



Positioning Your Brand for Success in an Age of Boundless Information

The information superhighway is at 'warp' speed and it knows no bounds! In this new age of information overload, consumers are in a feeding frenzy. The more they get, the more they want. No matter how worthy, information, from a plethora of sources, is available instantly.

As marketers, we will need to know how to communicate to this ever-engaged consumer. And, we better know this 'highway' is a two-way street. Consumer reactions are not limited to their own living rooms. They react, respond and have nearly as broad an audience as any news agency or media network. No longer is the communication a monolog; it's a dialog between marketer and consumer. And, as marketers, we will need to embrace this new age of instant information and digital technology that allows consumers to share their reactions instantly.

Now more than ever, it's time to listen. Listen often and develop our skills to sift through the mire so we can discern and assess consumer reaction to the endless deluge of information. And, react they will. Talk about getting individual response data! Marketers will need to establish new customer listening posts and visit them often.

As communication methods grow wider and broader, as the global community grows closer and virtually smaller, the marketing mix we employ must engage these ever diverse populations. **Regardless of the mix we choose, the message we convey must 'resonate' for our target.** Though the way we communicate our message may be strikingly different depending on the venue, the message itself should be simple, cohesive, and singular.

Clear, singular in purpose... brands will need to be more focused... with a few messages that evoke a consistent brand promise... This was a prevailing theme at the 2009 M.planet conference held in Orlando in January. The focus was on getting 'back to basics' to engage consumers in the current landscape.

Now, this is not to say that the ways we communicate with consumers isn't more diverse than ever...quite the contrary. We are engaging more savvy consumers, representing more diverse groups. Though our communication avenues need to be as diverse as the consumers we want to reach and how, when, and where we talk to them may be quite different; the underlying identity of our brand should be focused and specific, clear and singular.

To ensure we achieve this clarity and consistency in a powerful way, **it is critical that we leverage research to identify the core equities that will help our brands succeed.** We must identify the benefits (emotional or functional) that will make our brands stand out, resonate for consumers, and create a connection with our target. We can do this quite powerfully by...

- Asking consumers some meaningful questions about our brand and its competition
- Creatively applying the analytic tools available to us to identify those equities that will best define and differentiate our brands, and
- Develop messages that convey these equities in a relevant and meaningful manner to engage consumers.

DDW's EquityDeveloper™ helps our clients accomplish this goal of finding the critical benefits to leverage when creating a focused, unique selling proposition. Please contact us at the numbers or email addresses below to learn more.

Anne Mulcahy, Chairman & CEO
Xerox Corporation

Getting Heard in a Sea of Information

"Staying in touch with customers used to be considered a 'nice' thing. Today smart marketers know it is critical."

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