

How to Revive a Declining Brand

Client: Brookstone

Goal: Jumpstart sales and profitability by improving brand perceptions

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results -- significant, tangible, sustainable results. After all, your brand is like your body -- it's the greatest instrument you have -- but you've got to use it and keep it strong." -- *Denise*

Assessment

Assessment: We need to **reverse declining sales** and **re-establish customer relevance**. We should craft a new brand platform and strategies which connect with primary customer need states.

Program & Plan

Training Program: Brand Diagnostic, Consumer Research, Brand Platform, Brand Architecture

Training Plan:

- **Lead** the executive committee through a discovery process to create a shared mandate for change
- **Diagnose** the drivers of declining brand perceptions
- **Conduct** segmentation research and multivariate analysis to identify high opportunity consumer segments based on need states (attitudes + occasions)
- **Develop** a new brand platform which articulates an inspiring and instructive brand essence and competitive positioning
- **Conduct** a best practices audit to set parameters for new customer experiences
- **Create** brand architecture and product naming guidelines to streamline brand portfolio and focus product development strategy

need-state target segment

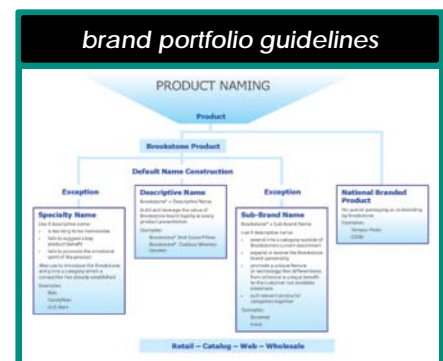
Gift Givers

15% of prospects, 26% of customers, 19% of prospects spend

Needs:

- products great to give as gifts
- great gift ideas
- gift solutions for hard-to-shop-for people
- products to send as gifts

Brookstone PROTECTORS PROFESSIONAL THROWS&GS



Result

Result:

Year-over-year same store sales growth and margin improvement; focused marketing and merchandising strategies