

# **RED SPIDER®**

Brand Development & Opportunity  
Exploitation Programme

## **RADICAL REVIEW**

# Radical Review - Aims

- ☀ Identify practical business or marketing opportunities.
- ☀ Outline an exploitation strategy through a bespoke, strategic brand development process.
- ☀ Produce tangible recommendations and implementation as required e.g.
  - A packaging re-launch
  - A brand extension
  - A new product or service
  - Motivating communications
  - Extending ideas in to new channels of communication
- ☀ Always delivers creative, rigorous, tangible outcomes.

# Radical Review – Flexibility

- ☀ Some clients will have more in-house resource than others in terms of e.g. expertise, capacity for organised planned effort.
- ☀ Some clients will want their staff to be more involved than others.
- ☀ Degree and nature of client involvement will be outlined and agreed from the outset.
- ☀ For example, Concept Creation can be wholly Red Spider generated or be via a Red Spider run workshop and include clients and partner agents
- ☀ Workshop approach is valuable for
  - establishing ownership of ideas and strategy
  - training staff in transferable skills.

# Radical Review 90 Day Timeline

Radical Review is a modular, bespoke programme, tailored to your needs:

## **Step 1** – Exploratory Qualitative and Desk Research

- Groups and indepth interviews, using **Wheel of Constituents** for recruitment
- Desk research

## **Step 2** – Internal workshop

- Full day on-site workshop with Red Spider and client and agency teams

## **Step 3** – Quantitative Research

- Focus groups

## **Step 4** – Ideation

- Including external experts

## **Step 5** – Online Quantitative

- Concept Validation

# Some Brand development techniques



## **REWIND - A way to analyse competitive brand strategy**

Deconstruct competitors communications – rewind these back to the creative brief. Starting with executions; define the idea, then the proposition and the insight that could have led to the proposition. Your competitors spent a lot of effort to get to these solutions. What do they know that you should know? Ideal for new business analysis using clients and competitors' past communications.



## **3 RING CIRCUS - A way of looking for communications opportunities from three different starting points**

Start with a Strategy – seek ideas; Start with a Brand Idea – seek media plan; Start with a media opportunity and tailor ideas to fit. The aim is to find new efficient ways to engage with your target audience. Ideal for developing new ways to conceive media plans.



## **ICON BRANDING - A way of generating multimedia ideas rooted in brand truths**

This uses a framework based on the world's most revered brands. They display 5 facets, each of which can be a platform for brand communications albeit in different media. Working through each facet and all potential brand contact points generate opportunities for communications and integrated communications plans. Ideal for media neutral campaign development which can be done in conjunction with clients and their agents.



## **INSIGHTMENT - A way of generating a wide variety of insights – they need to be created not found**

This uses a series of proven questions which have been created from deconstructing global brand best practice in communications and innovations. The questions can be used systematically or as random stimuli prompting answers to who, where, when, how and how not a brand is bought, used or consumed. Ideal for established brands in established markets riddled with assumptions and needing fresh ideas.

**RED SPIDER** ®

UNDERSTANDING | STRATEGY | OPPORTUNITY

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