

5 PRINCIPLES TO SUSTAINING BRAND VITALITY

Pro Motion!
experiential marketing •

18405 Edison Ave
Chesterfield, MO 63005
p: 636.449.3162
www.ProMotion1.com

5 PRINCIPLES TO SUSTAINING BRAND VITALITY

Steve Randazzo
President, Pro Motion, Inc.

BRANDS today are struggling for relevance. Sears, ToysRUs, Brookstone...we could go on and on. This is a tiny sample of companies that were leaders in their respective industries, had everything going their way, and are now struggling for survival.

These brands have moved beyond the traditional focus of advertising. They're focused and disciplined to create deep emotional connections that lead to lifelong relationships.

The numbers tell an even more damaging story. Ad spending is up, and effectiveness is down. Take a look at your own marketing efforts and—more importantly—the results of those efforts and see for yourself.

They demonstrate that when the focus is truly on connecting, great profits follow. There are five attributes that these and other vibrant brands follow that are critical in allowing you to exploit your competitive advantage and drive increasing growth at lower costs.

- Is the cost of client/customer acquisition increasing or decreasing?
- What's happening to the cost of maintaining and keeping clients/customers?
- How about the loyalty of your customer base?
- Is the lifetime value of your customer increasing or decreasing?

These insights are often ignored simply because they seem simple and obvious, yet in over 20 years working firsthand with some of the greatest brands in the world, I've learned that it's the simple and obvious that work best.

1. REMEMBER IT'S ABOUT THEM

Despite these trends, there are still some companies that have bypassed all of this pressure. These brands are more vibrant, relevant, and profitable than ever before. You know many of them.

Turn on the television, open a magazine, go to a website, and you'll see the biggest mistake made by 90% of brands. The message is all about them. Sure, they've put a picture in to represent their ideal customer, but it still boils down to a feature/benefit claim.

Companies and brands like Amazon, Apple, P&G, Patagonia, Netflix, and Verizon have much in common and provide clear lessons that can help you accelerate growth while reducing the cost of getting and keeping loyal customers.

Great brands understand that the only story that matters is the customers' story. Apple tells stories that allow their fans to project themselves into. They don't waste their time talking about features and benefits...they allow people to experience it.

2. SALES AND PROFITS ARE A BYPRODUCT- NOT THE FOCUS

Starbucks used to be one of the most relevant brands in the world. They succeeded by focusing on making a great cup of coffee, creating a great experience, and connecting with a core group of people.

When they started focusing on profit, they stopped doing the things that made them unique. The result, in the words of founder Howard Schultz, was that Starbucks commoditized themselves, and profits fell dramatically.

3. MOVE BEYOND TWO DIMENSIONS

We live in a noisy world. The American Marketing Association found that the average American is exposed to more than 3000 commercial messages per day, yet the human mind cannot process more than 100.

How can you break through, without breaking the budget?

It's simple; stop telling people how great you are and instead let them experience it. Become what I call a 3-Dimensional Brand™.

4. IT'S NOT ABOUT VIEWS; IT'S ABOUT EXPERIENCE AND INFLUENCE

I work in the realm of experience marketing. It's my job to enable people—that's right, real, live people—to experience what companies and brands provide.

One of the most frequent questions I hear is "How many activations can you handle?"

When I hear that question, I always worry about the brand.

It's never about how many. Facebook and Twitter followers, page views, contest entries, etc. mean nothing. The focus is influence: specifically, how much you have with your desired audience.

5. USE THE RIGHT METRICS

Great brands are maniacal about metrics. Identifying these metrics is often overlooked and underutilized. It's one of the most difficult things you'll do in any marketing effort. The metrics you choose will have as much or more to do with brand relevancy than any other aspect of your effort.

Unfortunately, there is no simple "here's what to measure" lists that can be provided.

While there are some powerful metrics at the beginning of the paper, choosing metrics for any campaign or effort is highly dependent on your strategy, market, and sales cycle. It's critical that you

measure the cause of results, not just the results. Be careful, because the measurements you choose create a hidden structure that will greatly impact your results.

Every powerful brand that maintains vitality lives by these principles; while those that struggle for relevancy have surely violated one or more of them.

Apply these principles to your brand, and watch your profits soar!

ABOUT PRO MOTION, INC.

At Pro Motion, we are a group of event professionals who really enjoy working together. We have each other's backs and when you work with us, you get all of us. If we were a car brand, we'd love to say we are a Lambo, but in reality, we are a Jeep. We are adventurous, capable, reliable and fun. And, that is what our clients are looking for from us. They are not looking for lots of sizzle, the biggest ideas that don't fit their budgets or programs with tons of risk. Our clients live in the real world and they want practical creativity that gets results and that's what we deliver.

CONTACT INFORMATION



Steve Randazzo
President
636.449.3163
steve.randazzo@promotion1.com



Cathi Kennedy
Account Director
636.449.3162
cathi.kennedy@promotion1.com