

Building the Client Brand



proposal

for
project
by

client brand
strategic campaign
ninety-nine hats, inc

Objectives

for your consumers

1. Understand the brand consumer
2. Develop a detailed marketing strategy based on their triggers
3. Execute, track, and refine that vision

for your dealers

1. Understand their unique problems and needs
2. Provide turnkey strategies to help them grow their businesses
3. Execute, track, and refine these strategies

for your employees

1. Help them understand the brand consumer
2. Keep them in the loop with ongoing dialogue
3. Provide a forum for feedback and collaboration

Preface

We believe in decks that are living, breathing tools. Designed to be reshuffled at will.

Practical and **organic**. You should be able to pull cards out. Add new ones whenever an idea strikes you. Scribble. Erase. Amend. Even if you're nowhere near a Wi-Fi connection.

This is also our philosophy about working relationships. Our goal is **collaboration**.

Because yes, we're smart. But so are you. By the way, this is about as fancy as we think a working deck ought to get. And, frankly, we'll be happier once it gets knocked around a

little.



Our Philosophy

Awareness + Knowledge
= Evangelism

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Recommendations

discovery

Find the point of common interest among Client's various segments through intense research. This includes analyzing existing data, compiling anecdotes, forming focus groups, contacting existing customers and dealers, soliciting ideas from employees, and taking advantage of internet and niche marketing studies.

brand biography

Use the point of common interest to create an e-book biography that defines the Client consumer very specifically. Much more detailed than a typical brand book, the biography will reveal other avenues for marketing based on our customer's very personal preferences.

implementation

Use the brand biography to specifically target the consumer, provide insight to dealers, and help employees understand who they are serving.

Conceptual Methodology

the point of common interest

The point of common interest identified during the discovery and biographic phase will give us a unifying conceptual umbrella that will resonate with Client consumers in all market segments, as well as unify dealers and employees.

For the purposes of this proposal, we have concluded that one of the things all Client consumers may have in common is pride in their country, whether that's via the military, conservationism, entrepreneurship, or simply the fundamental American freedoms that allow them to pursue their passions.

We call this **The Client Nation**.

Consumer Strategies

The possible intersects between Client Brand and its consumers are nearly infinite. In fact, there are so many choices that our chief concern is to make sure Client advertising is relevant to the audience. Relevant advertising has less to do with traditional methods and more to do with consumer understanding. Following are some strategies which, depending on the brand biography, may be used to reach consumers.

Awareness + Knowledge = Evangelism  The Client Nation.

3.1.1

Consumer Awareness

Possible Strategies

- Social Media and related promos
- Videos/ YouTube channel
- Partnerships/Sponsorships
- Cause Marketing | Military / Green
- Promos | Mud Flaps / Carabineers / Safety Vests
- Banner Ads / Traditional Ads
- Advisory Counsels

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Consumer Knowledge

Possible Strategies

- Blogs/ Vlogs
- POS | Box Stuffers / Bag Stuffers / Box Marking Systems
- Email Promos
- Direct Mail
- Flash Site | Apps / Event Calendars / GPS Coordinates

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3.1.3

Consumer Evangelism

Possible Strategies

- Client Ambassadors
- Twitter
- Viral Marketing
- Relationship Strategies

Awareness + Knowledge = **Evangelism**  The Client Nation.

Dealer Strategies

The Client Dealer network is diverse, yet they share a single goal: to sell more product. Our charge is to provide the dealers with turnkey tools that are relevant to the consumer audience. The brand biography, which will delve into such details as which power bars Client hunters prefer in their packs, will help Client Dealers pinpoint consumer behavior, which in turn will lead to sales.

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3.2.1

Dealer Awareness

Possible Strategies

- Dealer Portal
 - Brand E-Biography
 - Downloadable POS
 - Incentives

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3.2.2

Dealer Knowledge

Possible Strategies

- Dealer Portal
 - POS Models
 - Monthly Updates
 - Factory Store Workshops

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3.2.3

Dealer Evangelism

Possible Strategies

- Pop-Up Stores
- Sample Sales

Awareness + Knowledge = **Evangelism**  The Client Nation.

Internal Strategies

Internal buy-in is what really brings a branding effort together. By actively inviting employees to be involved in the process, we ensure they become part of the solution. And when everyone is thinking the same way, we have a true Client Nation.

Awareness + Knowledge = Evangelism  The Client Nation.

3.3.1

Internal Awareness

Possible Strategies

- Kick-Off Teasers & Event
- Call for Input

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3.3.2

Internal Knowledge

Possible Strategies

- Brand E-Biography
- Buy-to Stories about Target Consumer
- Client Factory Store Initiatives

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3.3.3

Internal Evangelism

Possible Strategies

- Elevator Speech
- Expanded Business Cards
- Personal Profiles on Mini Site
- Blogging
- Search for Ambassadors

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About Us

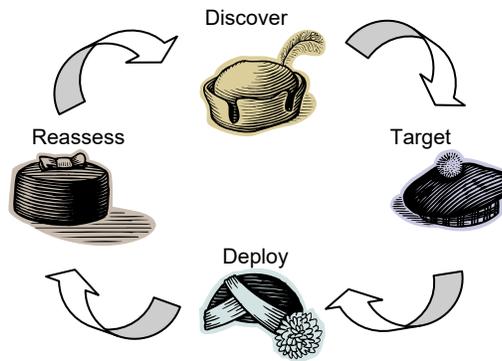
Ninety-Nine Hats is a made-to-order agency. Rather than trying to adapt your needs to our abilities, we adapt our abilities to your needs, with a carefully selected group of hand-picked professionals.

The way we work is first and foremost about the joy of collaboration. We expect to become active participants in both your arguments and your agreements...in essence, we expect to become part of your team.

Working Process

We do not believe in absolutes. Like the organic nature of our thinking, we believe in an organic process that grows and changes over time. For that reason, our method is all about constant assessment.

Here's the basic idea:



Scope + Depth

Lateral thinking from many major industries

- Pharmaceuticals
- Finance
- Food Service
- Healthcare
- Not for Profits
- Construction
- And, of course, lots and lots of retail

Scope + Depth

Just some of the areas in which we have experience

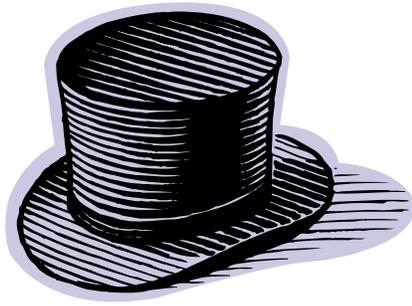
- Loyalty Programs > DSW Rewards
- Branding > Little Miracles Maternity Program
- Interactive > Genentech's *Growth City*
- Sales Meetings > Limited Brands
- Point of Sale > Bath & Body Works / Victoria's Secret
- Catalogues > American Eagle Outfitters
- Brand Launches > True Blue Spa / Pink / VSX Sportwear
- Naming > Major Retail / Healthcare / Pharmaceuticals

5.3.2

Scope + Depth

In-house expertise

- Strategy + Brand Development
- Creative Services
- Interactive Design
- SEO
- Social Media Marketing
- Email + Direct Mail Marketing
- Merchandising
- Public Relations
- Market Research



Thank You.

We appreciate the opportunity.



ninety-nine hats, inc.

cindi acker-hein
1162 clubview blvd. n.
columbus, oh 43235
614.436.4599
NinetyNineHats.com