

What makes you different from your competitors?

Positioning is an important tool to help you create a brand identity. It is the process by which you set your brand apart from your competition in the mind of the consumer. The essence of positioning is sacrifice. you must give up something so that your advertising can have focus. Positioning isn't something you do to a product; it's something you do with a prospect's mind. The process of getting there involves a combination of marketing, creative and research activities.

Don't be lured into thinking you can be all things to all people. You can't. Zero in on the turf you want to occupy and create your own niche. There is never just one positioning for a product, but there is always a best one. Research help you choose the best positioning for you.

BRANDING Brand identity includes brand names, logos, positioning, brand associations, and brand personality. Branding reinforces a feeling you have when you think about a company or product. It's your image. It's word association. It's Pepsi = young, Kodak = memories, Volvo = safe, and Avis trying harder. It's the perception you want your prospects to have about you.

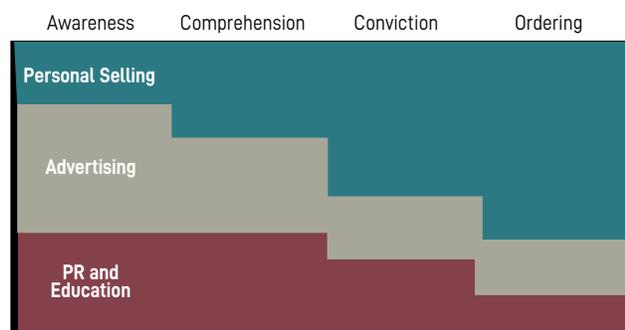


It includes every tool you use to embed your image in the prospect's mind. It's a certain look. A feeling. An attitude. It's how employees interact with prospects and it's how you interact with employees. It's what sets you apart from your competition. It's how you demonstrate this difference. It's your position. It's your mission. It's your reason for being. It's who you are. The projection of a consistent image builds and strengthens your brand. And by managing your brand right it will be an investment that helps you achieve your objectives. > > > > > > >

These questions can help you get there:

- > Is there already a well-established equity for this brand beyond the product itself?
- > What is the physical product description in consumer language?
- > How do people benefit by this product?
- > To whom are these benefits important?
- > Are these benefits unique.
- > What is the consumer profile: demographics, psychographics, life style?
- > Is there a particular segment in which this product should compete?
- > Is there a competitive weakness to be exploited?

How promotional techniques affect sales



- Why projects succeed
- Organized account management
 - Realistic and clear expectations
 - Good communications
 - Proper budgeting
 - Targeted creative
 - On time execution

+ **BRANDED PROMOTIONAL PRODUCTS**
 + Wearables + Calendars + Writing
 + Electronics + Drinkware + Office

+ **MARKETING**
 + Planning + Strategy + Promotion
 + Concepts + Design + Copy

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