

Crush Your Competition with the CategoryPowerSM Dashboard

Q. Does your current dashboard show how your competitive power is definitively increasing or decreasing in your category? Wouldn't you like a dashboard that did that?

Your CategoryPower dashboard will help you continually gain an unfair share of the consumers who “own” your category. The power in a high-purchase rate consumer category is generally in the hands of a very limited number of people. When you steadily win the battle for those people, you will extract immediate and lasting share gains. Learn to construct your dashboard so it will display the most critical parameters that will guide you to build power against your competitors. Armed with new viewpoints, you'll design and execute category-dominating activities like never before. This is the only forum to learn about this innovative tool.

The Psychology of Building True Loyalty – 5 Principles for Great Marketers

Q. Why is Loyalty so misunderstood and misspent against? What is the right role and the right leverage of Loyalty for your brand? Want to learn to avoid Loyalty myths and build your brand's unique Loyalty framework?

True Loyalty comes from within the brand itself. True Loyalty arises when product experience and brand experience blend to satisfy a consumer's need to adopt your product as their choice and allows them to close their mind to other possibilities in your category. If your brand is relying on external-to-the-brand “currencies” or rewards, you will see why you are probably off track. Learn the little-known five principles of building True Loyalty. See how to integrate these principles into the fabric of your brand and its activities.

Great, Good, or even Poor – Don't Underleverage your Advertising

Q. Do you want to make your advertising spending go farther – much, much farther? Want to know the critical psychological secrets to turn the arousal generated by your advertising into deeper longer-lasting impact?

Brands typically spend a large proportion of their marketing budgets on their primary advertising campaigns. Most campaigns arouse the target customer. However, many brands have a lot of room to improve how they convert that arousal into “locked-in loyal” customers. When consumers are aroused, they then seek validation, and it is often this validation that is underplayed. Attendees will learn how to devise and share their ideas for increasing the “validation quotient” in their marketing.

Leverage the Missing Half of Brand Theory to Blow Your Competition Away

Q. Are you interested in understanding how to use the half of Brand Theory that your competition is undoubtedly missing? Want to know what it can mean for creating more powerful actions for your brand?

Brands can gain great advantage over their competitors by understanding and applying the “utilities” that “brand” can provide a consumer. Consumers rely on “brand” to navigate the world. However, most brand theory has been developed from a brand-centric, rather than a consumer-centric, point-of-view. In this session, learn how to use at least five consumer-centric brand utilities that will help you strengthen your brand's loyalty and differentiation. The insight gained from this rare perspective will lead to clear action steps. Unlock this power, and take another big bite out of your competition.

Constructing a Brand Story Map that Wins Your Category

Q. How is it that iconic brands seem to have a set of stories that fit together to create one comprehensive differentiating story? Want to learn how to deploy your brand's many underleveraged story assets to do the same?

Don't all good stories play on the emotions? A carefully crafted blend of brand stories adds emotional depth to the bond with your consumers. Your brand has two distinct sources for these stories. The "rational" stories about the brand and product features that, spun the right way, cement the product more preferentially in your consumers' minds. Second are the "emotional" company stories. Each of these sources will have at least four sub-sets. Learn how to map the right mix together and raise brand loyalty at the expense of your competition.

Overcome the 5 Biggest Mistakes in Loyalty Programs

Q. Are you running, exploring, or planning a Loyalty Program? Then don't you want to know how to overcome or sidestep the biggest mistakes in the standard Loyalty "industry" approaches?

Loyalty programs can be some of the most problematic and controversial expenditures to manage. Much of the theory and practice of Loyalty Marketing is strategically illogical and horribly mismanaged. Armed with the understanding of the Five Biggest Mistakes, participants will re-shape their own ideas about the role and practice of Loyalty Marketing. Participants will be better able to "handle" Senior Management discussions on "Loyalty" and guide their "Loyalty" strategies and resources more effectively going forward.

The Customer CAN NOT be in Control!

Q. How does a brand exert control over itself when so many industry "experts" claim the customer is now in control forever? Isn't it critical that you learn how to avoid this "cop-out" and control your brand better?

Please take the bleating in the industry press about the "Customer is now in control" as nothing more than a challenge for you to say "Our brand must always maintain control"! Yes, it is a new age, but this interactive session will challenge you to create antidotes to the major ways the industry assumes the customer is in control. The session will develop actions for the brand that will address the necessary ways the brand can use today's marketing environment to exert its own control over its critical elements of branding – your customers will actually be grateful.

Why and How to do Relationship Marketing without a "Program"

Q. Do you know how the underlying principles of Relationship Marketing can be woven into your brand's regular activities to lift sales and drive loyalty increases?

Any brand can improve its "relationship" with its customers in the course of its current marketing formats and budgets – *WITHOUT* having to construct a stand-alone program. By examining how Jack Daniel's used these strategies to become an iconic profit monster, your team members will better understand the four essential elements of "relationship". Beyond that, the session will explore how these satisfy the most important consumer satisfaction needs of all. Participants will construct an action list for implementation at the strategic and tactical levels.

Make Your Relationship Marketing More Effective than the Usual Garbage

Q. *Worried that your Relationship Marketing initiatives aren't quite on track to justify their budgets? Want to learn the inside secrets to what's broken in the "industry" and what needs to be done to be highly effective?*

Most Relationship programs are so far off base in their strategic underpinnings and the quality of the execution, that it almost makes us cry at the waste. "Relationship" in the consumer realm is one of the most misunderstood concepts anywhere in marketing. This misunderstanding renders most of what passes for Relationship Marketing as useful as garbage. Learn how and why to change how you strategize and execute Relationship Marketing. Hint – there are two distinctly different functions for these programs. We guarantee your competition won't know what you'll learn in this session.

Brand Destruction – 3 Ways Poor Promotion can Destroy Your Brand

Q. *Could many aspects of your promotion program be working against the other efforts of your branding? With nearly all promotional components loaded with "brand" risk, would you like a session to help avoid this risk?*

So much of how Promotion is conducted today is diametrically opposed to efforts that build the "Brand". With examples drawn from different business categories, the 3 Critical Components of Brand-Destructing Promotion will be exposed. By constructing a black and white Do's and Don'ts promotion map for your brand, your team will be able to focus on creating strategically sound Brand Building promotional activities that stimulate sales and build the branding at the same time.

The Dream vs. the Fantasy of the Digital Age

Q. *How have the dreams of the digital age been mixed up with some unrealistic fantasies by marketers? What are the limits that must be considered in planning spending in the digital space? And where and how can you go all out?*

The digital age is still in its early years. And it is changing rapidly. However, we are currently experiencing a "Digital Bubble" which, like every bubble before it, relies on flawed assumptions that nobody wishes to challenge. This session will discuss the three biggest fallacies of the digital age for marketers. Avoid the bubble, avoid the trouble – learn what will truly matter on the other side of the bubble. Participants will design the beyond-the-bubble imperatives for your brand, so that you can spend now, wisely, and be better positioned than your competition for the days to come.

Lunchtimes that Change Lifetimes Series

Each Lunchtime Workshop is offered at \$2,850 (*plus travel*)
Each Lunchtime Workshop is designed to stimulate your team in no more than two hours.

Extended Facilitated Workshops

Each topic can also be provided as an extended Facilitated Workshop.

We encourage including Brand Management, Marketing Services, and Agency professionals in any session.

Book your workshop with Deb Rapacz at 708.829.6031