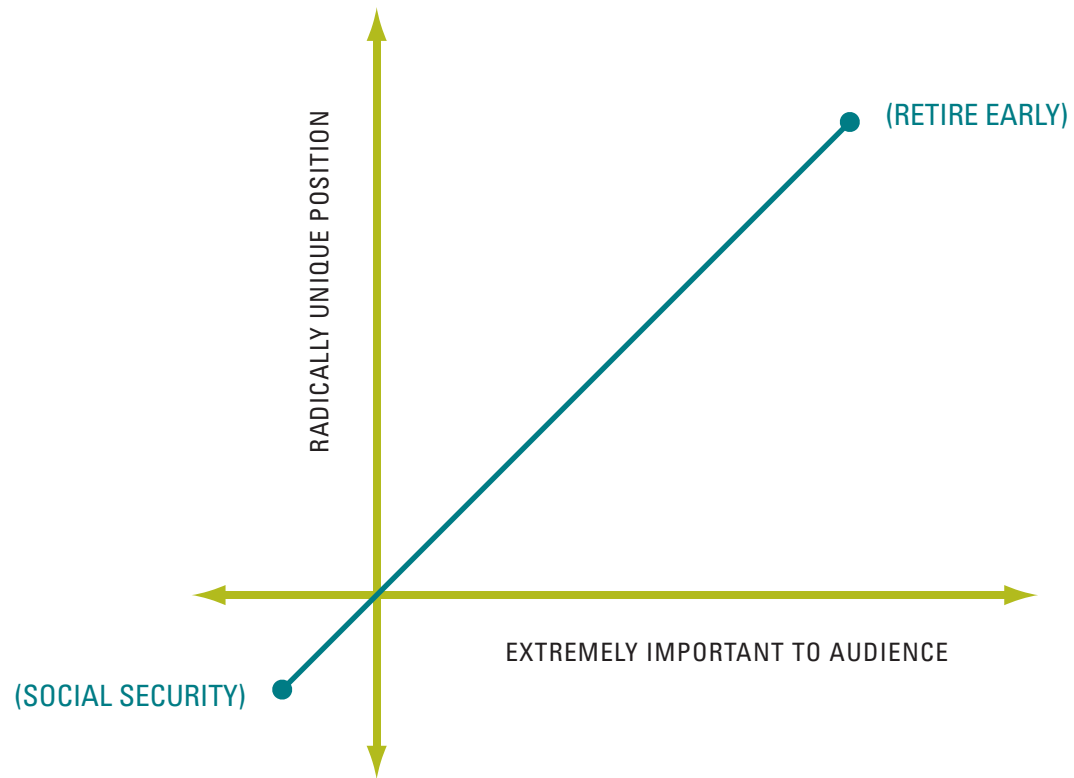


POSITIONING A BRAND [FIG. B07]



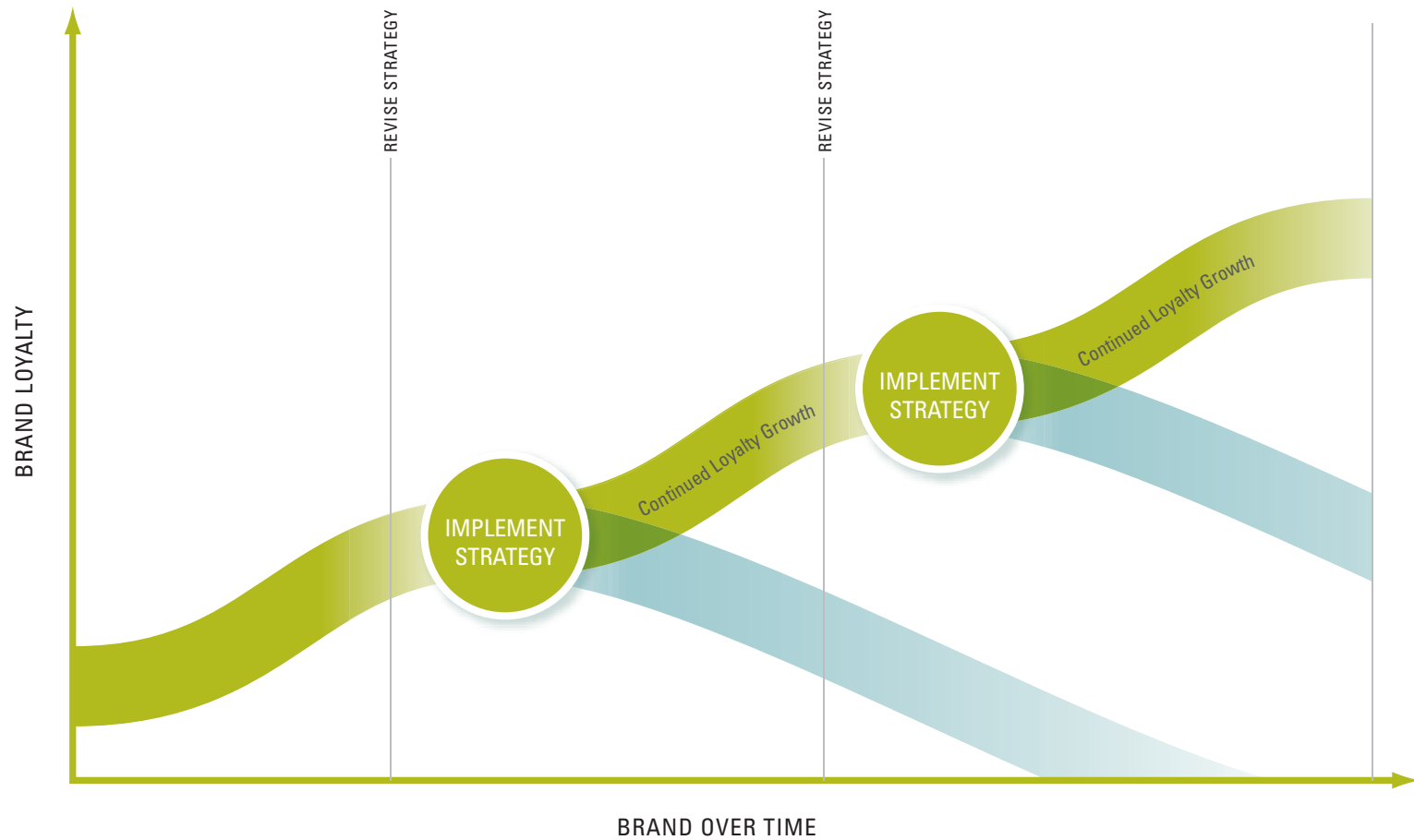
In an era of highly competitive offerings, a brand's success will depend on its ability to break through the clutter with a unique position that is extremely important to the audience.

BRAND INFLUENCE [FIG. S03]



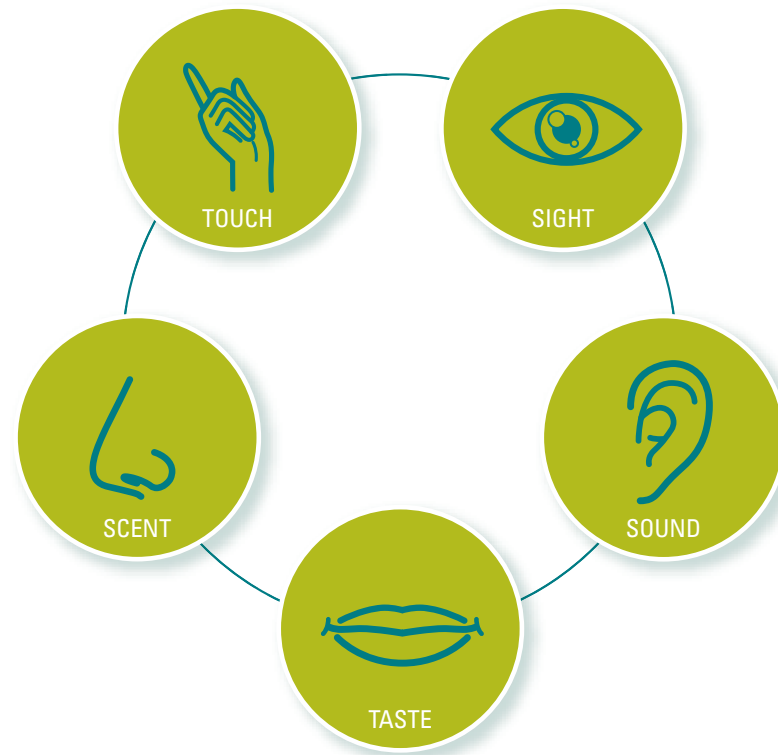
It is important to understand who you will need to entice with your messaging and what they will do with the message. Will they make the purchase or influence those who do?

BRAND LIFECYCLE [FIG. C06]



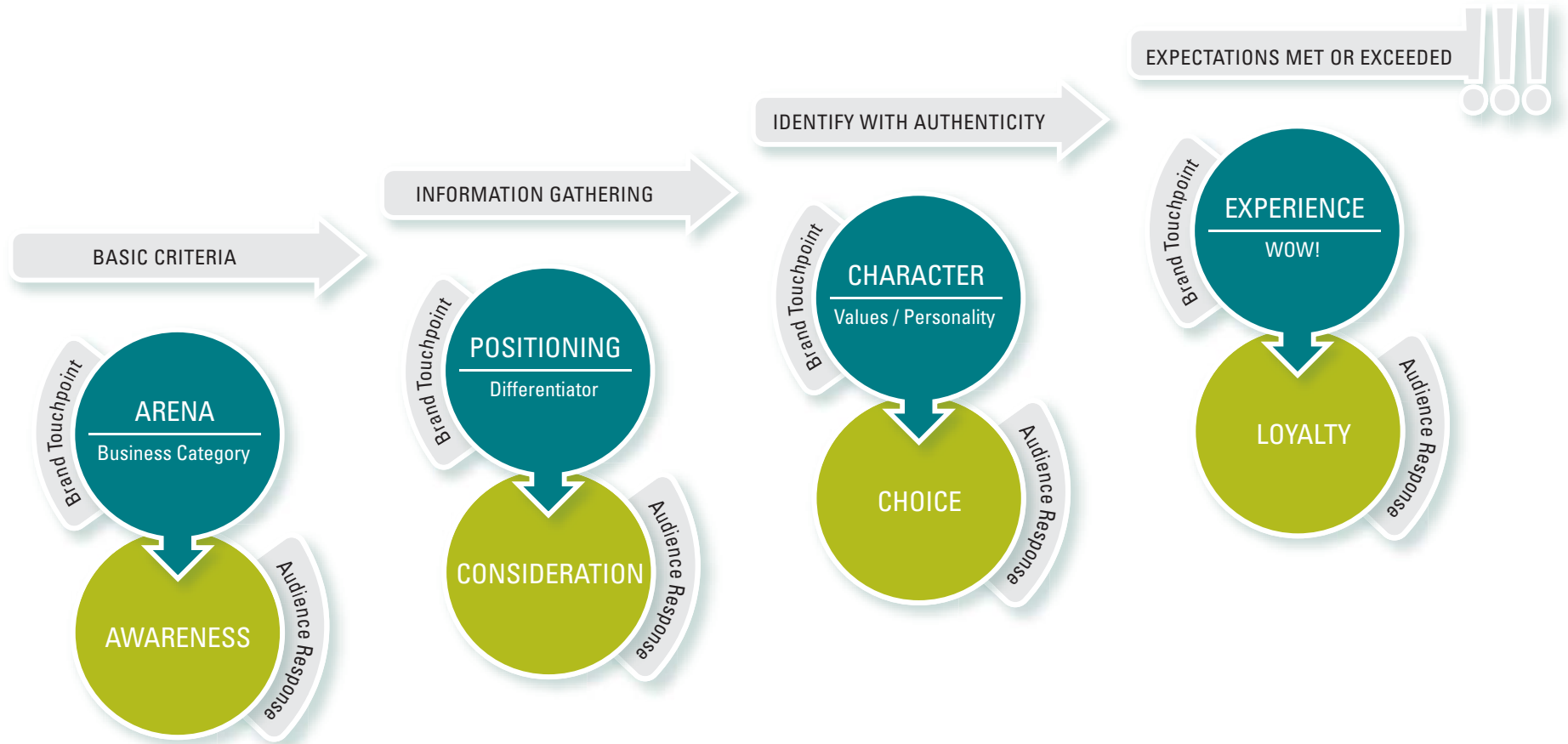
Consumers have a very short attention span and interest quickly starts to wane causing alternative offerings to become more interesting. Smart companies anticipate this decline of consumer satisfaction and begin to modify their brand strategy before a loss of loyalty occurs.

BRAND EXPERIENCE OPPORTUNITIES [FIG. 109]



A consumer must have a completely consistent brand experience with any or all of their 5 senses before they will offer any loyalty to your brand.

CAPTURING AUDIENCE [FIG. C04]



Audience progression from initial interest in meeting basic criteria all the way to loyalty is a demanding journey for a brand. Every encounter an audience has with a brand must be met with an authentic, clear and appropriate response. Many company marketing efforts are satisfied with excellent positioning, however very few consumers are. The audience demands much more than positioning and a brand must intentionally meet them at every level.