



## Today's Marketers Must Do More With Less

### How DDW can help you make the right decisions to maximize your marketing investment

One thing is clear based on a recent conference of leaders in Corporate Image and Branding; marketers are increasingly being asked to do more with less during these tough economic times.

More – they must defend market positions against new entrants and substitutes, hold on to customers and prevent them from trading down, and explore the value of social media and other emerging channels versus traditional methods. Less – these results are expected with fewer staff, reduced budgets and intense pressure on time.

To meet this challenge, marketers must maximize the ROI on each and every marketing investment. It's as important to spend time investing in understanding upfront what you should say about your brand to grow its equity, as it is how you should execute (mode, frequency, reach, etc.).

Data Development Worldwide (DDW) uses two proprietary approaches for identifying the benefits and image traits that contribute the most to driving equity and engagement - EquityDeveloper™ & Opportunities and Barriers™. These approaches give you the tools you need to determine whether your brand is maximizing its power; and, importantly, where to focus your limited marketing dollars to build a brand that will continue to win the hearts, minds, and dollars of your customers and prospects.

To strengthen your position over time, you must give careful attention to ongoing assessment and management of your brand, exploring questions such as:

- Does my brand have a substantial and positive impact on sales? On growing market share?
- Can my customer relate to my brand?
- Are we building brand loyalty with every customer interaction?
- How much should we focus on the functional benefits (rational thinking) vs. the subjective imagery (emotional connections)?

Investments in marketing and advertising regardless of channel can be optimized by identifying key points of differentiation or unmet needs that can translate into a meaningful and motivating approach for positioning your brand.

EquityDeveloper™ & Opportunities and Barriers™ serve different purposes, depending on your needs. In both cases, they provide roadmaps to help manage and maximize brand value.

- EquityDeveloper™ provides you with a Brand Value Index that summarizes the overall strength of your brand versus the competition. It identifies where you can focus your efforts to optimize your position in the marketplace:
- Subjective Imagery – how well you connect with your customer on an emotional level
- Functional Performance – how well you deliver on core requirements versus other brands
- Opportunities and Barriers™ helps you determine brand engagement and identify the factors that you should focus on to drive engagement. It identifies:
- Crucial areas where you outperform the competition,
- Important weaknesses that must be overcome, and
- Open space in the market where no brand is meeting needs

With advertising expenditures under closer scrutiny than ever, these approaches allow you to prioritize your marketing and messaging efforts for maximum impact on sales and market share.

By understanding how engagement with your brand and your brand's market position is impacted by what you deliver and stand for, you can increase the effectiveness of your strategy. A strong corporate image is more valuable than ever as the battle for customers intensifies day by day, and it can serve as insulation against competitive threats when times are tough.

If you're wrestling with how to maximize your marketing investment, please feel free to contact us for more information. We'd be happy to discuss how our approaches can help you achieve your business goals.

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