

→ P.O. Box 637 North Perth WA 6906

→ Telephone  
+618 9228 1033

→ Facsimile  
+618 6210 1574

→ [www.davidreidgroup.com](http://www.davidreidgroup.com)



## Branding

### Customers aren't stupid! In particular:

- ♦ customers who leave you,
- ♦ customers who choose to do business with your competitors not you,
- ♦ customers who think your price is too high, and;
- ♦ customers who don't come back

**are making particularly good decisions**, based on what is currently going on in their minds. Perhaps surprisingly, new customers, loyal customers and customers recommending you to others are also making outstandingly good decisions... for exactly the same reason!

A business's success is heavily influenced by what goes in its customers' minds – this influences and determines every single one of their decisions and buying behaviours. Whether they buy, how much they pay, and if they come back all are ultimately determined by the black-box going on inside their brands.

**Branding** is the tool businesses use to optimize the customers' perceptions of their organization and the products and services it offers – to maximize the chance they will buy, and how much they are prepared to pay.

Getting these perceptions right is so important to an organisation's success that branding has been one of the hottest topics in the Boardrooms of the top 500 companies in the world since 2005. A **brand** is both the physical identity of an organization or product / service that is its logo, name, signage and packaging, and the corresponding mental structure that is triggered when the customer comes across the physical brand identity. It's the "extra" and unique about a particular firm or product that makes it stand out from and different to all of its competitors. The opposite of a "brand" is a "generic" – and generic products are purchased solely on lowest price.

Get your brand wrong, and all sorts of commercial problems can arise:

- ♦ Customers buy, but not at the price you want.
- ♦ You have difficulty cross-selling or up selling other products or services.
- ♦ Not enough customers hear of you in the first place and when they do they just don't get it.
- ♦ Potential customers choose someone else because they don't see the value you offer.
- ♦ Existing customers stop buying from you. Quality referral sources, stop referring others to you.
- ♦ Your good staff lose faith and eventually want to leave you.

In attempting to address these problems, many businesses misdirect their efforts into a better ad, a new marketing angle, more sales training, a new product or service enhancement, an internal cultural change program and the list goes on.

Misdirected investment not only wastes money, but fails to change the hearts and minds of the people who matter most – your target customers.

David Reid Group has a simple, straightforward approach to help you get your brand right, and working for you – every sale, every day, every customer.

Details of our approach follows.



## Our Approach

### Step One

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#### **Stakeholder and client perception survey**

Understand the perceptions of key stakeholders, current and perspective clients with regard to your current success, perceived barriers to future success and most attractive opportunities for success. Focus on identifying what they are currently thinking, feeling and recalling about your organization and its products and services.

### Step Two

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#### **Positioning**

Establish the key target positioning for your brand in the minds of its market(s) - where it will be perceived to be clearly different and better from its competitors, and significantly closer to the customer's ideal.

### Step Three

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#### **Branding**

Build your brand around this positioning. We use Keller's CBBE (Customer Based Brand Equity) Brand Pyramid as the basis for this – an approach to successful branding that is recognized globally for its rigour and effectiveness.

### Step Four

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#### **Touch point marketing**

Identify your key "touch points" – every situation where a customer comes into contact with your firm, from your advertising and website, to your reception, deliverables, and the nature of the communications between you and the customer. Review what is currently occurring, and explore how they could be used to deliver and strengthen your brand. Subsequently design each of these points of interaction to deliver one or more of your brand's attributes.

### Step Five

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#### **Living the brand**

Review your sales management, engagement and service processes, and determine how to integrate your brand into these at a micro-level. Identify the marketing materials that will assist the salespeople in better initiating and maintaining relationships with customers and leads, together with the key messages the sales team need to persuade customers to buy.



## Step Six

### **Present your brand plan outlining**

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1. What we recommend you do
2. How we propose you do it
3. How much it will cost
4. Who will do it and by when

## Final Step

### **Project manage the implementation of your brand plan**

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As part of the implementation schedule, we will prepare a separate proposal for your approval that outlines your investment in DRG to help you implement the plan.

We will allocate you a highly experienced DRG project manager to work closely with you and your internal team to make sure each and every recommendation made in the plan gets done.

Where appropriate, they will engage quality, but cost-effective service providers, *without bias from considerations such as commissions on different forms of media or ongoing strategic alliances.*

Our team is highly experienced in this outsourcing process, with extensive networks and relationships with advertising and marketing communication companies, corporate identity and branding specialists, PR companies, website developers and marketing wordsmiths.

This implementation process is critical and will lay the foundation for your ongoing branding success.



## The DRG Branding Team

### Lead Consultant

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#### **Matthew Winter**

Matthew holds a Masters in Commerce (with Distinction) in Marketing and a Bachelor of Commerce in Accounting. Matt has an extensive consulting background in marketing planning, strategy and research. He has had the opportunity of working as Lead Consultant or Lead Researcher with some of the largest corporates and organizations in Australasia, including Department of Defence (Navy), Wesfarmers, Fugro, James Hardie, BHP, Streets, Nestle, Freehills, Department of Defence, B Digital, iiNet, The Brand Agency and Marketforce, as well as with a wide range of Small and Medium-sized Enterprises.

He was previously Director of Consulting for a national market consultancy in Australia, and has previously worked at Price Waterhouse Coopers, Outward Bound Australia and BankWest. He presents as an international guest lecturer and speaker to business groups, industry conferences, MBA and undergraduate students throughout Australia and Asia, in the areas of Marketing, Strategy and Branding.

To keep up to date with the latest developments in marketing globally, he is currently completing his PhD in "neuro-advertising". His candidacy was awarded "the PhD most likely to contribute to marketing knowledge globally" at the largest marketing academics conference in the Southern hemisphere, with the PhD funded by one of the most prestigious grant schemes in the Southern hemisphere.

### Lead Consultant

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#### **Peter Faulkner**

Peter graduated from The University of Western Australia with a Bachelor of Commerce and an honours (1st class) degree in Marketing; he spent the following six years working in management consultancy and export sales in Poland, Indonesia and Italy followed by seven years in London agencies specialised in Branding and digital communications. During Peter's time at KLP Euro RSCG and Rufus Leonard, he produced and consulted on the creation of brand identities and communications campaigns for BT, Swiss Life, Abbey, Volvo, Royal Mail, Carat and Shell. He also found the energy to set up and run his own digital marketing agency, RFB London, working with Peugeot, Walt Disney, UK Film Council and Bryant Homes.

His last two years in London were feverishly employed in the branding and design agency Moving Brands acting as Account Lead in brand development projects for Nokia and the Nokia Siemens Networks joint venture.

On returning to Perth in May 2007 he has developed the brand strategies of The Brand Agency and the Perth Advertising and Design Club and created the brand strategy, communication plan, digital strategy and intranet upgrade specification for the Snowden Group. He also created, patented, was awarded an Ausindustry COMET grant for, and is currently commercialising a communications planning software called MediaKindle™.