

How to Reclaim Brand Leadership

Client: T-Systems International

a leading agronomics solutions provider

Goal: Restore the brand to a category leadership position amidst low-cost competitors and copycats

"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

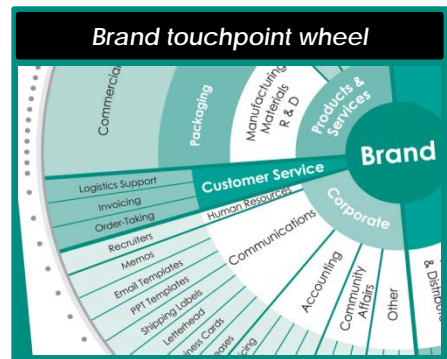
Assessment: We need to re-position T-Systems -- from a staid product manufacturer to an innovative integrated solutions provider

Program & Plan

Training Program: Brand Diagnostic; Brand Platform; Brand Architecture; Brand Touchpoint Wheel

Training Plan:

- **Conduct** diagnostic brand evaluation to assess current performance
- **Create** a new, cohesive brand platform and logical brand architecture that unifies all current and future products and solutions
- **Develop** a new brand identity system to improve salience and illustrate innovativeness
- **Create** a *Brand Touchpoint Wheel* and publish a brand users manual
- **Develop** and execute a marketing plan to re-launch the brand and introduce two new products
- **Facilitate** a worksession with sales force to engage them with new brand and their role in delivering it



Result

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Brand reconsideration among industry leaders and customers