

Brand Flight MaPPPPPP

Brand's Wings

Brand Challenge

**Seagull's Wings for Profit
A 3-Stage Process**

A proprietary process created
to make the brand attractive to customers

Stage 1: Brand Challenge

Understanding where the brand stands

Answers the following questions-

1. Business Objective (long term) in a statement
2. Brand Challenge in a statement
3. Profit Opportunities
4. Key emotional drivers for the category
5. Smart Objective for next 12 months

Also Key Supporting Information provided-

1. List of suggestions for improvement in product category/brand
2. Character sketch & behavioral profile of consumers in profit opportunities
3. Brand Touchpoints for Profit Opportunities: Beginning with Search and ending with Post-Purchase. Expected customer experience at each Touchpoint
4. OET list to be tested in target consumers



Stage 1: Brand Challenge

Process to get BC answers

1. Starts with a briefing meeting between client team (across departments & sales channel) & Seagull team
2. Consumer Research by Seagull
 - In-depth interviews with consumers & prosumers
 - In-depth interviews with sales channel people at consumer touchpoints
 - Focussed Group Discussions
 - Consumer, Competition & Market Observations



Stage 1: Brand Challenge

Benefits

- Will give you competition overview
- Will give you consumer preferences
- Will give you key emotional drivers of the TA (Target Audience)
- Will show you profit opportunities
- Will show you the TA's current beliefs/behaviours



Stage 1: Brand Challenge

Net Result

- **Marketing Strategy:** Finding out who is the Target Consumer through Need-Gap Analysis identifying Emotion



Stage 2: Brand Wings Workshop

Establishing the Brand Architecture

- Points below answered collaboratively-
 - What is the Obvious Emotional Truth (OET) that the brand should own? After discussing OET rankings.
 - What is the business we are really in?
 - What are we really selling?
 - Rational Benefit:
 - Emotional Benefit:
 - What is the target mindset?
 - What should the customer stop doing & start investing in?
 - What is the desired Brand Persona?
 - Branding Idea Objective
- Optional: Collaborative overview on the 7Ps



Stage 2: Brand Wings

Process to get BW answers

- Testing the OETs with 60 respondents (consumers/influencers)
 - Get each consumer to rate the OETs on a scale from 0 to 10
 - Get consumer to give brand associations for each OET
- Analysis to rank the OETs
- Selecting OET for the brand to own
- Brand Wings Development based on selected OET
- Half-day collaborative workshop between client team & Seagull team to finalise the Brand Architecture



Stage 2: Brand Wings

Benefits

- Helps you locate the profit opportunity for your brand
- Gives you a direction to lead your TA's thinking/behaviour
- Helps you know what the TA feels strongly about
- Helps you tap into the TA's strongest emotions in such a way that the TA is receptive to our brand
- Helps you come up with the TA mindset that is most receptive to our brand
- Helps us come up with a Brand Persona that is in sync with the emotions that we will tap in the TA
- Gives you a Branding Idea- a concept that unifies all our communications for the brand
- Helps come up with a Logo- the brand identity



Stage 2: Brand Wings

Net Result

- **Consumer Strategy:** Building a brand that consumers relate and which helps engage consumers



Stage 3: Brand Flight MaPPPPPP

The Rollout Plan

- 3-hour session at the Seagull office where the following will be presented-
 - Branding Idea
 - Infusion of the Branding Idea in -
 - Product Policy
 - Pricing Policy
 - Packaging Policy
 - Placement Policy
 - Purchase Experience Policy
 - Prosumer Policy
 - Promotion Plan



Stage 3: Brand Flight MaPPPPPPP

Process for the BFM

- Based on the Brand Wings, the team will brainstorm to come up with the Branding Idea (an idea that gives direction & unifies all work on the brand)
- In another brainstorming session, the entire Seagull team will look at all ideas in **P**roduct, **P**ackaging, **P**ricing, **P**lacement, **P**urchase experience, **P**rosumer policy and **P**romotions to make the brand attractive
- The creative team develops concepts to be used in the various media
- The media team develops a plan on the various media that can be used to engage consumers
- All the above are put together and discussed in a collaborative meeting between the client team & the Seagull team



Stage 3: Brand Flight MaPPPPPP

Benefits

- Gives you a Rollout plan on how to enter the market
- Gives you suggestions on the various Ps stated below so as to engage the TA and stand out in the market:
 - Product Policy
 - Packaging Policy
 - Placement Policy
 - Purchase Experience
 - Prosumer Policy
 - Pricing Policy
 - Promotion Plan



Stage 3: Brand Flight MaPPPPPP

Net Result

- **Creative Strategy:** Developing creative communication that appeals to the customer's emotion to attract them to the brand
- **Media Strategy:** Finding the best media mix to reach target consumers



Wings for Profit

Net Result

- **Integrated Marketing Communication:**
 - Understand target consumers
 - Have a 360% approach across mediums to engage consumers
 - Generate awareness, likability for your brand, generate sales/enquiries and form congregations/communities

