



How To "Grow Up" a Brand In Order to "Grow Out" a Business

Client: Road Runner Sports

The world's leading running source

Goal: Appeal to new targets (non-core runners) in growth channels (internet and retail)

"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

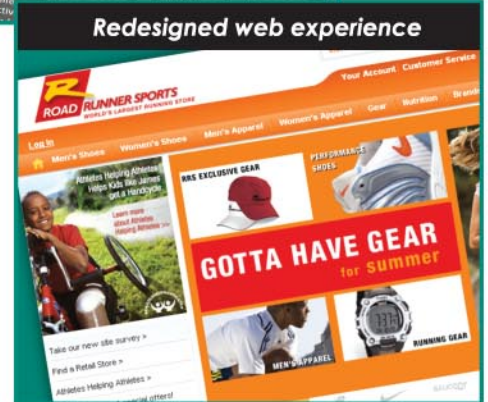
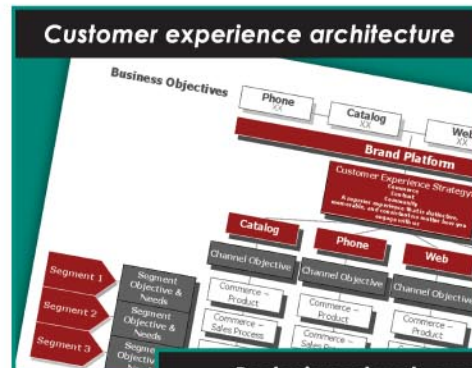
Assessment: We need to evolve and operationalize the brand platform in order to deliver compelling, branded customer experiences across all segments and channels

Program & Plan

Training Program: Brand Alignment and Integration;
Brand:Customer Connections

Training Plan:

- **Lead** a cross-functional team through the process of target discovery, brand definition, and customer experience development and execution
- **Develop** a new brand platform utilizing a framework which links the founder's entrepreneurial vision, the brand's core equities, the company's leveragable assets, and the desired end customer experience
- **Identify** a brand positioning that challenges the conventional frame of reference and carves out the optimal competitive position
- **Dimensionalize** new target segments through profiles and narratives which reveal their category needs and purchase drivers
- **Create** a communications style guide to serve as reference and inspiration for aligning all brand touchpoints and pushing the visual and verbal expression of the brand
- **Define** the desired customer experiences for each target segment in each channel and integrate them into a cohesive brand experience architecture



Result

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Sales growth fueled by a fully-executed brand strategy



Denise Lee Yohn
917 446 9325
mail@deniseleeyohn.com
www.deniseleeyohn.com