact

VALUE ADDED

KEY DRIVERS

LOW YIELD

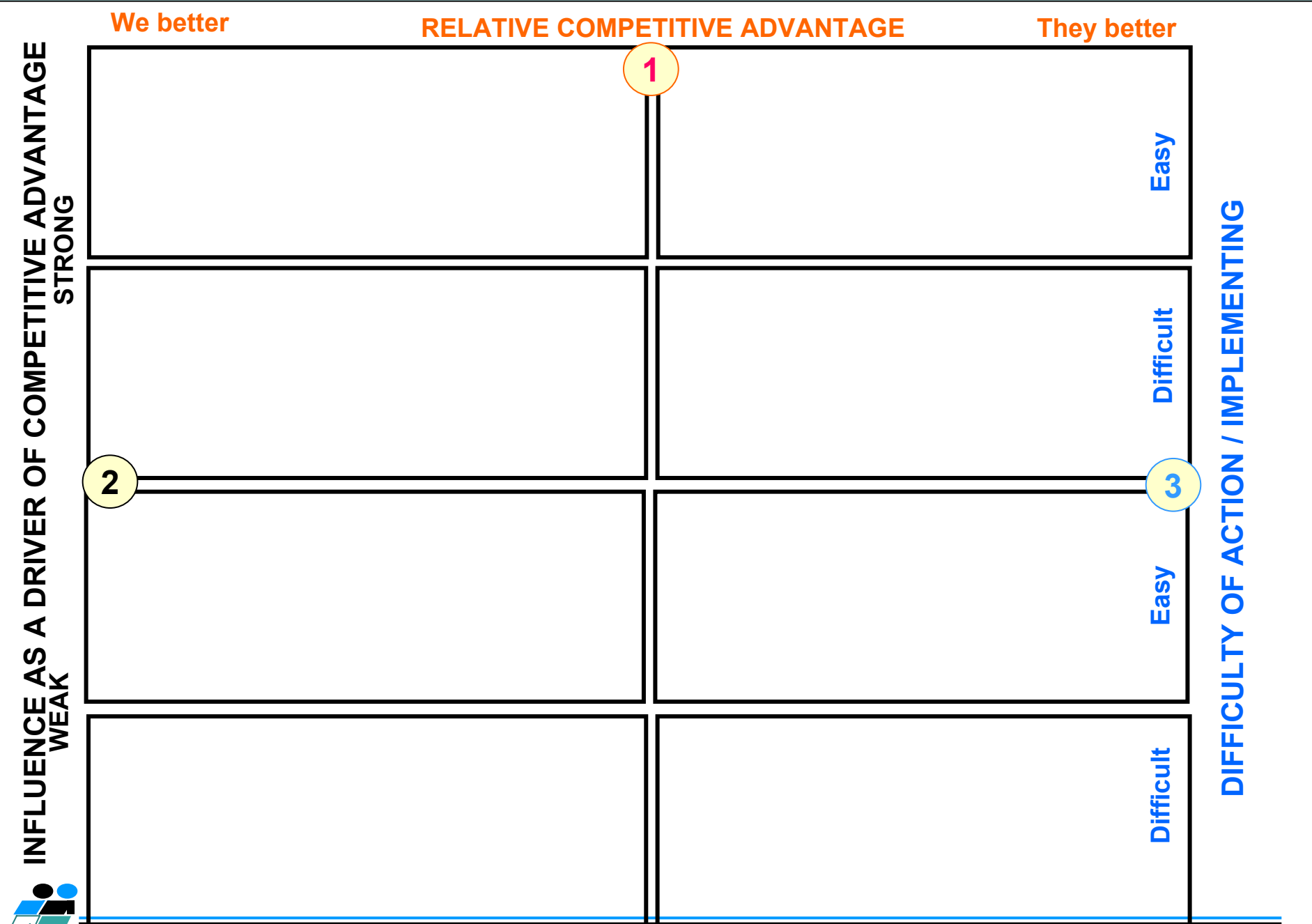
**QUALIFIERS/
ENTRY TICKETS**

- Secondary attributes
- Low impact on decision

- Must-have / a “given”
- Dissatisfiers - poor performance causes dissatisfaction

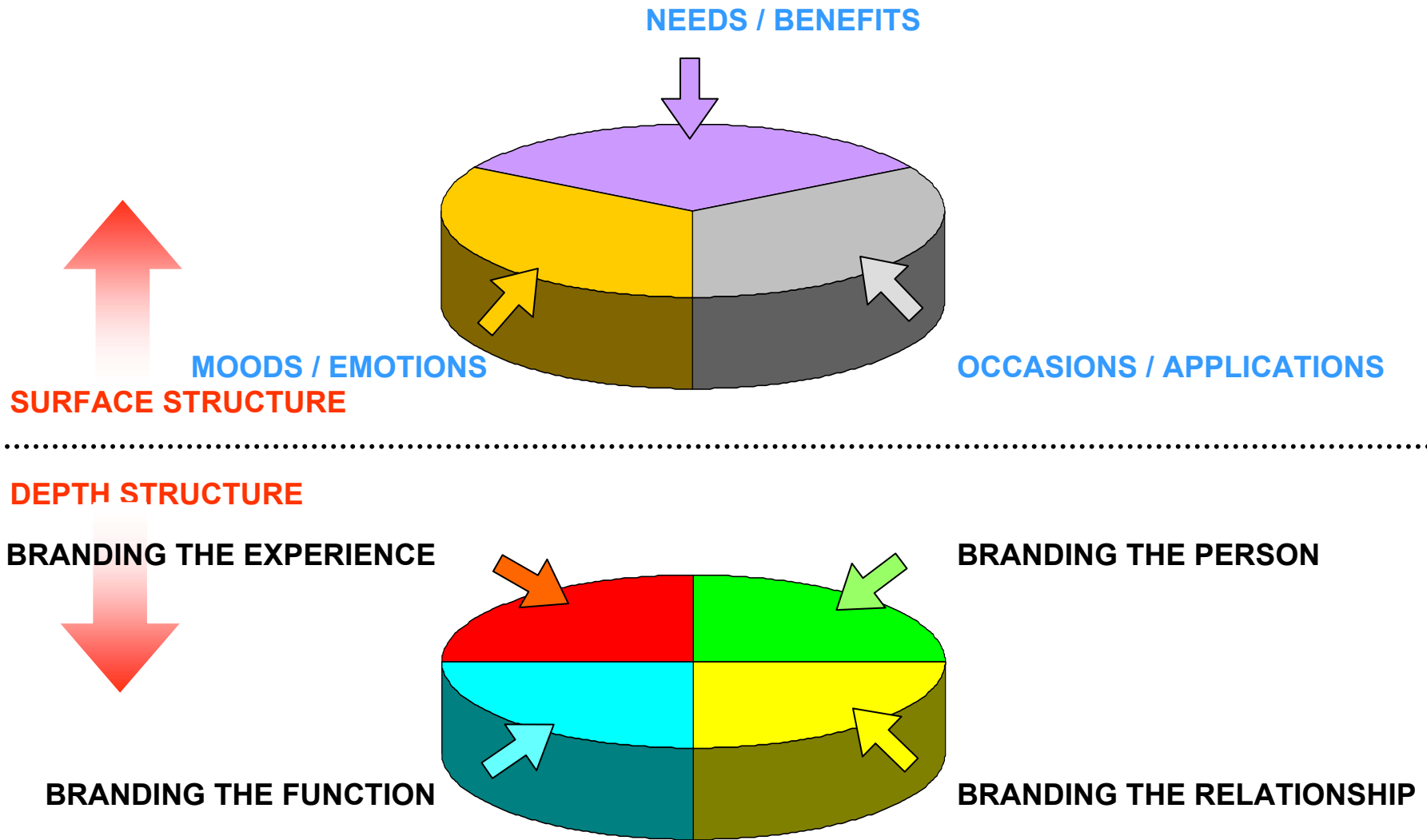


BRAND COMPETITIVE ADVANTAGE MATRIX





BRAND POSITIONING AVENUES – Part 1



BRAND POSITIONING AVENUES

BRANDING THE EXPERIENCE

SENSATION

EMOTIONAL

HEDONIC

VICARIOUS

BRANDING THE PERSON

USER
IMAGE

BRAND
PERSONALITY

VALUES

ATTITUDES

BRANDING THE FUNCTION

VALUE

INTRINSICS

EFFICIENCY

UTILITY

BRANDING THE RELATIONSHIP

CONTACT
NATURE

LIFESTYLE

EMPATHY

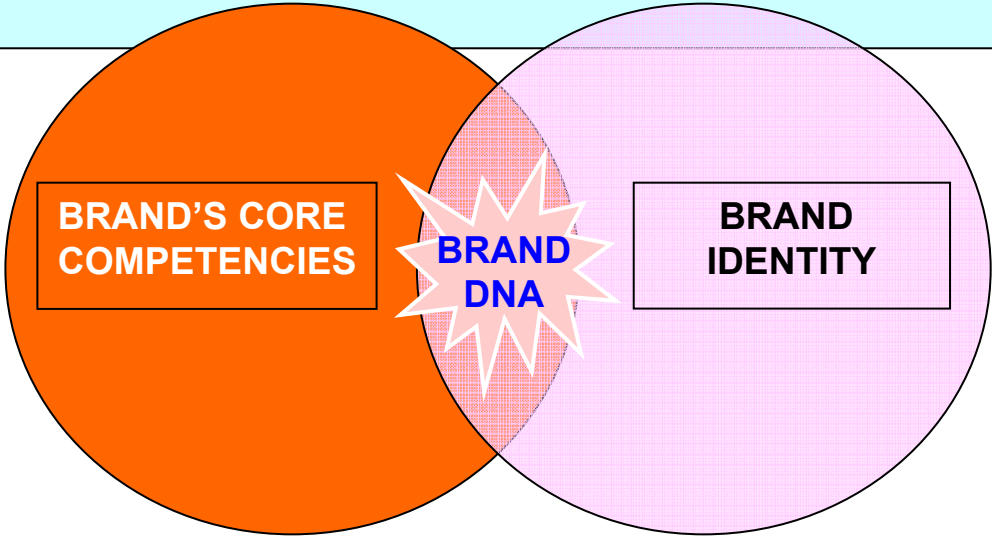
GOALS

DEVELOPING A VALUE PROPOSITION

VALUE CREATION	VALUE DEPLOYMENT	MARKETING PLATFORM
The “what”? Core competencies of the brand	The “how”? How these core competencies can be deployed / achieved in a practical sense	Translated into a strategy statement / marketing objective
1		
2		
3		
4		
5		

BRAND DNA

Quality
Benefits
Consumer Fit
Market Fit
Usage Occasions



Personality
Imagery
Sensory Connection
Emotional Component
Differentiation

CORE COMPETENCIES

CHIEF IDENTITY ELEMENTS

BRAND "DNA" STATEMENT:





End of Presentation

