

PRSA CommEx – Secrets of Successful Marketing

MSI Communications

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About MSI



- Full-service advertising and public relations
- Fully certified web, digital, social media teams
- Diversified client base
- Positive corporate culture with high-energy work environment

Ten truths you must never forget



- The market is constantly changing
- People forget fast
- Your competition isn't quitting
- Marketing strengthens your identity
- Marketing is essential to survival and growth
- Marketing enables you to hold on to your customers
- Marketing maintains morale
- Sorry, you are not that special and neither is your product
- Marketing allows your business to grow and continue operating
- You have invested money that you stand to lose

Developing a creative marketing platform



1. Find the inherent drama or unique features within your offering.
2. Translate that inherent drama into a meaningful benefit.
3. State your benefits as believably as possible.
4. Get peoples attention.
5. Motivate your audience to do something.
6. Be sure you are communicating clearly.
7. Measure your finished ad against your creative strategy.

Positioning
your product in
the
marketplace



“I want to be all things to every possible customer.”

Positioning
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“Everyone will
love this product.”

The fifth “P” - Positioning



- What business are you in?
- What is your goal?
- What are your strengths and weakness?
- What are your competitors' strengths and weaknesses?
- What are the needs of your target audience?
- Who are you talking to?

First, you must
answer. . .



- Does it offer a benefit my target audience really wants?
- Is it really an honest-to-goodness benefit?
- Does it truly separate me from my competition?
- Is it unique and/or difficult to copy?
- Does it generate interest, curiosity or concern?
- Are my answers based on research and not on what YOU think is true?

Sample Objective- Driven Creative Brief



POSITIONING:

For _____ (the target audience defined in terms of benefits sought) _____ (brand)
is the _____ (competitive set/category)
which _____ (differentiating benefit or USP.)

Sample Objective- Driven Creative Brief



POSITIONING:

For health-conscious coffee lovers, X is the brand of decaffeinated coffee that offers all the coffee flavor with none of the extra caffeine.

For residents flying out of Anchorage, Alaska Park offers valet airport parking with speed, comfort and safety.

Your homework



TARGET AUDIENCE

- Who are we talking to and what do they know or believe now? What are their demographics, lifestyles, perceptions, beliefs?

Primary: *i.e. heavy-users, etc.*

TASK

- What action is desired? What do we want them to do?

PROMISE:

- What is the single most important thing we can say that will persuade them to act as we wish; the principle benefit?

SUPPORT:

- Why they should believe us: attributes

BRAND PERSONALITY

- Defining the product/service in terms of adjectives associated with the brand.

Thank You

