

Category	Tasks
Landscape assessment	<p><i>Evaluate the business context, the competition and the current performance of the brand</i></p> <ol style="list-style-type: none"> 1. Competition study. 2. Global economic brand performance tracking. 3. Brand equity evaluation <ol style="list-style-type: none"> a. Measure intangible components of brand equity (brand assets and liabilities) b. Evaluate Brand image: Brand Attributes, Benefits and Attitudes. c. Understand Brand imagery (intangible aspect of the brand) e.g. brand personality. d. Identify the relationship that a customer has with the brand: Brand Resonance.
Who	<p><i>Define the targeted customers, their preferences, attitudes and behavior with the brand.</i></p> <ol style="list-style-type: none"> 1. Segmentation <ol style="list-style-type: none"> a. Identify the different customer segments and describe them based on bases and descriptors. 2. Targeting <ol style="list-style-type: none"> a. Evaluate attractiveness of segments (segment size, profitability, competition), b. Select segments to serve. c. Identify customer target (customer profile) 3. Customer insights <ol style="list-style-type: none"> a. Analyse customers attitudes (Needs and preferences, perceived value and WTP) b. Study customer behaviour (usage, purchase process, switching behaviour)
What	<p><i>Establish the key elements that define the brand</i></p> <ol style="list-style-type: none"> 1. Positioning <ol style="list-style-type: none"> a. Choose a positioning strategy. b. Establish Points-of-Parity and Points-of-Difference. 2. New product introduction and new markets penetration <ol style="list-style-type: none"> a. Choose the growth strategy (Current Market or New Market, new products or current products) cf. Ansoff's Matrix.
How	<p><i>How to develop communication and marketing strategies to acquire and keep customers.</i></p> <ol style="list-style-type: none"> 3. Marketing Strategies. <ol style="list-style-type: none"> a. Product strategy: launch fidelity programs, and manage after sales services. b. Pricing strategy: Determine pricing segments based on customer insights. c. Channel Strategy: Choosing and maintaining indirect and direct retail channels, determine promotion period and levels 4. Marketing campaigns. <ol style="list-style-type: none"> a. Advertising: Chose the channel(s), define positioning and develop a creative message together with a specialized agency or department. b. Promotions: Define promotion plans c. Online marketing: Manage brand communication with customers and advertisement in social media and web sites. d. Events and Experiences: Design and measure effects of sponsorship programs.