



Is your brand strategically positioned with its message clearly communicated?

Are you sure?

Without a concise brand positioning statement with a competitive “point of difference” and complete management alignment behind this positioning, it will be difficult to communicate a clear and meaningful message about your brand. A brand must make a strong impression that lasts and translates into profitable sales and long-term growth.

You don't have to embark on a lengthy and expensive consumer research study to find out.

Just try this quick and easy exercise. You may be surprised by what you learn.

Ask each of your direct reports, each member of your marketing organization, and key external strategic and creative resources (including key consultants and all ad agency team members) to answer the following three questions:

- 1. What business is your brand in?** (Your “frame of reference”)
- 2. What is the “target market” for your brand?**
- 3. What are the “points of difference” for your brand?** Note: List no more than three.

Analyze your results (or have the submissions sent to us and we will analyze them for you). If you observe either or both of the following, your brand positioning can most definitely be strengthened:

- Significant inconsistency in the answers to most if not all of the above three questions.
- “Points of difference” that are really “points of similarity” to your competition or simply “points of entry” in your business - and not pre-emptive, ownable and defensible attributes that are important to your target market.

We understand that you and your team know your business better than any outside consultant, marketing or advertising company does. Where we can assist you is by starting with our proprietary one-day positioning methodology, working directly with you and members of your team, to clearly state and communicate the core elements of a successful positioning for your brand.

Your brand will be in good company. We've used this approach to successfully position hundreds of well-known brands for a diverse group of companies, from Fortune 500's to start-ups and turn-arounds. Our positioning work includes international, national, regional and local brands across many industries (consumer package goods, restaurants, dental practices, retailers, medical devices, manufacturing, software, real estate, etc.).

In addition to 30+ years as a marketing practitioner, I am a member of the marketing faculty at Cornell University's Johnson Graduate School of Business and am also a well-respected lecturer on branding and brand positioning.

Please give me a call, for a Free consultation and to discuss how we can quickly and affordably work with you and your team to properly position your brand to compete successfully in today's competitive marketplace.

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Elish Marketing Group, founded in 1995, is a leading authority on brand positioning and marketing consulting to restaurants, dental practices, retailers and consumer products companies. For more than 16 years, we have assisted the senior leadership of highly competitive, multi-unit businesses to generate high returns on investment based on a strategic focus that will drive profitable traffic and product mix. A significant amount of EMG's work has been with start-up, emerging and turnaround businesses. We have successfully launched many new brands, concepts, and practices that have become successful while also revitalizing many once formidable brands that lost their way to become strong competitors once again. We are willing to share in the risks and rewards with our clients.