# IT'S A COLLABORATIVE WORLD

## PLAN

Why does the business or organization exist and for whom?

Market Planning
Context

(Partners) — OBJECTIVES
Channels
Sales
Marketing

VISION/MISSION

Finance
Operations
Talent
(R&D) — METRICS

Process
Business Planning

## CONCEIVE

**THE NEW WORLD OF COLLABORATIVE BRANDING™**

A collaborative brand is a relevant promise, based on an amazing story, created by experts, owned by stakeholders, delivered by advocates and shaped continuously from the inside out and back again. It is the path to margin.

**THE COLLABORATIVE BRAND PLAN**

- ENVIRONMENT
  - Brand personality audit
  - Communications and plans audit
  - Experience (sales & service) audit
  - Desktop research
  - Existing research audit
  - Segment and sector analysis
  - Business plan review (organizational/processes)
  - Product/Service quality
  - Qualitative or quantitative studies (if required)
- STAKEHOLDERS
  - External/Internal database & segmentation
  - Customer and employee demographics (psychographics as required)
  - Other key influencers (ranked)
  - Alpha Influencers (org. who, where, why)
  - Prospect profiles (ranked)
  - Connections
  - Lifestyle context (needs, wants, personalities) by segment
- GaPS
  - Management brainstorming (SWOT format)
  - Alignment testing (internal and external) – scenarios
  - Stakeholder orienteering interviews
  - Active facilitation
  - Investment testing / Opportunity prioritization
  - Opportunity / Business objectives alignment
  - Price/Product/Service – Pick 2 ☺
- COMPETITIVE ADVANTAGE
  - Narrative development and testing
  - Message development/creative exploration
  - The Idea – Concept (Internal & External)
  - Touch Point mapping and links
  - Conquered to competition
  - Leadership meeting
  - Content development
- EXPERIENCE
  - Operations and channel review
  - What has to change?
  - Human resources and incentives
  - Training review
  - Brand personality alignment

Tenzing™
branding | communications | orienteering

In this world of Collaborative Brands, the fundamentals of marketing have not changed. A good idea will always be a good idea – an inspired vision and stakeholder-centric competitive advantage will always inform success. What has changed is how brands are shaped and delivered into a very fast world with few barriers – and how stakeholders either participate or respond or both. It 'plays' is now a continuous process – it adapts by design. It includes key stakeholders throughout. The endgame is a sustainable conversation fuelled by valuable, proprietary content that becomes the currency of brand association. What organizational leaders and marketers have to decide now is where best to jump in and which few core tactics they're willing to bet a future on.

## OPERATIONALIZE

Impact Review
- Operations
- Talent
- Finance

Inside point of view
Quo/Quant
**POSITIONING** (Acquire & Defend)
**VALUE PROPOSITION** (Advantage)
**STORY** (Narrative Context/Relevance)
Quo/Quant
Outside point of view

Partners
Channels
Sales Cycle
Impact Review

## TEST

- Surveys
- Online Panels
- User Groups
- Internal Blogs

- Focus Groups
- Feedback Meetings
- Town Halls
- Employee Meetings

## EVOLVE & REVIEW

Current Experience
Current Beliefs
**BRAND VISION**
Desired Beliefs
Desired Experience

**WHAT CHANGES?**
- People
- Places
- Things
- Price
- Product
- Experience

## IN-SELL

**BRAND STRATEGY**
- Connections
- Image & Voice / Packaging
- The Billboard

**ORIENTEERING: INTERNAL DEPLOYMENT**
- Service Training
- Sales Training
- Incentives
- Intranet/Content Updates
- Town Meetings
- Roll Out
- 360 Feedback
- Mystery Shopper
- Sales Collateral
- Presentations
- Events
- Leadership Road Shows
- Operations Guide
- Internal Graphics Guide
- Social Media Guidelines
- Continuing Education
- Career Alignment

**INTERNAL BRAND MANIFESTO**
- Employee Feedback Loop
- Values
- Behaviours
- Attributes
- Personality
- Customer Feedback Loop

**EXTERNAL COMMUNICATIONS PLAN/STRATEGY**
- Objectives
- Metrics/ROI
- Budget/Controls
- Timeline
- Segments
- Messages
- Icons/Logo/LD.
- Slogan
- Image Plan
- Creative Strategy

## DESIGN

## WRITE

**CONTENT DEVELOPMENT**
- Stories
- Narratives
- Video
- Subject Matter Expertise
- Advice/How To
- User Guides/Links
- Customer Insights
- Research/Panels
- White Papers
- Interactives
- Image & Icons
- Education
- Wikipedia

## RESOURCE

**CORE TACTICAL DIRECTIONS**
- Pull
  - Paid Media
  - Market Relations
- Push
  - Channel Support
  - Employee

BRAND ALIGNMENT/FILTER (Voice & Design / Conversation)

# DIGITAL

- E.IMs
  - Formats
    - Technology
      - GIF
      - Flash
      - Video
      - Big box
      - Leaderboard
      - Interstitials
      - Skyscraper
      - Ribbon
      - Expanding
      - Million video content
      - Adwords
      - Text messaging
      - Standard
      - Games
      - Social
      - Video
      - Mini site
    - Types
      - Addressed TV
      - Google TV
      - Mobile
      - Blog
      - Wiki
      - Forum
      - Games
      - Advertising tools
      - Search
      - Video (incl. sharing)
      - Photo (incl. sharing)
      - Shopping cart
      - Directories
      - Virtual events/meetings
      - Virtual 3d worlds
      - Polls
      - Surveys
      - Viral tools
      - Calendars
      - Bookmarking
      - Point of engagement
      - File management
      - Locators
      - Subscriptions
      - Newsletters
      - Galleries
      - Online maps/paper
  - Applications
- Website
  - Type
    - Corporate
    - Sales
    - Consumer facing
    - Intranet
    - Web apps
    - Browser
    - Mobile
    - Kiosk
  - Format
    - Information / Content site
    - Microsite
    - Content Site
    - Splash Page
    - E-commerce enabled
    - Online learning
  - Technology
    - Markup
      - HTML 4/5
      - XHTML
    - Scripting
      - Javascript
      - VB script
      - Actionscript
    - Client-side
      - AJAX
      - Objects
        - Flash
        - Video
        - Java
        - Weather
        - Maps
        - Bookmarking
        - RSS
        - Social sites
        - Blogs
      - Syndicated services
    - Server-side
      - Host
      - Platform
        - Windows
        - UNIX/Linux
        - XML
        - PHP
        - Perl
      - Database
      - Languages
        - C#
        - VB
    - CMS
      - Custom
      - Packaged
      - Third party
      - Technology
      - Content
      - Conversations
    - Webmaster services
    - Administration
- Social site integration
  - Twitter
  - Facebook
  - LinkedIn
  - MySpace
  - Photo
  - Open Social
  - Wiki
  - Google Earth
  - Google Maps
  - Ning
- Search engine
  - Site optimization
  - Search words
  - Directories
  - White Pages
  - Wikipedia
- Webcasting
  - Podcasting
  - Videocasting
  - Webinar
- Email
  - Text only
  - HTML no CSS or DHs
  - HTML with CSS and no DHs
  - Text behind image (HTML, DHs, CSS) in Tabbed
- Event
  - Live
    - Executive briefings
    - Breakfast meetings
    - Lunch and teams
    - Seminars
    - Contests
    - Webinars
    - Teleconferences
    - Videoconferences
    - Contests
    - Podcast
    - Online learning
    - Online gaming
  - Virtual/Remote

# CUSTOMER CONVERSATIONS

# TRADITIONAL

- Press conference
- Press kit
- Product launch
  - Publishing
    - Sponsorships
    - Shipping
    - Guerilla
    - Events
    - Press release
    - Company info
    - Quote sheet
    - Images
    - Media list
    - Product brochure
    - Product sample
    - Annual reports
    - Customer reports
    - Editorial boards
    - Media Training
    - Video
    - Advertorials
  - Direct
    - Self mailer
    - Package
    - Heat seeking package
    - Promotional items
    - Dimensional package
    - Letter
    - Classic package
    - Envelope
    - Brochure
    - Catalogue
    - Be Card or order form
    - Straddlewrap
    - Flyer
    - Postcard
    - Addressed
    - Letter
    - Email
    - Postcard
    - Blackstip
    - Bow
    - Cold selection/creative
    - Subscription
    - Database
    - Existing customers
    - Segmentation
    - Associations/Network
    - Tool & Control
- Point of purchase/Point of sale
  - Shopping cart panels
  - Displays
    - Aisle
    - Checkout
    - Shelf-mounted displays
    - Trend sphere
    - Shelf strips
    - Floor graphics
    - Digital displays
- Newspaper/Magazine
  - National
  - Regional
  - Community
  - Focus
    - F.S.I.
    - Inserts
    - Media lessons activity
    - Business
    - Trade
    - Entertainment
    - Sporting
    - DPS
    - Single page
    - Quarter page
    - Cutlap
    - Strips
    - Advertorial
    - Editorial content
    - Scratch
    - Augmented Reality
    - F.S.I.
  - Format
- Merchandising
  - Digital Smart Displays
  - Posters
  - Shelf talkers
  - Video display
  - Flyers/Brochures
  - Staff training
  - Fulfillment
  - Sampling
  - Research
- Sales Support
  - Incentives
  - Collateral
  - Print/Video
  - Links/Segments
  - Channels/Support
  - Demand Generation
  - Measurement
  - Lead Tracking
- Sponsorship
  - Event
    - Exposure level
    - Public announcement
    - Support materials
  - Activity
  - Person
  - Organization
  - Product
    - T-shirts
    - Signage
    - Radio
    - TV
    - Web
- Trade Show Kit
  - Brochures
  - Product samples
  - Giveaways
  - Contests
  - Customer media kits
  - Fact sheets, company or specific product
  - Company history
- Corporate
  - CSR
  - Governance
  - Recruiting
  - Cross Planning
  - Government Relations
  - Leadership Messaging
- Broadcast
  - Programming
  - Addressing
  - TV
  - Theatre
  - Radio
  - Events
  - Sponsorships
- Packaging
  - Consumer-based brands
    - Bag
    - Wrap label
    - Can
    - Bag
    - Product shrink
    - Photography
    - Lithography
    - Refrigerator
    - Digital
    - Health Canada (DRR)
    - Eco Cart
    - VB
    - Pharma
    - Corrugate
    - Box board
    - Organic
    - Meat inspection
  - Service-based brands
  - Print process
  - Third party certification
  - Uniforms
- Outdoor Options
  - Location
    - Traditional
    - Digital
    - Rolling stock
    - Trains
    - Transit
    - Out of home
    - Bus backs
    - Billboard
    - Elevator news
    - Car wraps
    - Wall on balloon
    - Zeppelin
    - Posters
    - Street furniture
    - Wall posters
    - Washroom
    - Building/Car wraps
    - Rooftop
    - Arches/Bridges
    - Media/Branding
    - Freezers
    - Freestanding
    - Guerilla
    - Bus shelters
    - Information panels
    - Street signs
    - Historic signs
    - Bus stop signs
    - Benches
    - Lamp posts
    - Garbage bins
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  - Leadership Messaging
- Broadcast
  - Programming
  - Addressing
  - TV
  - Theatre
  - Radio
  - Events
  - Sponsorships
- Corporate blog
- Media relations
  - Media event
    - Event logistics
    - Timing & broadcast
    - Site Access
    - Confirmed attendance & receipt of release
    - Press Release ahead event
    - Press statement prepared
    - Access to speakerpriors
    - Access to media contact
    - Press Kit
    - Access to visuals/clients
    - Support videographer
    - Possible mistakes
    - Alignment with corporate goals
    - Preparation / Anticipate your challenges
- Learn crisis management
- News Conference
  - Press release about the conference
  - Quote sheet
  - Artist's rendition or high res image
  - Fact sheet about the event

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