



**A Strategic Brand-Building Plan and  
Integrated MarCom Campaign**

**Delivered to  
Client Name**

**Presented by  
MARCOM point.solutions**



marcomsolutionsguru.com

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Date

*Submitted to:* Name

Title

Company Name

*Prepared by:* Jackie Deutsch

MarCom Point.Solutions

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## Situation

Client Name is ?????

Name has asked Jackie Deutsch, DBA MarCom Point.Solutions (MCPS), to ??????. MCPS is delivering this document in response to that request.

## Background

????????????????????

## Approach

????????????????????/

## MarCom Point. Solutions Branding Methodology



Branding influences virtually every activity in the enterprise with each point of customer contact. It is more than the selection of a new company name and logo. A well-defined, well-positioned, strong brand influences employees and customers to think of a company in terms of positive brand attributes: quality, dependability, trust, reliability. It is the reason why employees and customers evangelize a company. Brand building is a process that establishes and solidifies a relationship between a company, its employees, and its customers. When done right, branding drives profitability, lowers customer acquisition costs, increases customer retention and loyalty, and allows organizations to hire and retain talented employees. On a balance sheet, brand equity is represented in customer goodwill and as a significant portion of financial value.



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To position Client Name as a leader in the environmental testing marketplace both employees and customers will assist in the **Define and Assess** phase. Collecting this research is rudimentary in the development of a successful brand. Like any sound business plan, the objective in building a strategic branding campaign is to determine where the company is today and identify growth objectives.

After the data gathering is completed, the **Strategic Planning** begins. The information collected will serve as a roadmap for building the new brand and positioning it successfully in the environmental testing marketplace. In this phase the concepting, messaging, and visioning merge together to create the foundation of the brand. The holistic rebranding strategy will roll out the new name and campaign to employees and customers simultaneously.

The **Creative Approach** phase translates the strategy into tactical communications vehicles. An integrated marketing communications plan channeled through a variety of media will be used to deliver effective tools to the targeted customer base and employees.

The **Execution and Implementation** phase will launch the new brand internally and externally. One of the key performance indicators of a successful rebranding is gaining consensus with employees and building the brand through involvement and an emotional attachment. The external side of the campaign will include a variety of communications vehicles including public relations, marketing communications, and direct marketing.

**Measurement and analysis** of ROBI (return on brand investment) will begin at the launch. The data collected will be measured against previous year data, such as leads generated, sales, touch points made, etc. The first analytical metrics report will be delivered three months into the program.

### **Methodology Actions Overview**

- **Work** closely with ????
- **Provide** creative direction to ???



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- **Perform** audit of all company touch points (e.g., receptionist greeting, stationery, business cards, collateral, report deliverables, etc.)
- **Initiate** research on competitors and the industry
- **Brainstorm** concept development for the messaging
- **Conduct** data gathering (questions TBD)
  - Can be accomplished through interviews, e-mails or workshops (Note: workshops would require travel costs to the site by MCS and customers)
    - Task Force leaders regarding project goals and company vision/mission/values
    - A sample of employees (TBD) regarding their work experience, their understanding of products and services, and client interaction
    - Technical personnel to gain an overview of products and services
    - Senior management (TBD) to obtain go-to-market differentiators and competitive intelligence
    - Customers regarding experiences working with client name, company strengths and weaknesses, and customer service
- **Distribute** internal questionnaire electronically to all employees to determine current brand awareness
- **Visit** company office
- **Develop** value proposition
- **Revise, expand and reissue** list of questions for the development of the communications materials
- **Create and execute** a comprehensive strategic, integrated, holistic rebranding plan and campaign including concept development, messaging platform, creative direction, corporate identity system, marketing communications collateral development, employee communications, press kit, public relations, media plan, sales toolkit, web site, promotional products, etc.

## Project Scope

The scope of the project ???

The project scope maps to the five phases of the MarCom < Point > Solutions Branding Methodology. The phases encompass comprehensive research; strategic analysis and planning; creative solutions that are broad and deep and feature a wide range of communications tools including marketing communications collateral, employee communications, public relations, media planning, corporate identity, sales tools, and direct marketing programs that will be executed through an integrated marketing mix. The success of the rebranding will be monitored through metrics reporting and analysis.



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## Phase I – Define & Assess

- Research/Audit
  - Conduct data gathering (interviews, e-mails, or workshops, TBD)
  - Distribute questionnaires
  - Define target audience
  - Identify revenue and market share goals
  - Obtain competitive intelligence
  - Review existing materials
  - Investigate environmental industry and associations
  - Identify company touch points



## Phase II – Strategic Planning

- Holistic Rebranding Strategy
  - Internal (build pride and involvement for employees)
  - External (build buzz and credibility for existing and prospective customers)
- Concept Development
  - Brand image
  - Vision/mission/values
  - Value Proposition
  - Go-to-market strategy
  - Develop brand platform/positioning/identity/architecture
  - Messaging Platform
  - Tag Line
- Creative Direction
  - Graphic Design and Photo Look-and-Feel
  - Color Palette
  - Layout
  - Establish company voice
  - Review proposed web site (design and functionality)
  - Review proposed logo design
  - Liaise with vendors to create/design graphics, web site, products, and print materials
- Deliver Creative Brief



## Phase III – Creative Approach

- Corporate Identity System (e.g., logo design, signage, stationery, business cards, proposal template, auto signature on e-mail, screen saver, cross-departmental branding such as checks for Finance and forms for HR, etc.)
  - Brand and Style Guidelines
- Marketing Communications Collateral



- Writing/Editing (1<sup>st</sup> draft to final approved copy)
  - Corporate Brochure (trifold size)
  - “Why Consider” Fact Sheet
  - Fact Sheet
  - Brand Book (internal communications tool to explain the rebranding)
  - Timeline/Company History Fact Sheet
  - Thought Leadership template (i.e., case studies, white papers, perspectives)
  - Customer e-newsletter
  - Direct Mail and e-mail templates
  - Environmental blog
  - Promotional Products (e.g., special gifts for top-tier clients to introduce the new brand plus standard employee and client gifts, i.e., T-shirts, coffee mugs, pens, calendar, badge pulls, etc.)
  - Sales Toolkit
    - Proposal Language
    - Elevator Pitch
    - Corporate Deck
  - Posters (internal communications)
- Public Relations
  - Press Kit
    - Name-Change Announcement Card
    - Boilerplate Company Statement
    - News Release
    - Executive Backgrounder
    - FAQs
    - Media Contacts
    - Current Client List
    - Vision and Mission Statement
    - Corporate Folder (w/ pocket for collateral and die cut for business card)
  - Awareness Building (Food for Thought—development and management not included in current project fee; costs need to be investigated)
    - Facility Tours
    - Road Tours
    - Workshops
    - Classroom Lectures (K - 16)
    - Special Events
    - Fund raisers
    - Community volunteerism
    - Civic organizations
    - Museum exhibits (e.g., city Museums of Natural History)
  - Additional Creative Options for consideration (concept and production not included in current project fee; costs need to be investigated)
    - Advertising (print, radio, TV, web)



- Multimedia (e.g., CD, Flash presentation)
- Video
- Interactive Presentation
- Company Store
- Customer Environmental Knowledge Contests



#### **Phase IV – Execution & Implementation**

- Production (print, digital, product)
  - Liaise with printer, web design firm, and promotional product company to produce all materials
  - Vet all materials
- Media Plan
  - Launch Press Conference
  - Employee and Top-Tier Customer Rebranding Party
  - Newspapers
  - Magazines
  - Radio
  - TV
  - Professional associations
  - Events
  - Speaking Engagements
  - Columns and Talk Shows
- Direct Marketing
  - Conferences
  - Trade Shows
    - Lead Generation Program
    - Exhibit Booth Graphics



#### **Phase V – Measurement & Analysis**

- Brand Asset Management
  - Develop measurement tool to assess brand awareness and ROBI from current state to rebranded state
  - Train Task Force leaders on usage, data gathering, and reporting



## **Project Schedule**

Consultation will begin once client name and MCPS agree on the project scope and associated fee, and the initial payment is received by MCPS along with the signed and dated agreement on the last page of this document.

MarCom Point.Solutions is available to begin work on this project as soon as the agreement is in place. At this time a project schedule cannot be delivered due to the fact that the scope as outlined in this proposal has not been approved to date and MCPS is waiting for information from client name.

The projected timeframe for delivering the comprehensive strategic branding plan and marcom campaign as outlined in this document by MCPS is approximately four – six months. Due to the fact that information is still being gathered along with the expectation of having to work around vacation schedules during the upcoming season, the delivery timeframe has been presented in a range of months.

Once the project begins, MarCom Point.Solutions will be able to provide a detailed project schedule with due dates and milestones. From the MCPS perspective, the schedule for the client name branding project will be ????. The success of meeting the project deadlines will require timely responses from client name. If conflicts in schedules arise, the project plan deadlines will be adjusted accordingly.

## **Project Fee and Payment Schedule**

The project fee for the above-described work to develop and implement a comprehensive strategic branding plan and marcom campaign for client name is \$xxxxxx. Remittance is requested in three payments for large-scale engagements. The initial payment (\$xxxxx) begins the project; the second payment (\$xxxxx) is made at the project mid-point (TBD once the project schedule is submitted), and the final payment (\$xxxx) is made at the project end date. If out-of-pocket expenses are incurred (e.g., phone, postage, travel, etc.), they will be billed separately. For short-term engagements, a payment schedule will be developed at the project onset. Please remit the MCPS payments to:

Jackie Deutsch

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If any vendor costs outside of those fees agreed upon for MarCom Point.Solutions are incurred, they will be submitted directly to client name. These costs could include supplementary marketing consultants, web design, photography, typesetting, layout and design, printing, production, promotional products, etc.

This proposal expires 60 days from the date issued.

### **Next Steps**

MCPS is looking forward to ?????? This is an exciting project to spearhead and MCPS is ready to take on the challenge of ???? into a top-of-mind choice. MCPS will work collaboratively with client name – becoming an extension of the business – to ensure a successful rebranding that positions the company as a leader in the industry.



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AGREEMENT BETWEEN MARCOM POINT.SOLUTIONS AND COMPANY

Delivered on the xx<sup>st</sup> day of ????, 2007 by Jackie Deutsch, MarCom Point.Solutions to  
client name.

Signature \_\_\_\_\_ Date \_\_\_\_\_



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