



# How to Expand Beyond the Core

**Client:** Road Runner Sports

*multi-channel retailer of running shoes, apparel, and gear*

"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*

**Goal:** Grow sales to new customers in new channels

## Assessment

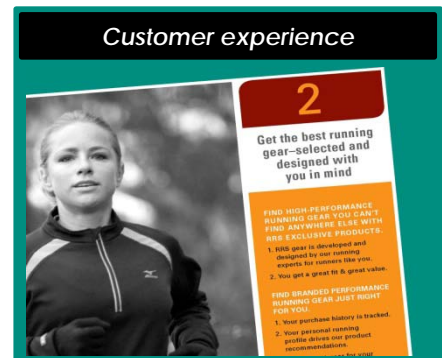
**Assessment:** We need to define and deliver the **optimal customer experience** in different channels for new, growing segments outside of the core customer base

## Program & Plan

**Training Program:** Competitive Landscape Map; Brand Platform Customer Experience Architecture; Brand Toolbox

**Training Plan:**

- **Lead** a cross-functional team through target discovery, brand definition, and customer experience development and execution
- **Develop** a new brand strategy that highlights the key brand differentiators and competitive advantage
- **Create** a communications style guide to align all brand touchpoints and inspire visual and verbal brand expression
- **Dimensionalize** new target segments through profiles and narratives
- **Define** the desired customer experiences for each target segment in each channel; integrate them into a cohesive brand experience architecture



## Result

**Result:**

*Sales growth and increased marketing efficiency despite broader reach*

