



How to Grow Exponentially

Client: New Balance Athletic Shoe, Inc.

Goal: Double sales in five years

"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 develop a **bold brand platform** that fuels sales growth and organizational transformation

Program & Plan

Training Program: Brand Diagnostic; Competitive Landscape Map; Brand Platform

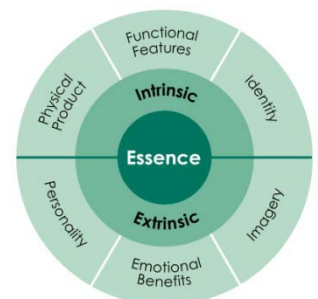
Training Plan:

- **Conduct** investigative audit of New Balance's and key competitors' brand positions
- **Mine** existing research data to assess brand performance on key consumer drivers
- **Conduct** interviews with stakeholders from all regions, divisions, and departments to identify critical business and brand issues and opportunities to be addressed by the new platform
- **Engage** key stakeholders in intensive, transformational process to develop, vet, and flesh out the new platform

Brand concept board



Brand identity framework



Result

Result:

A new growth platform that key stakeholders buy into and operationalize

