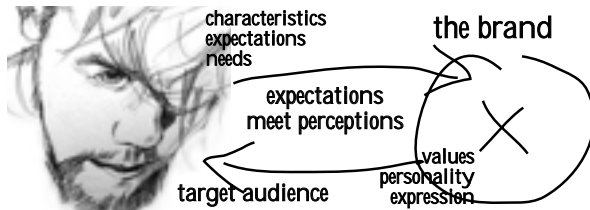




# The CCI Journal



"For every brand that loses its way because it fails to keep its message fresh, another loses its way because it fails to keep its message consistent."

- David F. D'Alessandro, *Brand Warfare*

## Maintain Strong Brand Identity Across Complex Distribution Channels

### What's a Brand?

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. Some brands create competitive advantages with product performance. For example, brands such as Kodak, Gillette, Sony and 3M have been leaders in their product categories for decades due to continual innovation. Brands, especially strong ones, have a number of different types of associations, and marketers must account for all of them in making marketing decisions.

By creating perceived differences among products through branding and developing loyal customers, marketers create value that can translate to financial profits for the organization. The reality

is, so, a brand is a valued intangible asset that needs to be handled carefully.

### Brand Equity and Awareness

Most marketing observers agree that brand equity is defined in terms of the marketing effects uniquely attributable to the brand. Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations. For branding strategies to be successful and brand equity to be created, the consumer must be convinced that there are meaningful differences among brands.

In the abstract increasing the familiarity of the brand through repeated exposure creates brand awareness. Although brand repetition increases the strength of the brand in the consumer's mind for recognition, improving recall of the brand requires linkages in memory to appropriate product category, purchase situation, or suggestions.

### Trade Marketing Programs and Brand Awareness

The process of branding requires "labeling" a product through one or more brand elements (e.g., a brand name, logo or symbol) and creating "meaning" for the brand as to what it is and how it is different from other brands. Traditionally, trade marketing programs such as co-op advertising are a means of concentrating brand efforts at a local level. When properly executed, co-op advertising

(*"Brand Image,"* page 2, column 3)

## 14 Steps to Make Your Ads Jump

Part 1 of a 4-part series excerpted from *Newspaper Ads That Make Sales Jump* by David Fowler

In the last issue of *The CCI Journal*, we shared with you some basic ideas to increase the effectiveness of your newspaper advertising. Here is the first part of a 4-part series giving you more important tips that will really make your ads jump!

current news or information that appeals to our customers' self-interest and curiosity? Does it immediately communicate key benefits to the casual, browsing reader? Can our ad fit the newspaper's style, philosophy and (to some degree) its editorial look and still maintain our image?

### Step 1: Take advantage of why and how people read the newspaper.

Most readers scan for headlines and pictures that appeal to their self-interest and curiosity.

*Ask yourself:* Does our ad give

### Step 2: Reinforce your niche in every ad.

You already know niching is an important concept. Cut through all the theory and *find your niche*. Then, create advertising that will hammer

(*"14 Steps,"* page 2, column 1)

## AdPro™ Content Management

Today, there is a need for an easy-to-use system for managing and controlling the creation and distribution of advertising collateral. CCI has responded to this need with AdPro, a web-based ad content creation and management engine for trade marketing program materials (e.g. print advertising, direct mail, e-mail, signage, etc.). AdPro makes it quick and simple for users to create customized promotional materials that automatically meet a manufacturer's advertising guidelines and brand requirements every time.

AdPro helps manufacturers gain better control over the trade marketing programs by providing greater assistance to retailers through web-based tools. With it manufacturers can achieve synergy between their own ad campaigns and each corresponding co-op ad campaign. In this sense AdPro drives cooperative advertising to live up to its name - assisting manufacturers in getting involved in their design of reseller campaigns rather than just handing over money or supplying generic, uninspired ads. ☺

### AdPro™ Feature Set

	View/Play	Print	Personalize	Download	Save	Archive
Print Ads	☺	☺	☺	☺	☺	☺
Direct Mail	☺	☺	☺	☺	☺	☺
Billboard	☺	☺	☺	☺	☺	
e-Mail	☺	☺	☺	☺	☺	
Radio	☺			☺	☺	
Television	☺			☺	☺	
Product Logos	☺	☺		☺	☺	
Corporate Logos	☺	☺		☺	☺	

"Through AdPro's content management processes, whatever campaign your customers execute, the resulting communications will always be on brand, on message, on time and contain the most up-to-date information."

- Stephen H. Isaacs, CCI Chairman & CEO

is that the most valuable assets many firms have may not be tangible assets such as plants and equipment, but intangible assets such as management skills — marketing, financial and operations — and, most importantly, the brands them-

## The way I see it...



Bill Kelly is VP of Business Development for CCI and helps companies define objectives, evaluate strategies and implement programs that achieve measurable results.

### Eliciting Channel Support

There are a number of different services potentially provided by channel distribution partners that can enhance the value to consumers of purchasing brand products. Some of these services include marketing, communications, distribution, financing and service to name a few. Although many manufacturers provide some of the services themselves – 800 numbers, websites, customer assistance, etc. – establishing a “marketing partnership” with retailers is critical to ensure proper channel support and the execution of all these various services. An important aspect of such a partnership involves trade marketing programs.

### Better Designed Programs

One relatively neglected means of increasing channel support is through better designed and implemented trade marketing programs. Traditionally with co-op advertising, a manufacturer pays for a portion of the advertising that a retailer runs to promote the manufacturer’s product and its availability in the retailer’s place of business. Manufacturers generally share the cost of advertising run by the retailer. To be eligible to receive co-op funds, manufacturers usually have some stipulations as to the nature of brand exposure in the ad. The total amount of cooperative advertising funds that the manufacturer provides to the retailer is usually based on a percentage of dollar purchases made by the retailer from the manufacturer. Estimates of the total amount spent by companies on cooperative

### 14 Steps to Make Your Ads Jump

(continued from Page 1)

your niche home.

*Ask yourself:* Is our niche reflected strongly in our ad and does it make our business look different than all other businesses? Does our ad make us look so special we won’t be compared to the competition? Do the products or services featured in our ad support our unique niche? Does our ad resonate with our unique character and personality? And, importantly, does our name and/or tag line clearly identify our unique niche?

**Step 3: Write an offer that beats your competitors’ and makes readers say, “Wow, that’s interesting!”**

advertising are huge, ranging from \$5 billion to \$6 billion.

### Relevance and Selling Impact

The rationale behind trade marketing programs for manufacturers is they represent a means of concentrating some of the communication efforts at a local level where they may potentially have more relevance and selling impact with consumers. Unfortunately, left uncontrolled there is danger that the emphasis in a co-op ad may be too much on the store or on a particular sale it is running. Even worse, there is also a danger that a co-op ad may communicate a message about the brand that even runs counter to its desired image.

### Achieve Synergies

Many manufacturers are beginning to gain better control over the trade marketing programs by providing greater assistance and support tools to partners (see our article, *AdPro Content Management*). Increasingly, it has become desirable to achieve synergy between the manufacturer’s own ad campaigns for a brand and its corresponding co-op ad campaigns with channel partners. The challenge in designing effective co-op ads will continue to be how to strike a balance between pushing the brand while selling the store at the same time. This interaction and cooperation combine to create an effect that is greater than the sum of their individual efforts.

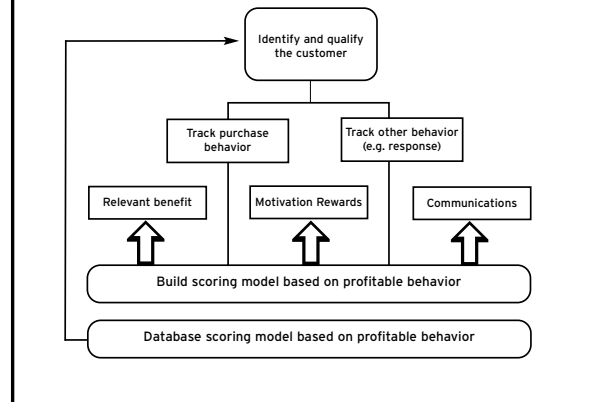
In eliciting channel support, manufacturers must be creative about how they develop marketing and merchandising programs aimed at the trade or any other channel members. In doing so, it is important to consider how channel activity can stimulate sales and communicate product or service information to build brand awareness and strong, favorable, and unique brand associations. ☞

Craft an offer that appeals to readers’ self-interest and alleviates their fear of doing business with you, and they will.

*Ask yourself:* Is our offer specifically aimed at our core target customers? Does it relate to an already-existing interest those customers have? Does our offer make a direct hit on our customers’ emotional “hot buttons”? Will it reward customers by showing how our product and/or service increases pleasure and helps avoid pain and fear? Is our offer superior to, and different from, all competitive offers? And is it easy to read and comprehend at a glance?

We hope these tips help you to create effective newspaper ads. Don’t forget to check the next issue of *The CCI Journal* for more steps to make your ads jump! ☞

Customer loyalty, customer relationship management (CRM), relationship marketing, one-to-one... whichever term you use, it all comes down to building successful relationships to promote profitable customer behavior.



### Make Loyalty Programs Work for You

You know all about consumer loyalty programs—membership cards at local retailers, offering you incentives to shop at that store, while at the same time gathering demographic information and clues to your shopping habits. There are probably a couple of “club” cards in your wallet right now.

And just as consumers have become wary of these programs, a new area of growth for loyalty programs has emerged in the business-to-business arena, rather than the more traditional business-to-consumer. Channel loyalty programs were originally set up to identify the highest value customers and to recognize the value and potential value each customer can deliver to the brand. Naturally enough, if you have little or no knowledge of your best customers, it is impossible to influence their buying decisions.

### Brand Image

(continued from Page 1)

makes it nearly impossible for consumers to distinguish who directed the effort—the product manufacturer or the reseller (e.g., retailer). For this very reason, manufacturers must ensure that the marketing and advertising messages delivered to end-consumers are consistent with corporate branding goals.

Creating and distributing advertising material amongst a large national or international network of distribution partners is difficult. Accessing marketing collateral and specification documents can be time-consuming and confusing, and production is expensive and difficult to coordinate. As a result, maintaining brand consistency and quality across an organization’s marketing collateral is a major challenge. Left unchecked, it can lead to a loss of brand equity. ☞

It’s truer now than ever that loyalty programs are crucial to forming that all-important relationship between your customers and your brand. They enhance your brand, deliver relevant incentives and gather information to help you better understand your customers’ buying behaviors. The main objective, of course, is to retain customers’ loyalty to your brand for as long as possible.

Channel marketing is particularly pertinent at the moment in sectors that have been most hard hit by falling profits, a saturated market and a massive drop in head count. In this changing environment channel loyalty programs have gained in popularity and are beginning to show impressive results.

The trick is finding ways to track business customers’ purchasing habits quickly, succinctly and cost-effectively, thereby enabling you to develop channel programs that enhance a business relationship. Management of such a relationship, though, can be quite intricate, and the question of how to reward such participation is a big one. In business-to-business it may seem unethical to give incentives to individuals, so consider basing your program on a two-tier system, the major part of the incentive consisting of a business benefit such as contributing to marketing funds or a discount on future purchases. Like most business practices, the obvious and simple solutions are usually the best, and helping companies promote themselves through marketing programs benefits everyone.

Rewards programs are the way to go, but they must be based around the business and certainly not considered a way to provide short-term sales incentives, but rather long-term initiatives to build relationships. The trick is to ensure that the programs are pertinent, tailored to the specific needs of the company and workable.

It has been proven time and time again that loyalty programs that have been run well, with the necessary level of marketing support, have increased profitability and brand loyalty enormously. ☞

**Branding: Special Edition.** Available now on CCI’s website, “Brand Briefing: Blending Push and Pull at DuPont.” Read about how one company’s branding strategies resulted in a marketing program that far exceeded company expectations. To download your free copy of this fact-filled article or to subscribe to the electronic edition of *The CCI Journal*, log onto <http://www.CCOnline.biz/subscribe> or send us an e-mail at [TheJournal@CCOnline.biz](mailto:TheJournal@CCOnline.biz)