

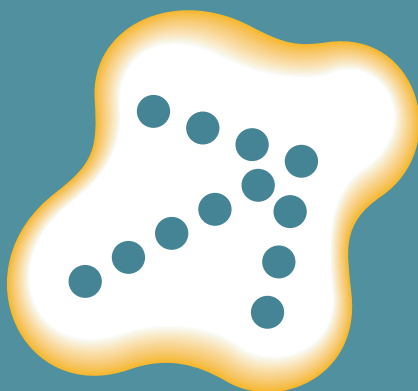
# Briefs for Building Better Brands

*Tips, Parables and Insights for Market Leaders*

*“...should be mandatory reading for anyone vaguely connected with creating a brand that lasts.”*

— JAY CONRAD LEVINSON

Author: *Guerrilla Marketing Series of Books*



Essays by

**Allan Gorman**

**Briefs for Building Better Brands** is a delightful compendium of marketing revelations that have—in the last decade—become increasingly more important in the making (or breaking) of companies and the products they're selling.

Gone are the glory days of traditional media advertising that was once key to distinguishing products from competitors. Allan Gorman now calls for the redefining of traditional marketing into **the creation of “brand delight”** and he is right on time.

Converts and disciples to this new theorem are sobering up to the fact that cost accountability is at the top of budget planning discussions; and that clever headlines, fancy graphics, retro-music TV ads, and a cool website don't work as well anymore to improve the bottom line.

For the savvy business exec who wants to shape his market, rather than follow it **Briefs for Building Better Brands** offers eye-opening strategies and tools—taught in a straightforward, non-preachy way—without the typical fancy jargon or tedious theory normally found in other marketing books.

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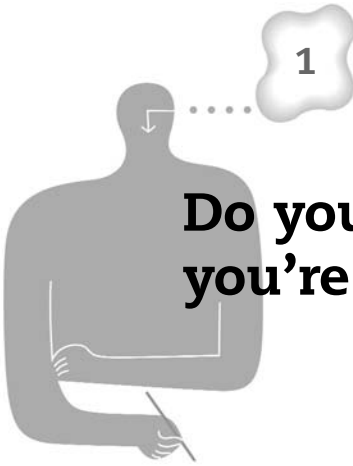
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## Do you know why you're in business?

**A**sk most executives about what the objective of their business is, and they'll probably tell you that it's primarily "to make as much profit as possible."

But they'd be wrong.

Of course, it's crucial to make a profit—you can't have a viable business for very long unless you do. And, because your spreadsheet is easily the most measurable way to track your brand's viability, it's simple to understand why "profits" can become management's focus and business definition.

But to view the purpose of your business strictly in terms of the bottom line is a limiting perspective that often makes for ugly and irresponsible business and marketing practices that can actually hurt profitability—or even kill off your brand in the long run.

The big problem with the “maximize profitability” mindset is that it forces focus towards a traditional “buy low/ sell high” marketing strategy and mentality...

*What can we do to trim expenses?*

*What incentives do we use to get more people to buy our products?*

But this isn't a marketing strategy or marketing mentality at all—it's all about selling; and unfortunately, selling is antithetical to building successful and profitable brands.

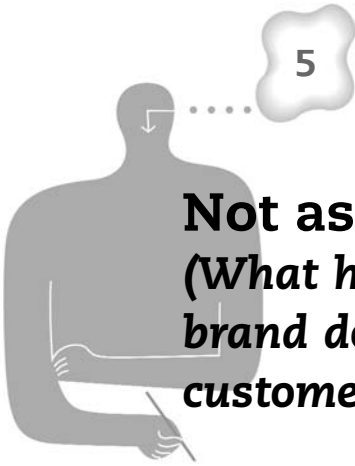
### **Change your objective from creating more profits to creating more customers.**

Perhaps if we'd consider that the real purpose of your business (or any business, for that matter) isn't just “to make a profit” but is actually “to create customers,” it would force us to view things a bit differently.

Then the focus shifts away from just selling and truly towards marketing.

A different idea entirely.

Selling is all about getting past the objections, closing the deal, moving on and doing it again—lots of times to make lots of sales. “Buy low/sell high,” and make as much as you can as quickly as



## **Not as advertised** *(What happens when a brand doesn't meet the customer's expectations?)*

**A** few months ago, a brand-new, architecturally striking, and very inviting-looking animal hospital opened not too far from our home.

Since the vet we had been using for the past fifteen years is overworked and extremely busy—sometimes you have to wait an hour or more—my wife and I agreed that we might try this cool-looking new place the next time we had a need.

Our dog Ziggy is getting up in years and my wife brought him by for a check-up.

The building was well equipped and looked as great inside as it did from the facade—it even won an architectural award. But the young doctor she saw didn't seem to know what he was talking about and didn't make much of an impression. There was another vet involved with the practice and maybe he was different.

*(STRIKE ONE!)*

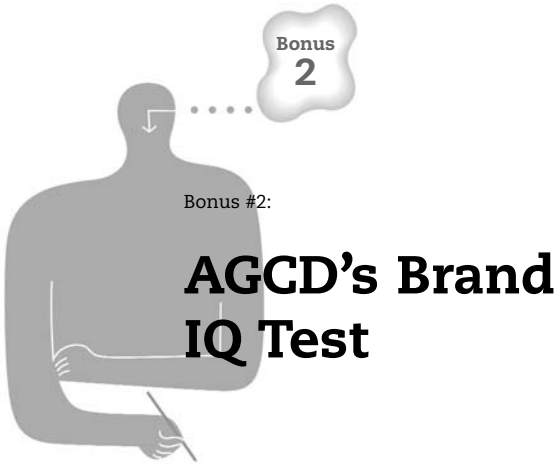
Ziggy gave us all a bit of a scare recently—he fell down our front steps and wouldn't put down his back paw. He was clearly in distress.

I called the new hospital to see if the doctor could see him. The receptionist offered to schedule an appointment for the next day. "Unacceptable. This dog is in pain—it's an emergency! Can't something be done to squeeze him in?"

Her response was that there would be extra charges and that she'd have the doctor call me back.

*(STRIKE TWO!)*

A half-hour later, the doctor called. He listened to my description of Ziggy's symptoms and agreed that he should come in right way. At this point I registered an objection to extra charges since Ziggy was a registered patient of the hospital's. (Mind you, they never said how much these extra charges would be.) The doctor's response was that since my request is an inconven-



**T**hink your brand is in great shape? Successful marketing is a function of the six pertinent P words...

***Positioning***

***Packaging***

***Promotion***

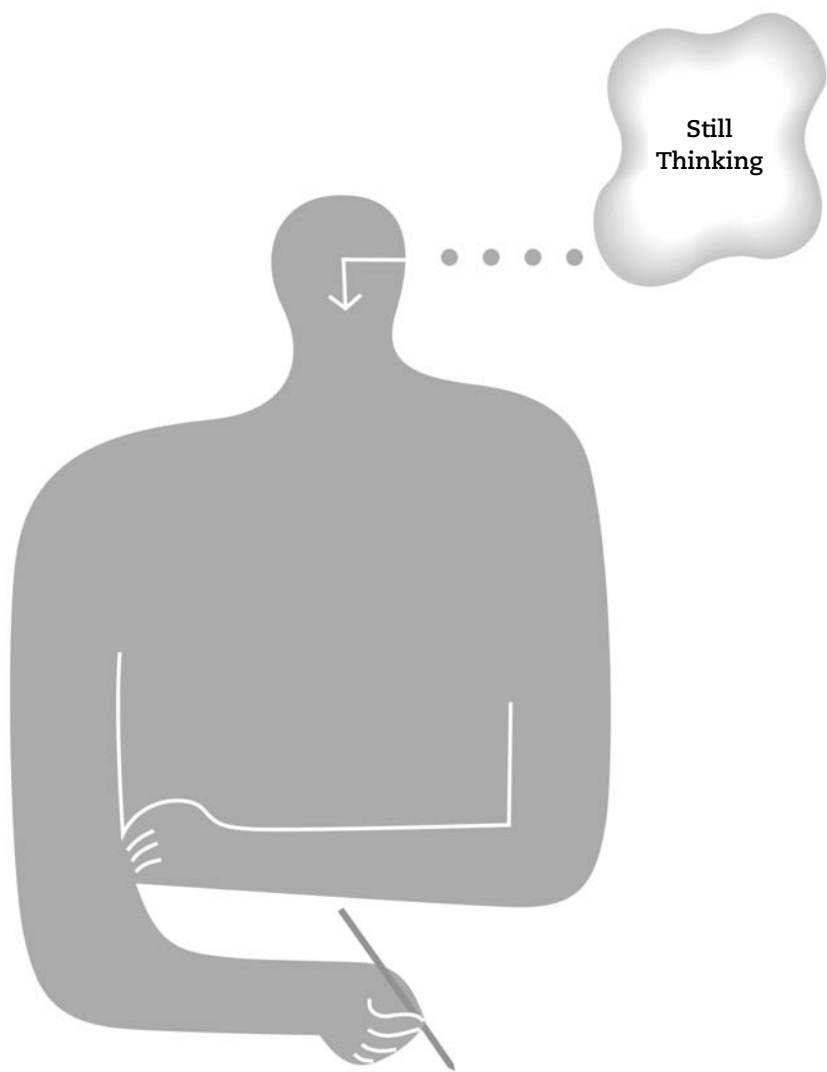
***Persistence***

***Persuasion***

***Performance***

Here's a quick and easy self-assessment test to see how you're doing in these six critical areas that are important to connecting with your potential customers, developing a distinctive identity, and realizing market leadership.

Score yourself from 0 to 5 points, with 5 being highest, on each of the questions. Subtotal each section, and then add up the subtotals for an overall score.



**Still  
Thinking**

**Allan Gorman** is a “personal trainer for brands”. His firm, AGCD, specializes in helping clients find, embrace and disseminate the unique differentiator that can define how they’re perceived and accepted by their publics; and persuade them into adopting new attitudes and behaviors that will support the realization of market leadership.



Author, designer, speaker and consultant, Allan Gorman is often asked to deliver his **Ten Marketing Secrets for Building a Sexier Brand** workshops and seminars to professional and corporate audiences.

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Allan Gorman’s photo: Alan Schindler

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# How will they tell you from Adam if Adam is all they know?

Once upon a time, clever ads and pr releases had the power to sway prospects and build products into a strong brands. But not today.

In our new, information-driven society, with a virtual explosion of fierce competition and over 3000 annoying daily ad messages, the biggest challenge facing today's leader is finding a way to distinguish his business and have it be valued as a "one and only."

Allan Gorman's down-to-earth observations and eye-opening concepts are appropriate to anyone marketing a product or service. His delightful and often witty stories will arm you with dozens of actionable ideas that you can start implementing right away to "break through" and become recognized as the market leader in your field.

**"...a treasure trove of well-written and savvy branding and marketing strategies that will help your business rise above the norm and get noticed in a big way."**

—DON GABOR, Best selling author of *Big Things Happen*

An AGCD Brandspa Book



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