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## brand as business brief -- new retail developments

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### brand as business™ brief

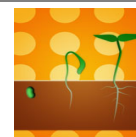
brand as business briefs are periodic emailed briefings about how companies can operationalize their brands

from denise lee john  
09.14.10 vol 028

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Hello friends and colleagues!

Hope you had a wonderful summer! The back-to-school season reawakened students and retailers alike -- and to continue the momentum, retailers are looking at new ways to grow. This brief discusses **two new developments in retail**. If you're not a retailer, these may be out of the box ideas worth considering for your business.

- **new growth engine for retail: design** -- The folks at [Consensus Advisors](#) asked me to contribute "The Big Story" for their Weekly Update. I decided to write about the growing importance of design at retail. This piece offers up predictions on how Best Buy might leverage their new Chief Design Officer and provides insights on how all companies might use design to open up new revenue streams.
- **thegroupon dilemma** -- Retailers are scrambling to get on [Groupon](#), the social commerce company which passes along deep discounts to groups of consumers, because it gives them the mass exposure they often can't generate on their own. But many find out that the program only offers a short-term spike in traffic (and a big hit to profitability) -- and doesn't do much for the business long-term. A [blogpost](#) of mine explains how companies can use deep discounts like Groupon to build their brand.

As always, I'd love to hear your [feedback](#) and get an update from you -- check out "What Is Denise Doing?" to get an update on me.

*Denise*

## new growth engine for retail: design



### CONSENSUS

A boutique investment banking and financial advisory firm.

#### The Big Story: Intelligent Design?

The announcement last week that Best Buy had hired a Chief Design Officer might have raised an eyebrow or two.

Design is typically a manufacturer's bailiwick, so

what's a retailer doing with a designer?!

Best Buy, it seems, is looking to do Design, with a capital "D." Big "D" Design isn't about aesthetics and style. It's about a different way of thinking and doing, characterized by a deep curiosity about and understanding of the user, the use of integrative thinking to creatively resolve tensions, rapid and collaborative prototyping, and continuous modification and enhancement. It's a discipline that more and more businesses are adopting -- and makes a lot of sense for retailers who are looking for a fresh approach to break out of the recessionary slump.

**read on** for four ways I'm guessing **Design is going to transform Best Buy which any retailer might benefit from.**

## thegroupon dilemma

I Just Robbed a Bagel Shop

### what is denise doing?

- o moderating a panel about pricing strategies at [Dine America](#), the invitation-only conference for senior foodservice executives -- look on my [blog](#) for notes and quotes from the conference soon
- o prepping for the next [MIT Enterprise Forum](#) -- I'll be on a panel of experts advising H2O Audio, a cool sports gear brand that's in need of a re-start
- o enjoying reading comments on the guest post I wrote for the [Neuromarketing](#) blog, [Maslow, Emotion, and a Hierarchy of Service](#)

### service spotlight

# GROUPON

Collective Buying Power

I walked into a Bruegger's Bagels shop, I handed the clerk a piece of paper that told him what I wanted, I watched as he filled the bag, and I walked out of there -- all in less than 30 seconds. I quickly walked back to my car, glancing over my shoulder to see if the cops were on my trail.

OK, so technically I hadn't robbed the shop -- I had actually used a coupon from my Sunday paper to get 6 free bagels -- but it felt like I robbed them because it's unlikely I'll ever return there.

On the one hand, promotions like these may drive short-term traffic and stimulate trial of new products; on the other, I question whether they're prompting future incremental purchases, or increased loyalty, or even goodwill. Giving away food to unlikely future customers doesn't seem to make a lot of sense.

**get my tips** for **tactics that are more likely to have a more sustainable impact on the business**

This brief's featured service is:  
**Competitive Landscape Map**

- o Do you need to **strengthen your brand's differentiation** vs. competitors?
- o Do **internal groups disagree** on how your brand should be positioned?
- o Have new brands have entered the category and are **threatening your competitive advantage**?

You need a clear, crisp articulation of your competitive landscape -- identifying legacy competitors as well as emerging ones. Developing a **visual depiction** of the competitive frame of reference, positions of key competitors, and your brand's optimal position facilitates **internal understanding of and alignment on the strategic priorities and changes necessary for competitive advantage**.

**Download** an overview of this service offering and **contact me** to put a **Competitive Landscape Map** to work for you.

**Check out** other ways I help companies achieve their brand and business objectives.

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**denise lee yohn** has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, an established speaker, author, and consulting partner.

for more information, visit [www.deniseleeyohn.com](http://www.deniseleeyohn.com)



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