

RED SPIDER®

Developing a Brand Strategy

THE REDPRINT® SYSTEM

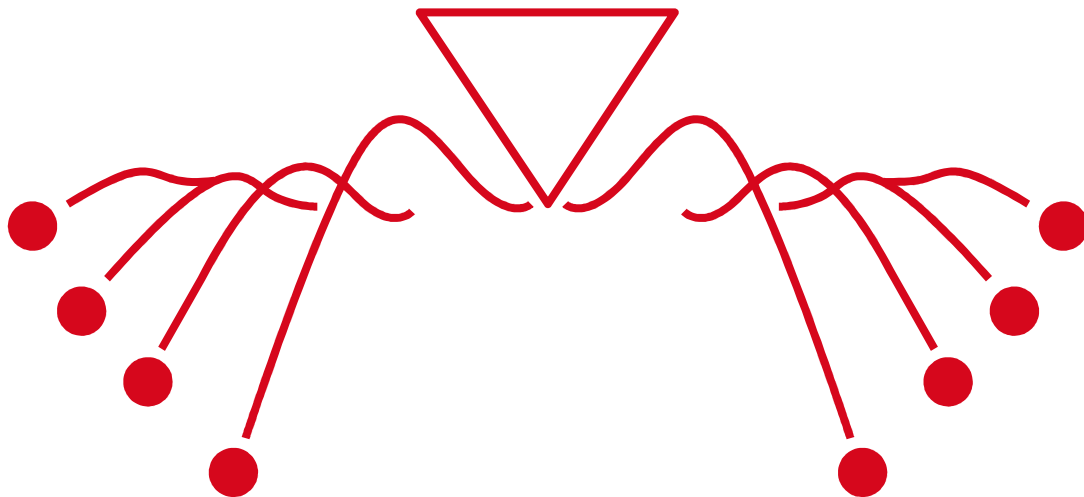
UNDERSTANDING | STRATEGY | OPPORTUNITY

Why have one?

Brand Owners need Agreement,
Efficiency and Control:

- ☀ To gain consensus amongst stakeholders.
- ☀ To kill off proposals quickly that are not 'on-strategy'.
- ☀ To consistently brief all the parties involved with the brand over the years, independent of the founders.

CREATE A BRAND REDPRINT®



Developing Brand Strategy

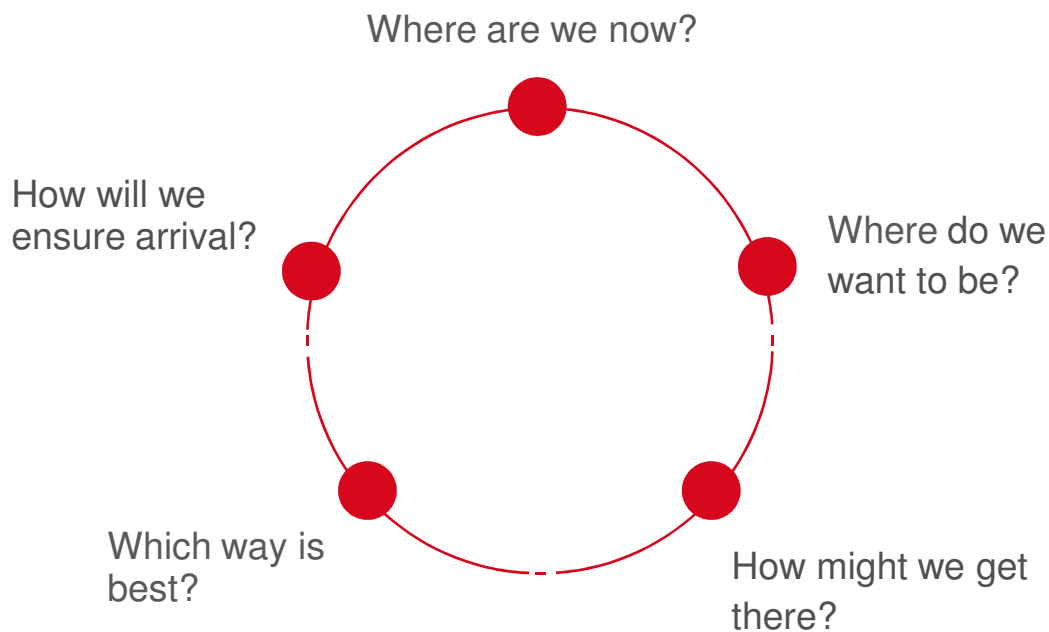
REDPRINT[®] addresses the fundamental questions facing any brand:

- What is your brand idea?
- Who is it aimed at?
- What Insights can your marketing exploit?
- What is the competitive advantage?
- What is the Brand Proposition?
- Why should we believe that?
- How do you describe the Brand's image – its tone, manner, style?
- What are the Brand's Core Values, which drive its behaviour?

We have a simple modular system which we apply in a rigorous way to answer these questions. We summarise this with a **Manifesto** for the brand, rooted in an ambitious **Cause** or a **Movement for Change**.

Why create a Modular System?

The system is modular as it has to be flexible for us to join in at any point our clients are facing in the 5 questions of strategy:



Many strategy issues are akin to repairing a ship already at sea – there's plenty in place but the journey needs re-directing.

Creating a Brand Strategy template

What if I have one already?

- ☀ Where Red Spider believes the existing strategy is faultless it will move on to the next stage – generating ideas for brand development.
- ☀ Where there are gaps we will recommend how best to supplement any aspects of existing strategy.
- ☀ The modular approach we use is designed to dovetail with any brand strategy system. Given our breadth of experience we can adapt and tailor our work to the subtle but significant distinction across companies, cultures and market categories. We can adjust any system to work more efficiently.

Creating a Brand Strategy template

A modular kit of parts:

For each of the fundamental questions there is a corresponding tool to unearth the unique opportunity for the brand from generating a range of options.



What is your brand idea?

LOGLINES is a way to separate ideas from execution, brands from just products using 25 word definitions. Your definition must be a unique idea.



Who is it aimed at?

WHEEL OF CONSTITUENTS is a segmentation exercise (not just by value and volume) but identifies influence on the brand and by the brand. Focus on one audience.



What is the competitive advantage?

WEB OF COMPETITORS is a debating exercise using the top three choices your audience has in your competitive set. Focus on strength, minimise weakness.



What Insights can your marketing exploit?

INSIGHTMENT is a systematic questioning exercise using a host of proven questions in random order. Insights are there to be created not found.



What is the Brand Proposition?

DYNAMO is a way to craft propositions rooted in audience insights. To have an inspiring long lasting proposition generate plenty to choose from. Why should we believe that? Hard evidence forces you away from false promise.



How do you describe the Brand's image – it's tone, manner and style?

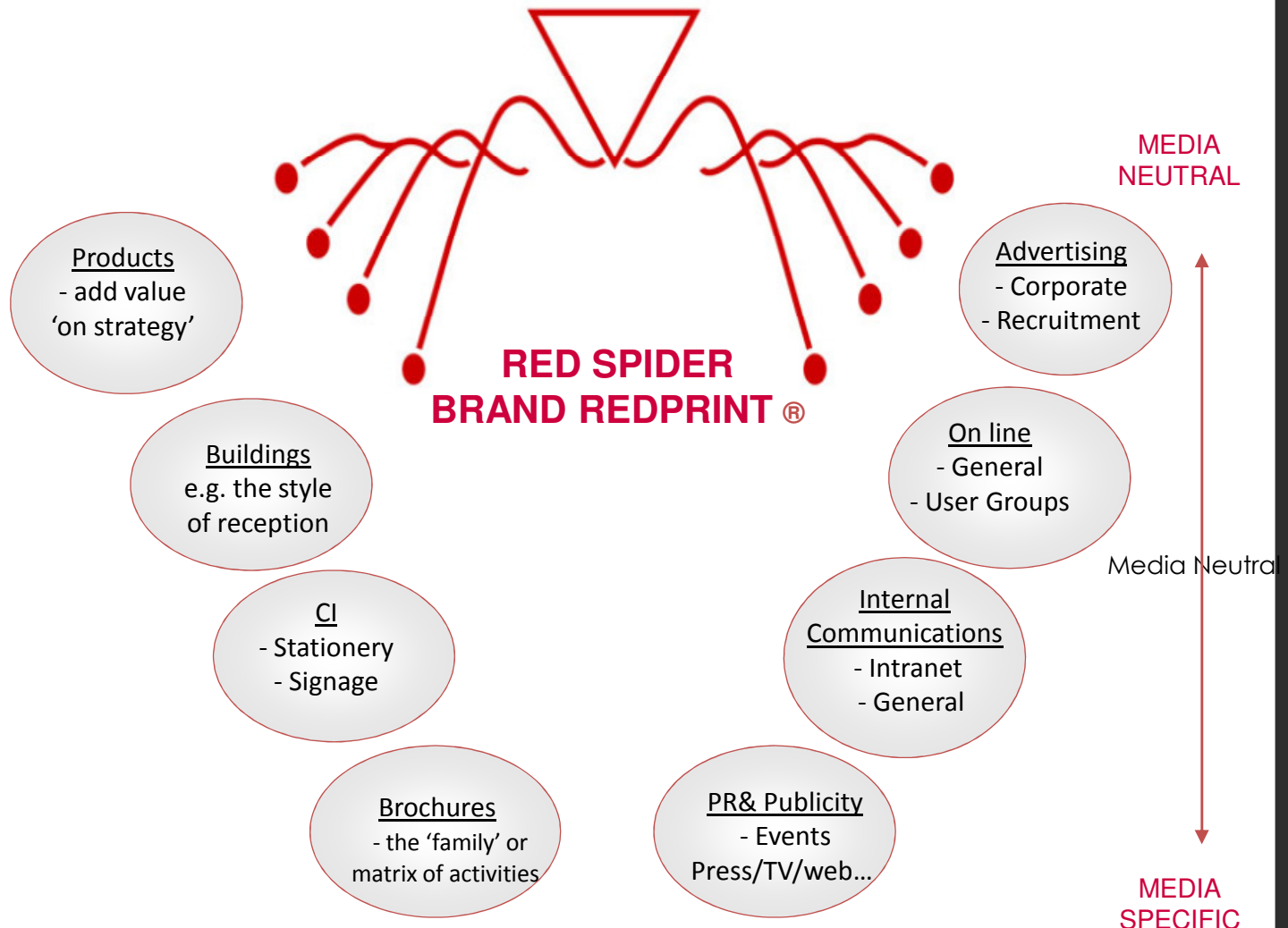
OPPOSITES ATTRACT is a use of the classic wheel of personality to expose shades of strengths weaknesses and behavioural traits of a brand persona vs. its key competitor.



What are the Brand's Core Values which drive it's behaviour?

PLANETS AND MOONS is word and image association exercise to articulate, visualise and define a brands unique collection of core values. Just as our behaviour reflects our values, so it is for brands.

REDPRINT[®] System of Marketing Communications



● Brand contact points requiring specific briefs and briefings for communications needs – to focus and inspire

**RED SPIDER
BRAND REDPRINT[®]**

For consistency of messages & brand persona across all contact points.

RED SPIDER ®

UNDERSTANDING | STRATEGY | OPPORTUNITY

www.redspiderglobal.com