

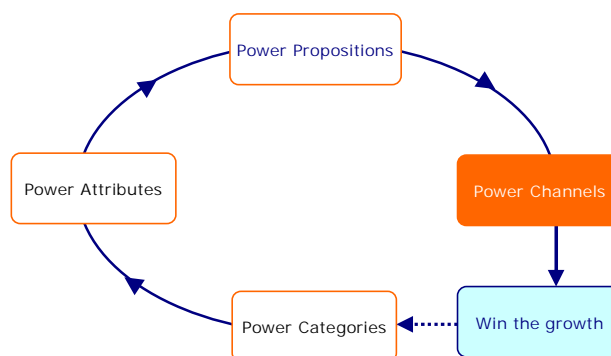


DIFFERENTIATE

Power Channels

Step 4 in the Growth Game

“Doing it”



Power Channels

The current situation

Has this ever happened to you?

You have a great product that hits all the buttons but results aren't what you expected. It isn't just that sales are less than you planned but other measures like awareness, trial and repeat purchase are not where they should be either.

Competitors seem to be getting more "bang for their buck". They seem to be driving more sales on less spend.

The business is sceptical about your marketing and sales plan and won't spend the money because you can't convince them of the impact. They want to cut it back to a level you think will not do the job. The trouble is it is all just a matter of opinions.

If any of these seem familiar to you then read on. There is a way to realise the potential of your business and convince people you are doing the right things

...and it is all about making sure your brand hangs out where your customers hang out.

Power Channels

"Hanging out" is about being available at the right place at the right time. If you aren't immediately accessible to the people for whom your product is ideally suited at the time they want to purchase then you have a lost sale. Immediately accessible is not the same as just being available and exactly what is required will vary from sales channel to sales channel.

"Hanging out" also means communicating with them in the right way. This means the right communication channels for your market for your brand. Markets behave differently and brands have different objectives so it isn't a one size fits all answer.

Customers discover brands, products and services in a whole range of places. They see it in a shop or friends will recommend it, maybe they will see advertising, direct mail, internet or email. In fact in working with our clients, we have often identified over 50 different ways customers might discover a new food or drink product or a new financial or legal service. The question for you is which of these will be the most productive and stimulate the most profitable growth.

If you are playing the Growth Game and have identified the most promising target customers and need (Power Categories) and created the right message (Power Attributes and Power Propositions) then it all comes down to how you convey the message. The right sales and communications channels for your brands to achieve your objectives are Power Channels. Spending money in these areas will be more effective and more efficient than anywhere else. Once you know your Power Channels you can prioritise spending knowing it is helping achieve your growth targets.

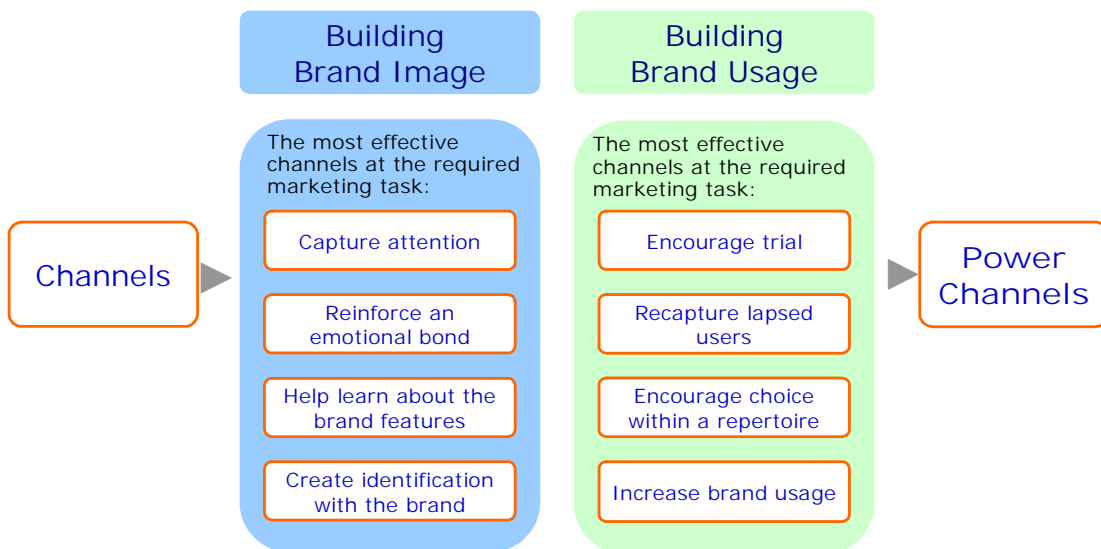
Power Channels is a broad concept. It embraces all the ways that people can hear about and interact with your brand. It is a common mistake to just look at the communication channels that have a budget, forgetting that often the less tangible

Power Channels

(and therefore harder to influence) channels are the most effective. In fact many successful **rocketing*** brands start off small and grow through word of mouth rather than burst on the scene with a big TV fanfare. In many cases a traditional mass market campaign might have killed the idea at birth.

*Rocketing is the new premium phenomenon where people are prepared to pay significant price premiums to brands that get their power attributes right. Think Moulton and Brown, Innocent, Kettle Crisps

Just copying the competition is rarely the right thing to do. Their brand is not the same as yours. It doesn't have the same history and probably doesn't have the same objectives. To identify your Power Channels you need to know which communication and sales channels are best for:



Power Channels are more important today than they have ever been. The number of communication and sales channels grows every year. This means it is easy to fragment budgets, or miss out on key channels for growth

However, identifying Power Channels isn't easy. Most research techniques and tools on the market today will not do it. Any approach based on modelling where and how the marketing money is spent today is fundamentally flawed as it always neglects communication channels without a budget attached. These can be critical things like recommendations, packaging, or how the phone is answered.

What is needed is a comprehensive approach that identifies the Power Channels independent of spend levels. One that is able to assess the communication take out rather the input.

In summary

Step 1 – Create a list of candidate channels. This can be done internally but it is better to involve customers if possible.

Power Channels

Step 2 – Assess which attributes are most effective at each of the 8 marketing tasks to build image and usage.

Step 3 – Identify the Power Channels for your brand based on this assessment. These are the channels that are best at achieving your objectives in building brand image and brand usage

Thinking Power Channels is an important part of winning the Growth Game and driving growth. If you would like to find out more please contact Stacey or Chris on 020 8334 8064 or PowerChannels@differentiate-it.co.uk