

# Building a brand

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# Brand Positioning

How is the brand positioned within the minds of your target market?

# Brand Personality

What kind of living personality does the brand project into the market place?

# Brand Identity

The combination of a brand's positioning and personality makes up the total brand identity.

# Developing a marketing strategy

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# **Business Problem/Opportunity**

What is the key problem and/or opportunity  
your marketing must address?

# Marketing Objective

What result do you want the marketing to achieve?

# Competition

What significant other choices  
does the target market currently have?

# Target Market

Who are we speaking to?

List both demographics & psychographics

# Most Compelling Benefits

What are the key benefits in the product or service?

## **Essential Message**

Make a clear promise based  
on the most compelling benefits.

# Differentiation

How is the brand positioned  
compared to the competition?

# **Tone & Guidelines**

How do you want the marketing  
to look and feel?

# Creating an annual plan

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# Seasonality

What are the peak, shoulder, slow seasons?

## Seasonality

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

### Slow Season

Newspaper  
Direct Marketing  
Magazines  
Internet & eBlasts

### Peak Season

Magazines  
Experiential Marketing  
Internet

### Shoulder Season

Newspaper  
Direct Marketing  
Magazines  
Internet & eBlasts

# Geography

Identify the difference between local, regional, and national customers.

# Reach & Frequency

Reach is the number of people,  
while frequency is the number of times

## Annual Marketing Plan

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Magazines</b>	■				■		■			■		
<b>Newspaper</b>	■	■	■							■	■	
<b>Internet</b>	■	■	■	■	■	■	■	■	■	■	■	■
<b>Direct Mail</b>	■			■						■		
<b>eBlast</b>	■		■		■		■		■		■	
<b>POS</b>						■	■	■			■	■