



"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*

How to Launch a New Business

Client: Total Care

A start-up division of Covad Communications Group, a leading national DSL provider

Goal: Build and brand a new IT support service for small business customers for a proof of concept market trial

Assessment

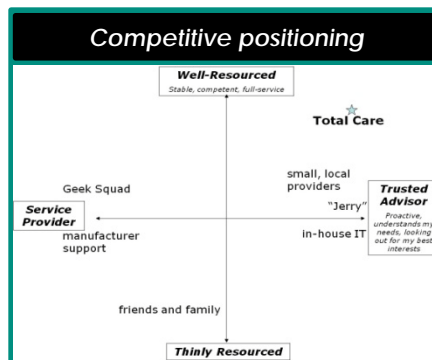
Assessment: We need design a new customer experience that leverages our organizational core competencies and delivers a strong, sustainable competitive advantage.

Program & Plan

Training Program: Consumer Research, Brand Platform, Brand Marketing

Training Plan:

- **Use** learnings from depth interviews and survey research among prospects and competitors to scope and define the service offering
- **Audit** the competitive landscape and identify the optimal competitive positioning
- **Create** a salient brand name and identity that communicates the value proposition in a fragmented marketplace
- **Conduct** market and financial analyses to determine pricing and targeting strategies
- **Define** a branded customer experience and partner with sales, systems, and operations teams to deliver it
- **Develop** the marketing plan and sales and marketing tactics and materials for market trial



Result

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Successful proof of concept launch proving the viability of the concept and the effectiveness of the brand marketing approach

