



Introduction to EquiBrand Consulting

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EquiBrand is a management consultancy driving brand and business growth

- Client needs direct our service offerings

Client need or situation

EquiBrand focus areas

Related service offerings

To achieve competitive advantage through a deeper level of customer understanding

Insight

- Market and competitive assessment
- Quantitative and qualitative research (e.g., segmentation)

To create actionable strategies and plans to optimally position the business and brand

Identity

- Brand positioning
- Product portfolio planning
- Brand management

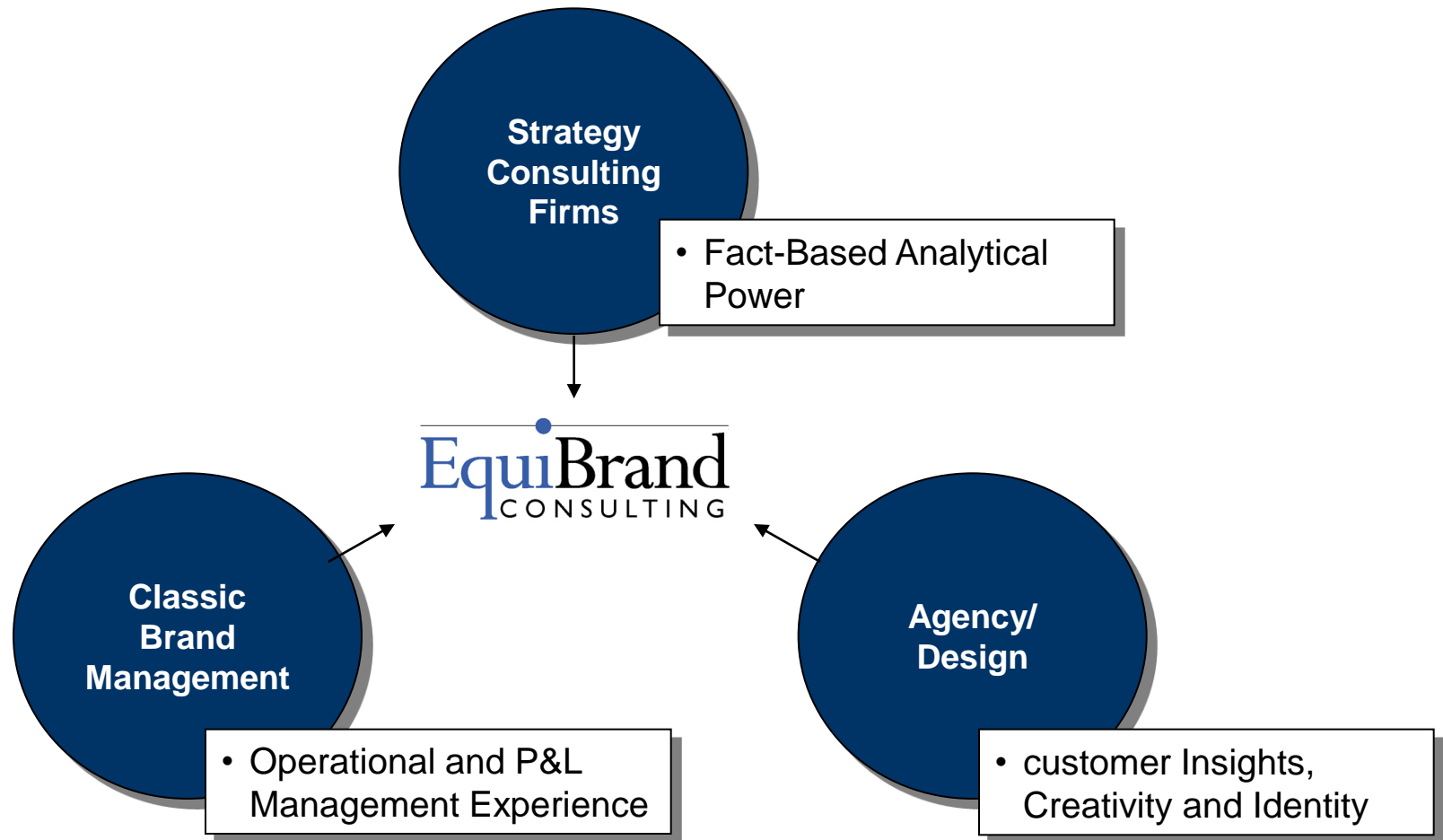
To develop and launch new platforms to drive profitable growth

Innovation

- Strategic growth planning
- New product development
- Brand equity extension

EquiBrand helps its clients improve business performance by focusing on *integrated, upstream marketing*

- EquiBrand successfully blends fact-based decision making, creativity and an operational mindset



EquiBrand team members have consulted for a wide range of clients

People®

PREVACID®
LANSOPRAZOLE

FARMERS
INSURANCE
GROUP
FARMERS

HONDA

ACURA



Edwards

ZEMPLAR®
(PARICALCITOL) INJECTION USP

Abbott

Novation™

GUIDANT

CM
CONTINENTAL MILLS
FOOD PRODUCTS OF CHOICE

Chevron

Indianapolis
REGION

GAP



CENTRE FOR
Innovation
BUSINESS AND
MANUFACTURING

Bio Crossroads
Central Indiana Life Science Network

LupronDepot

altavista®

Boston
Scientific
Delivering what's next.™



Mellon

MannKind Corporation

LupronDepot®
(leuprolide acetate for depot suspension)

MAQUET

Coldwater Creek

COUNTRY
FINANCIAL

Polaroid

firefly™

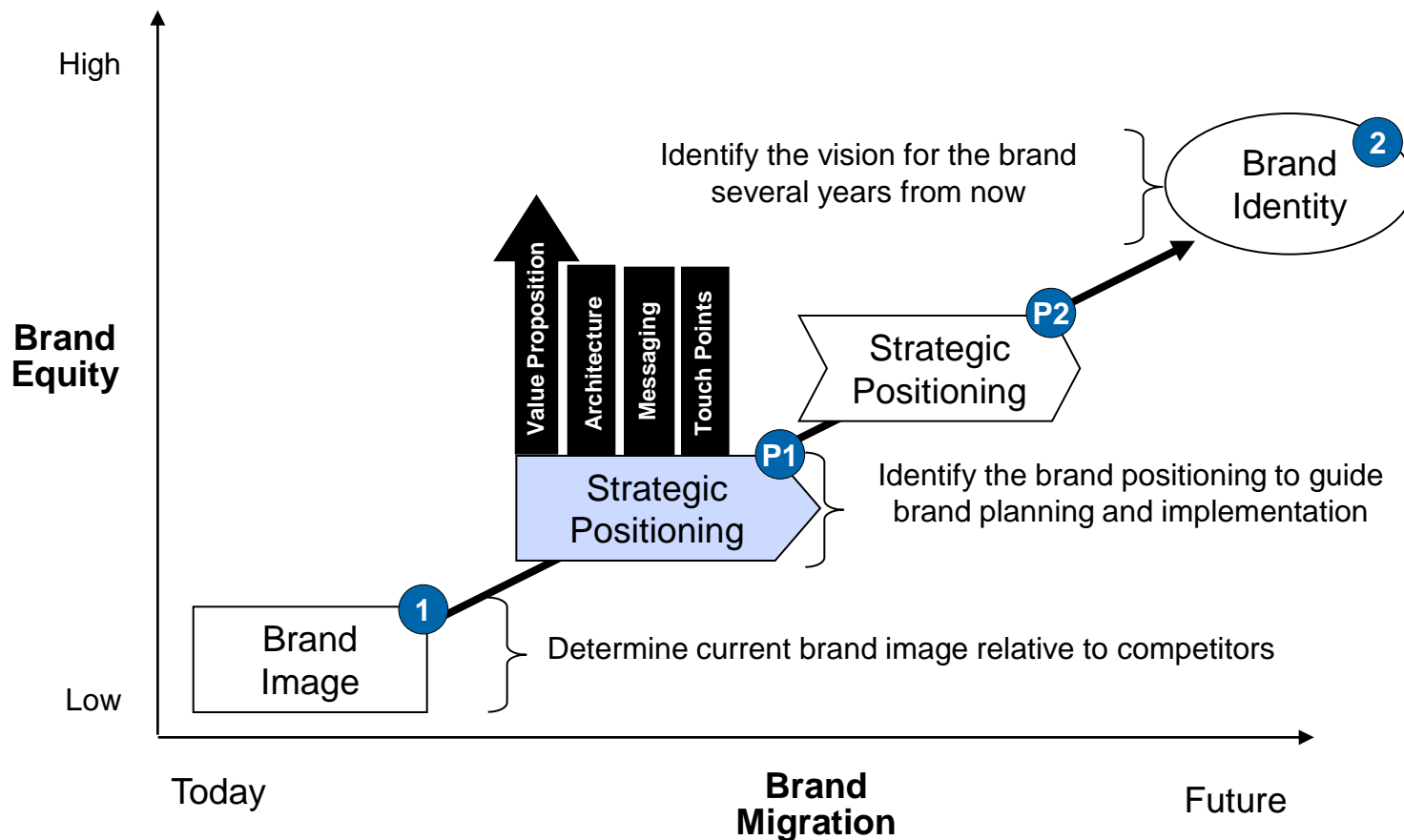
Why EquiBrand?

EquiBrand...

- ... employs a **market-driven approach**, to ensure decision-making is based on marketplace perspectives
 - Key question: *What do you know about your important customers that your competitors don't know?*
- ... is **completely objective** in tactical recommendations, as the firm holds no vested interest in downstream implementation services such as creative design or media
- ... team members bring a **broad and diverse set of skills** to the table, including classic agency/marketing, strategic consulting and product management skills
 - The consultants you meet with initially are the consultants who will be working on your business
- ... is uniquely experienced. The firm's professionals have **successfully launched, positioned and repositioned dozens of brands** across a broad range consumer products and services, business-to-business, healthcare and other categories
- ... uses a **collaborative approach** that streamlines project timelines, facilitates internal buy in and results in skills transference

EquiBrand employs a disciplined approach in building strong brands and businesses

- Three points in time need to be considered: 1) today; 2) future brand vision and 3) the brand positioning to fill the gap over time



Project deliverables depend upon individual client situations, and may include the following

- A project proposal is the first step in clarifying objectives, activities and outputs

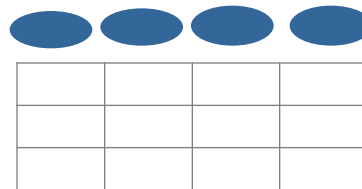
Common Project Deliverables

Market Assessment

Pros	Cons
+	-
+	-
+	-

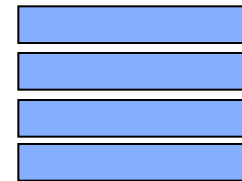
Assessment of Customer, Company and Competitor dynamics

Customer Framework



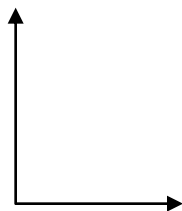
A framework aligning distinct target audience segments and their needs

Value Proposition



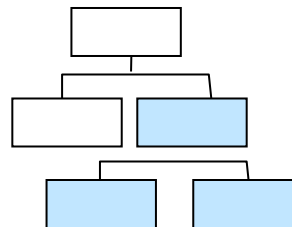
A statement of strategy to target customers – the benefits you want to stand for and deliver on

Strategic Positioning



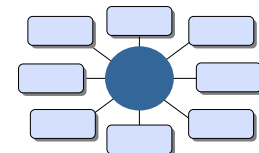
The conceptual place you want to own, maximizing relevancy and differentiation

Brand Architecture



The logical, strategic and relational structure for all brands in the portfolio

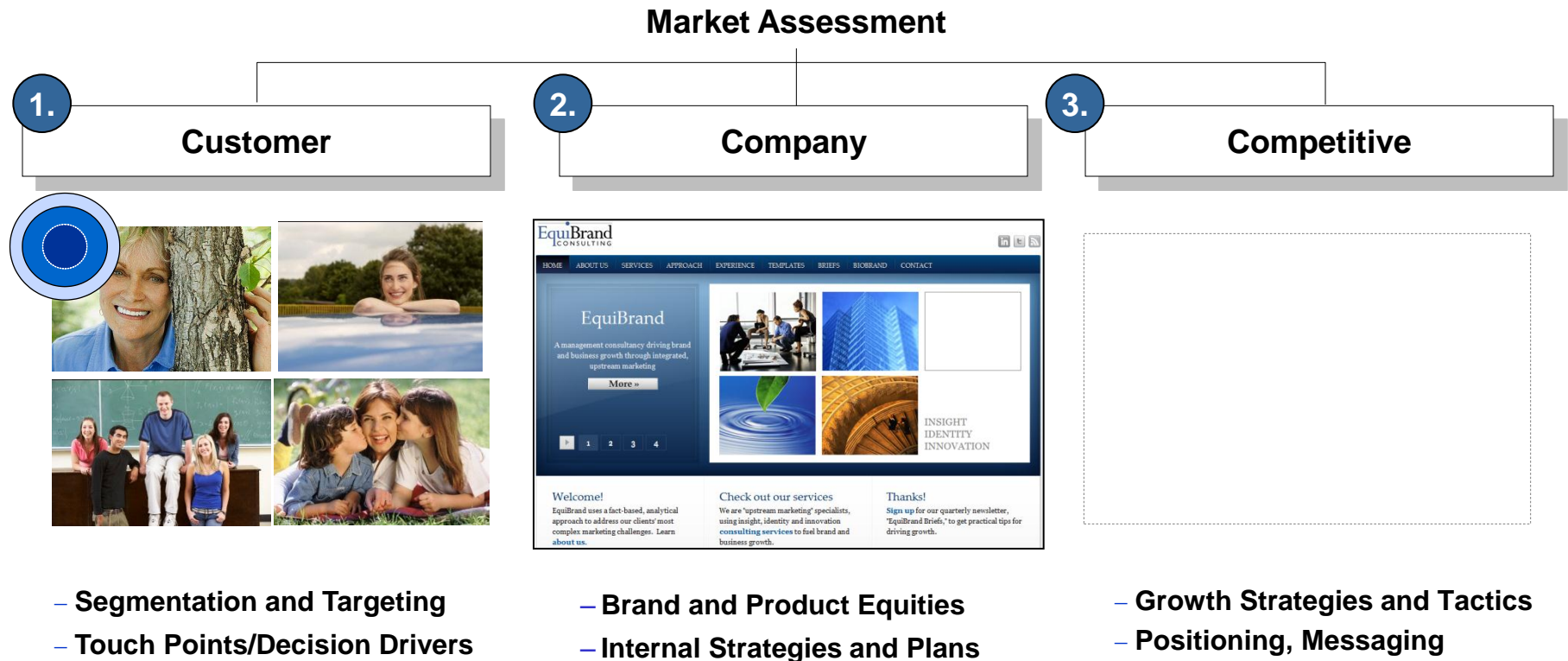
Marketing Strategy and Plan



The plan for delivering the strategy, including strategically aligned programs and touchpoints

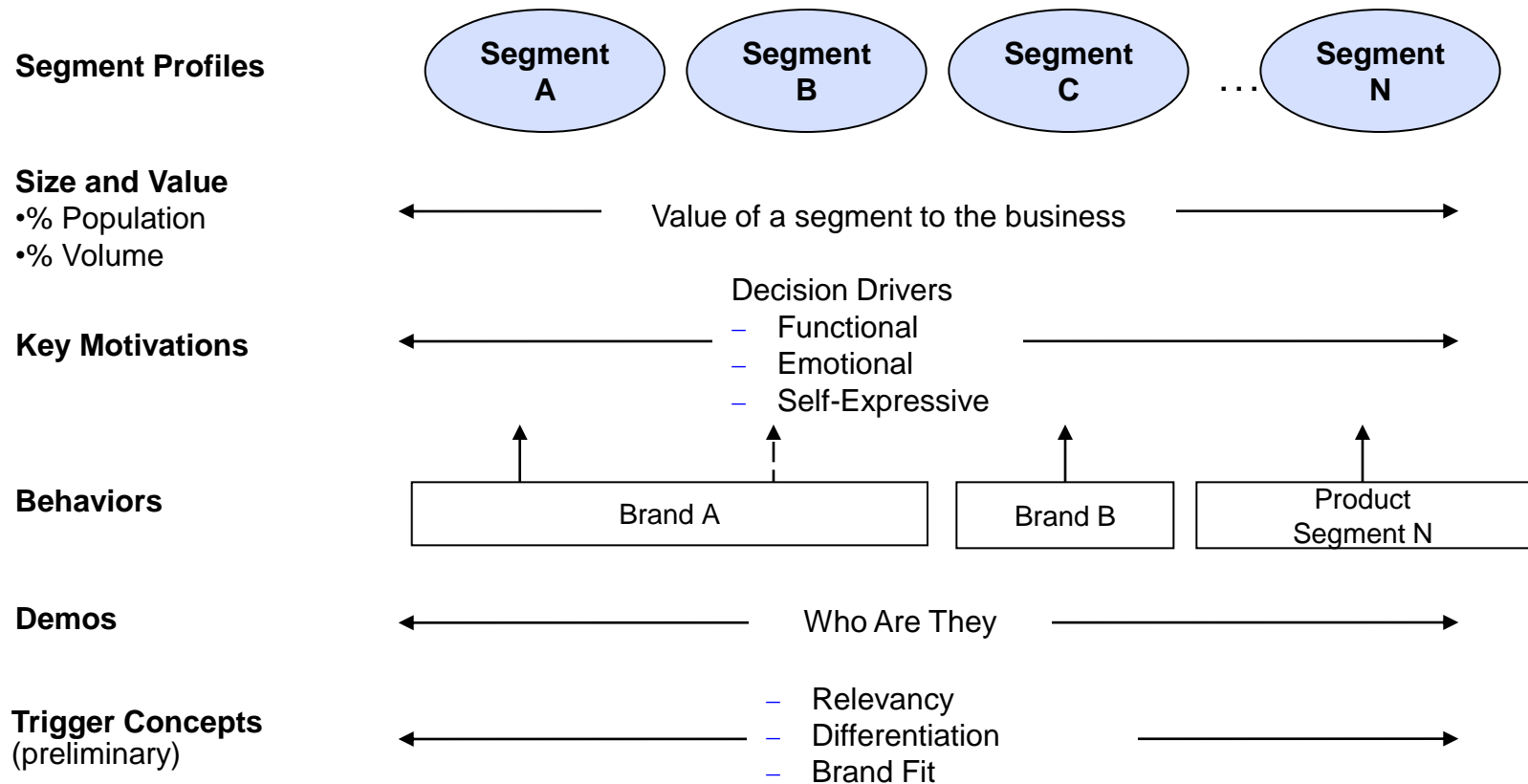
Market assessment includes a situational review, from three important perspectives

- Customers, Company and Competitors are assessed via internal interviews, synthesis of internal documents (plans, research, etc.) and a competitive “brand scan”



Customer framework provides the foundation for product portfolio planning and brand architecture development

- The framework provides the quantitative fact base for determining brand strength and aligning customer segments with product offerings



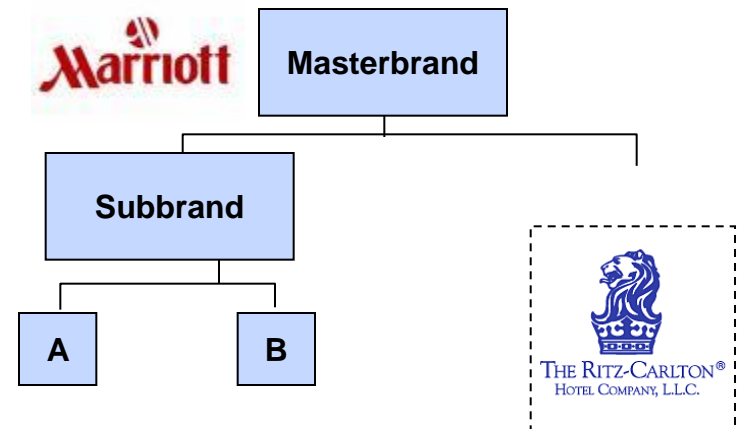
Brand architecture is the logical, strategic and relational structure for all brands in the portfolio

Brand architecture overview

- Customers relate to brands at several levels
 - Master brand → Product brands → Product descriptors
- This allows an organization to create a brand portfolio that appeals to distinct segments or need states
 - Apple vs. Mac vs. iPod vs. iPhone vs. iPhone Nano vs. iPad
 - Coke vs. Diet Coke vs. Caffeine Free Diet Coke
- The master brand often carries emotional benefits, with product brands conveying rational benefits and target-specific relevance

Brand architecture objectives

- Key objectives include improved clarity, synergy and brand leverage



The *value proposition* should be developed to align key benefits with target market needs

- The value proposition drives strategies and actions across the organization, and consists of three parts:

<i>1. Customer Need/Situation</i>	<i>2. Customer Value "Planks"</i>	<i>3. Operational Strategies</i>	<i>Illustrative</i>
<ul style="list-style-type: none">- Actionable insights related to the customer situation both today and in the future	<ul style="list-style-type: none">- The set of enduring strategies or benefit "planks" that fulfill customer needs	<ul style="list-style-type: none">- Specific strategies, plans and tactics that deliver against desired benefits	

Value Proposition "Planks"

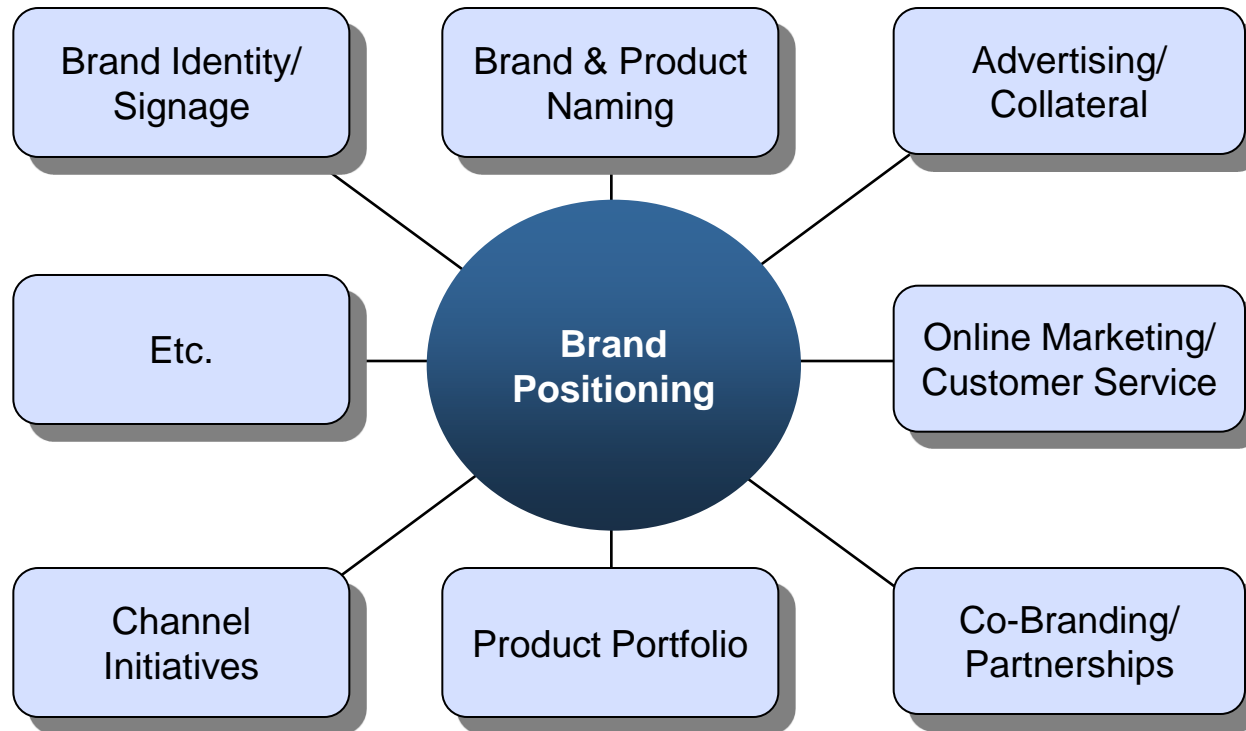


An enduring value proposition:

- ✓ Creates a multi-dimensional definition of value
- ✓ Provides direction to the business and brand
- ✓ Forces a disciplined approach to resource allocation
- ✓ Drives strategies and actions across the organization
- ✓ Creates organizational alignment

Brand positioning brings focus and clarity to the development of marketing strategy and tactics

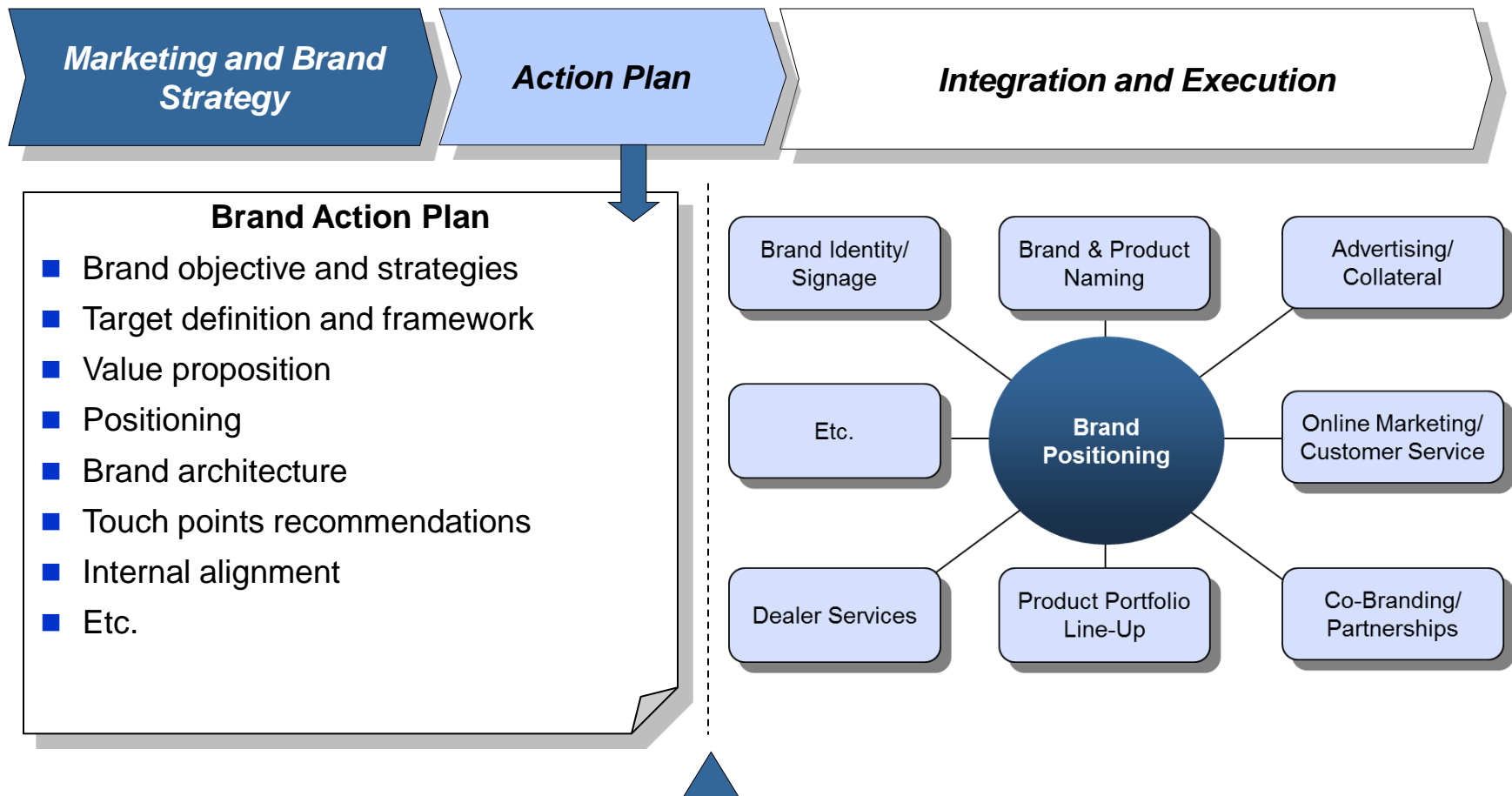
- Every decision that is made regarding the brand should be judged by how well it supports the positioning



► Positioning is developed as an *internal statement* of strategy to guide *external* implementation ◀

Marketing strategy and action plan synthesizes prior step outputs and defines next steps for delivering the brand in the marketplace

- The strategy and action plan is used to direct internal and external actions in implementing the brand strategy



Typical marketing strategy and brand strategy project benefits

- A quantified brand image assessment, including strengths and weaknesses, aligned by customer segments across markets
- A clear, credible and customer-informed brand vision to serve as a touchstone for the organization going forward
- A relevant, differentiated and integrated value proposition and positioning designed to maximize customer relevancy and competitive differentiation
- The recommended brand architecture, including guiding principles, brand/product classification and product naming decision-tree
- A brand action plan, including next steps for transitioning to creative implementation
- Shared enthusiasm and internal buy-in across the organization for delivering an integrated brand, based on group identification and resolution of key internal and external issues
- Enhanced internal marketing capabilities and processes to support brand architecture management going forward
- Improved efficiencies, accelerated implementation and increased return on investment through better coordination of marketing efforts

Contact EquiBrand

- We'd like to learn more about you and have an opportunity to more thoroughly introduce ourselves. To initiate a call or meeting, please call Tim Koelzer at (925) 247-1400 or send Tim a [contact form](#).