



IPM[®] Positioning and Branding



By Vanguard Marketing International, Inc

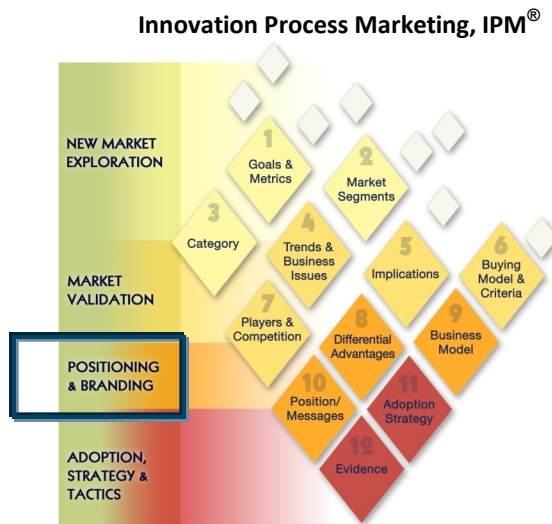


The Challenge:

How can we increase revenues and enhance profitability?

What VMI does:

We position companies and solutions in such a way as to take advantage of strong developing trends and by demonstrating clear differential advantages to the customer. This is what we mean by *shaping the future to your advantages...* it's the surest way to deliver new high probability revenue growth.



The IPM Positioning & Branding process for companies and innovation recognizes that addressing important unmet needs and providing customers with differential advantages in their markets is critical to building brand equity. If done correctly the market will embrace the

value offered, resulting in your company achieving its true potential, leading to increased revenue and profitability. Your leadership position is not just lip service but is earned through delivering great solutions based on a thorough understanding of customer needs and insights into the competition. From **Market Validation**, we gain a clear understanding of developing trends, market issues, unmet needs, and competitive intelligence. Based on this knowledge, through **Positioning & Branding**, we assess what, if any changes will be necessary to the business model and the innovation itself that will enable you to deliver the optimum solution to fulfill what is truly important to the market. As we craft the messages articulating the differential advantages that you deliver to your customers, we look to position the innovation within a new or existing category, whichever best serves your needs. Messages are not tag lines. They are compelling, short stories aligned along specific buying criteria that show how your solution will provide prospective customers with differential advantages in their markets.

VMI Results:

This unbiased knowledge of what the market needs to believe to buy your solution is translated into the form of sales and marketing messages that explain the importance of your solution over the competitors, in customer terms and within the belief systems of those who make or influence the buying decisions.

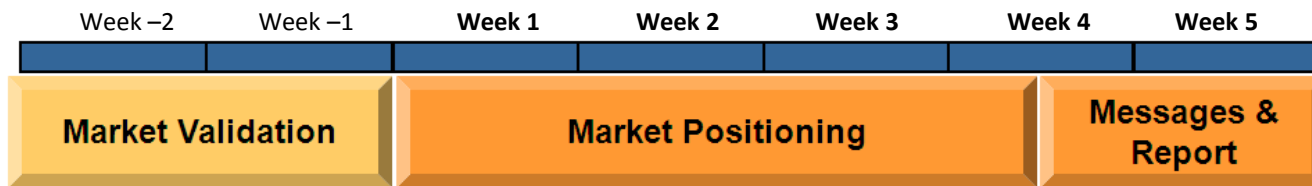
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Positioning Projected Timeline

↓ Start here, if after Market Validation



External Business Review

- Create composite matrix to analyze all players' advantages and weaknesses against market buying criteria
- Analyze current business model to verify that organization's resources can deliver customer differential advantages
- Recommend full solution demonstrating differential advantages as valued by market
- Select category and positioning strategy
- Construct the new message structures by top differential advantage
- Design messages to support and build the corporate brand
- Validate messages with top opinion leaders
- **Periodically review findings and recommendations**

Review and Present Findings

- Recommend any changes to the business model
- Define message roll-out/leverage plan
- Present and review with team





We start...by getting unbiased perspectives and insights from targeted individuals who fall within the opinion shaper/early adoption category. These individuals actively seek new innovations for making a difference in their markets. We gain perspectives from decision makers, leading publications, market investors, and leading suppliers, striving to hear first-hand from people whose opinion matters.

We continue... to analyze findings from focused primary research and to use this knowledge to craft a high value solution. The differential advantages as offered by the solution will rest on the design of the business model and the functionality of the innovation. The basis for the design will be the emerging critical trends, buying criteria, unmet needs and competitive insights. This multi-frame view then enables the creation of the full solution defined potentially by: functionality, service, training, warranty, ROI, reliability, price, spares availability, sales model, and so forth.

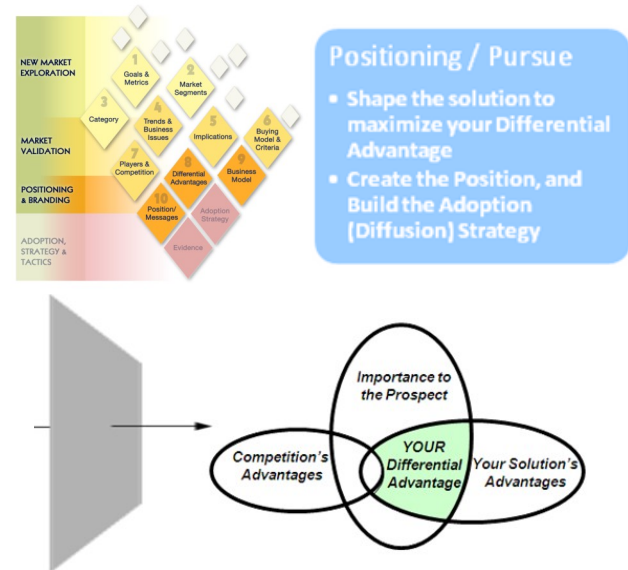
There are various levels of qualification filters used within the process to ensure that value is delivered at each stage and that we are creating a solution that has sustainable value and strong revenue potential.

Some of the filters include asking:

- **Does superiority in this area really matter?**
- **Is it compatible with customer expectations?**
- **Does the full solution have a clear, long term, sustainable differential advantage?**
- **Does the company's selling model match the customers buying model?**
- **Is the solution far superior to that of the competition**

when matched against market buying criteria?

- **Is it too complex?**
- **Is it easily tried?**
- **Does it have a strategic flaw?**
- **Does it depreciate?**
- **Do you control all required resources?**
- **What will the financial impact of the advantage be on your customer's business?**
- **What evidence is important and compelling?**



Once your solution's differential advantages is aligned with what is important to the market, we can proceed to the last set of IPM "Diamonds" which will enable us build an adoption or launch plan focused on accelerating the adoption of your innovation to achieve faster time-to-money. Please refer to VMI's IPM Adoption Strategy white paper.