

## How to Get into Customers' Consideration Sets

**Client:** Denon

*A leader in high-end electronics*

**Goal:** Breakout of an underleveraged, niche position to become more widely-known and widely-considered

*"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 a marketing approach that **attracts more attention** and **persuades** more people to consider the brand.

### Program & Plan

**Training Program:** Consumer Research; Brand Marketing

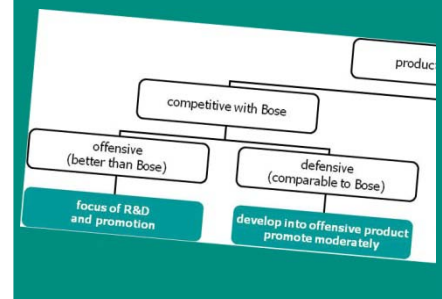
**Training Plan:**

- **Conduct** cost-effective Internet-based survey to
  - gauge brand awareness and perceptions
  - understand possible inflection points in purchase behavior
- **Perform** a brand diagnostic and competitive assessments to evaluate current position and uncover new ways to compete
- **Analyze** relevant case studies to determine possible approaches and outcomes
- **Develop** a comparative marketing strategy
- **Outline** a strategic marketing plan, including integrated product, packaging, promotion, place, and pricing recommendations

#### Competitive assessment

|            | positioning  |
|------------|--|
| Denon      | higher end headphones                                |
| Apple      | the perfect accessory for the complete iPod          |
| Bose       | the leader in quality sound and noise reduction      |
| Sennheiser | (wide) selection of headphones from a sound engineer |
| Shure      | special products for those "in the know"             |
| Sony       | wide selection of headphones from a mass market      |

#### Line-up recommendation



### Result

**Result:**

*A course of action to **grow the brand exponentially***