



ABOVE ALL®

Brand Revitalization

A brand must simplify your customers' lives, help you sell products/services and drive shareholder value. A rebirth of the brand begins with a thorough understanding of customers and market dynamics, which guides positioning, strategic platform development and creative expression.

BIRTH

Final Theme Selection and Verification

The materials are revealed to the marketer's entire staff. "Buy-in" is ensured and Corporate Signature Standards are disseminated to all who will use the materials.

Clearances and Trademarking

Through our legal counsel, we conduct a final clearance search and explore the potential registration of theme and corporate graphic elements, in order to protect the marketer's creative property.

V.O.C. Research and Theme Refinement

Research assesses consumer reaction to those candidates available after pre-screening. In concert with our client, we determine the "short list" of themes and begin to apply more finished graphic treatments for each of the remaining possibilities.

Theme Development

This is the first step taken by the creative staff for developing a list of "loose" interpretations. In an effort to maximize time efficiency, pre-screen clearance is conducted to determine availability of themes.

Creative Brief Development

A creative brief is developed to guide writers and art directors with the appropriate information architecture for ideation and message development. The creative brief is a codification of communication objectives and audience and market descriptions, in much the same way a blueprint describes a building, a creative brief describes the brand signature.

Assessment

An exploration and information-gathering exercise defines all forces impacting the brand and identifies expectations of the revitalization. The exercise is far ranging, but focuses on defining the competitive environment, market dynamics, trends and forecasts, resources available and unique capabilities.

V.O.C. 3 Voice of Customer

First person interviews with customers, prospective customers and lost customers to identify:

- Issues/problems/concerns of prospective customers
- Language used to describe the issues/problems/concerns
- Relative brand equity

V.O.C. 3 Voice of Competition

This involves a desk-top review of the publicly available marketing materials of both direct and indirect competitors to identify:

- The messages the prospective customer is receiving
- The purchase choices the prospective customers face
- Relative implied market positions

V.O.C. 3 Voice of Company

Your story must be told in terms that address customers' needs and must connect with them on their terms and in their language:

- How do you talk about yourselves and your product(s)
- How do you describe your prospective customers
- What do you say about your competition

Analysis and Positioning

This includes an analysis and graphic depiction of how your brand attributes are perceived relative to other brand choices that may be part of the customer's consideration set. The combined experience of the agency's resources are applied to interpretation and developing strategic platform and position options.

Create, Test and Finalize Value Propositions

The value propositions are rendered as statements composed of three elements pertaining to Relevance, Differentiation and Benefit, respectively. This leads to developing the brand positioning. Research with prospective customers, stakeholders and clients, determines how quickly and concisely the message is understood.

Strategy Development

These sessions help us gather and interpret customer insights. The strengths of the marketer yield a unique brand positioning articulating the brand essence. This serves the beginnings of a roadmap to be followed in the development of theme/visual graphics.