



Thank you for attending my IFA Emerging Franchisor Conference keynote address on “Three Critical Steps to Positioning Your Emerging Franchise into a World-Class Brand”.

I hope you found the session valuable and I have provided you with new tools to build your franchise business by building better brands.

I want to urge you to put positioning to work for your company brand and your personal brand. At your next company executive team meeting take the positioning 3 question test and see if your brand is strategically focused and its message being clearly communicated. Compare your answers with your executive teams answers. I will bet you will identify positioning opportunities. Then go develop a positioning statement for your business brand and yourself. Once you have your positioning statement in place - - reassess your projects and priorities. I will bet you will be able to drop many projects and bring a new level of focus to your business.

Feel free to give me a call or drop me an email if you would like to discuss your current positioning situation. I would be happy to discuss this with you. And if you would like outside help leading the brand positioning process for your brand and would like to utilize my proprietary one-day positioning session, I would welcome the opportunity to work with you.

Best regards,

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The Three Critical Steps to Positioning Your Emerging Franchise Into a World-Class Brand

**IFA Emerging Franchisor Conference
Dallas, TX
November 18, 2014**

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EMG Positioned Brands

POSITIONING RESTAURANT AND FRANCHISE BRANDS



HOME OF THE NEW VILLAGE INN-CREDIBLE V.I.B.®



FRESH Cantina



ITALIAN GRILL



NEW BENNIGAN'S
DRINK UP THE FUN • EAT UP THE QUALITY



corner bakery



FRESH FISH • LIVE LOBSTER



Int-rim HEALTHCARE INC.



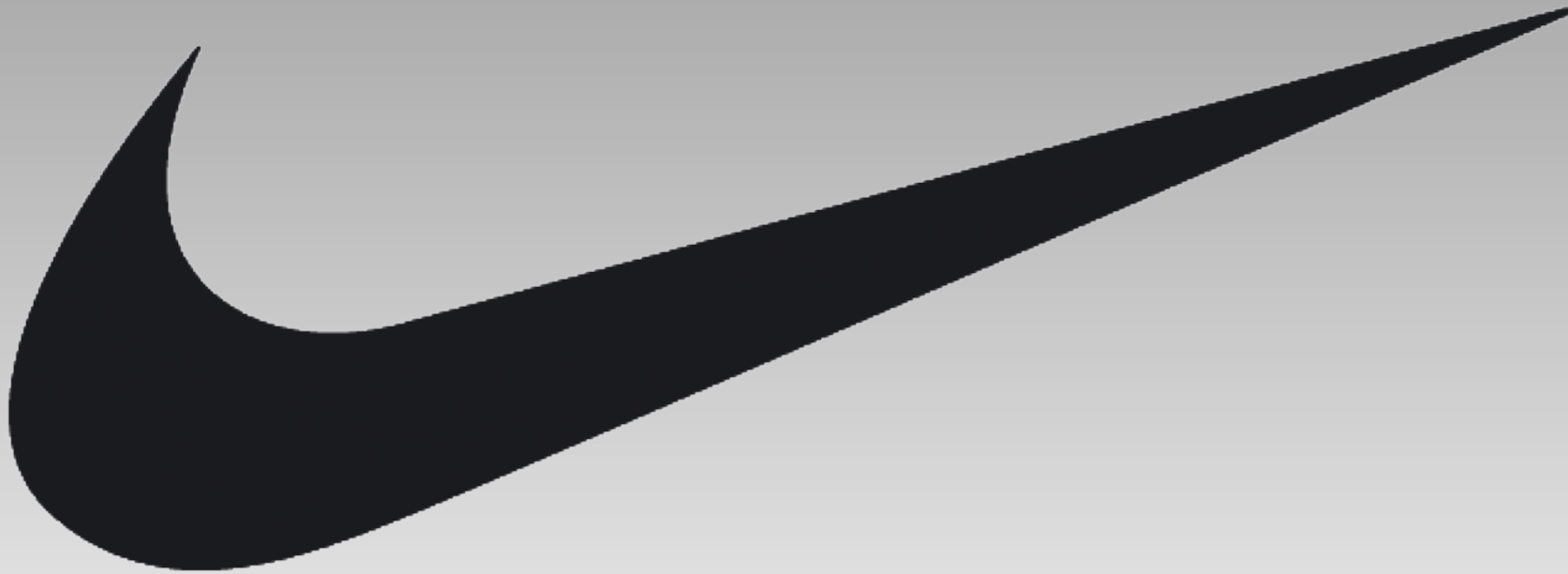
Session Goals

- Help you build your franchise businesses by helping you build better brands
- Provide new tools that will have an immediate impact on your businesses and personal careers



IFA Housekeeping

- Questions are encouraged
- Drop off business card if you would like copy of presentation











A Brand is Not a Mark

A Brand Leaves a Mark



Today's Session

- What positioning is
- Why it's important
- Three critical elements of a brand positioning statement
- How to build a positioning statement
- Eleven "live" cases
- Questions



Quick Test

- Is your brand strategically positioned and is its message clearly communicated?

Are you sure?



Question #1

- What business is your brand in?



Question #2

- What is the target market for your brand?



Question #3

- What is the point of difference for your brand?

Note: List no more than 3 things!



Take Home Tool

- Put test to work
- Involve your management team
- Analyze your results
- Identify if your brand positioning can be enhanced and if you have management alignment



Helpful To Influence Others

Product



Service



Cause



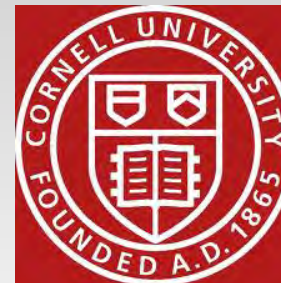
Candidate



Organization



Institution



Yourself





Definition of Positioning

- The way in which you want the consumer to think about your product or service relative to competing brands
- States the reason for brand's existence



Not Just A Marketing Thing

- Brings organizational focus



Positioning Statement

- A brand's positioning is captured in the following statement:

To _____ (Market Target), Brand X is the Brand of _____ (Frame of Reference) that is/that offers _____ (Point of Difference).



3 Critical Elements of Positioning Statement

Point of
Difference



Brand
Positioning

Market
Target

Frame of Reference
(Competitive Set)



Point of Difference

- Specific consumer benefit which you want consumers to associate most readily with your product or service
- How your customers would describe what your product/service is all about if they were to describe it to a friend



Point of Difference

- Don't let a point of similarity become a point of difference - - they are nothing more than points of entry into your competitive set



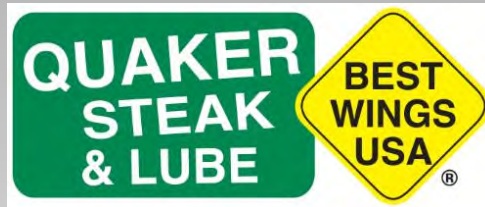
Frame of Reference

- What business are you in?
- The consumer grouping of like products with which your product/service competes
- Includes all options that a consumer has available to satisfy a specific need



Frame of Reference







Market Target

- Composed of consumers considered good potential users for your product/service
- Identify the common needs or concerns of your potential customers



Positioning “LIVE” Cases

- Boston Chicken & Boston Market
- Head and Shoulders
- Sanka
- The “new” Bennigan’s
- Toppers Pizza
- Interim Healthcare
- Soccer Shots
- Barack Obama
- eatZi’s
- Milk Duds



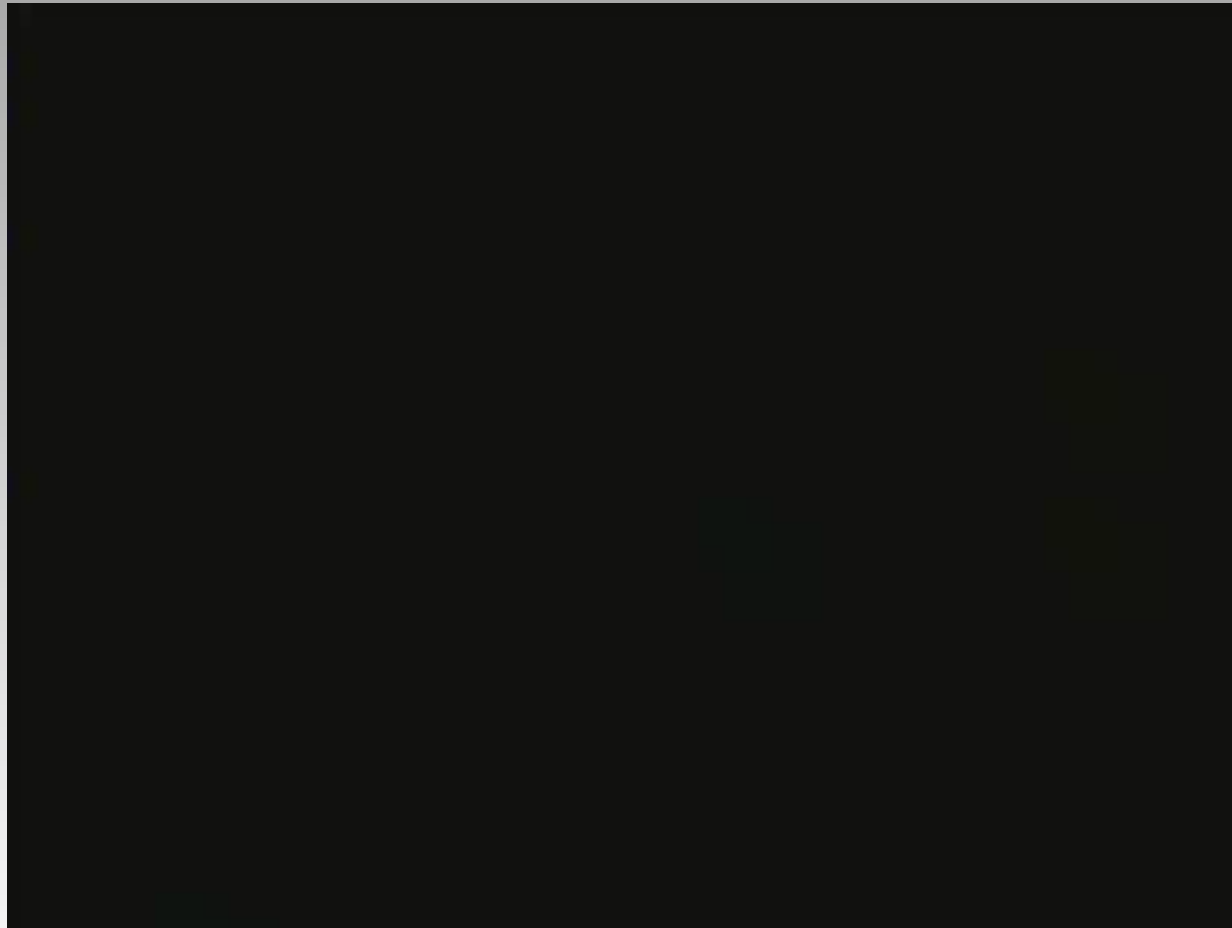
Boston Chicken

To adults looking for convenient quality meals, Boston Chicken is the fresh meals to-go store that provides a unique, fresh experience offering a variety of great tasting side dishes and freshly prepared rotisserie chicken meals.

Note: The fresh meals to-go category became “Home Meal Replacement”



TV Commercial - The Idea





Boston Chicken Expanded to Boston Market

To adults looking for convenient quality meals, Boston Market is the home meal replacement store that provides a unique, fresh experience offering a variety of great tasting side dishes, entrees (rotisserie chicken plus meatloaf, rotisserie turkey and ham) and sandwiches.

BOSTON CHICKEN TO



Boston Chicken.
Chosen #1 by consumers.¹

And here's the reason, Boston Chicken meals start with fresh chickens marinated and rotisserie-roasted to give it all the moist, tender flavor.

Add to that a wide variety of side items, like mashed potatoes made from scratch, and you have the recipe for delicious home-style meals to go.

SAVE \$2.00
on all purchases of \$10.00 or more.

Boston Chicken.
hams it up. **NEW**

Introducing Double-Glazed Ham that's moist, tender and delicious.

NEW from **Rotisserie Roasted**

SAVE \$2.00
on all purchases of \$10.00 or more.

Boston Chicken.
talks turkey. **NEW**

Introducing Curved Rotisserie-Roasted Breast of Turkey that's moist, tender and delicious.

NEW from **Rotisserie Roasted**

SAVE \$2.00
on all purchases of \$10.00 or more.

Boston Chicken.
beefs up. **NEW**

Introducing incredibly moist Oven-Baked, Double-Sauced Meat Loaf... with a rich sauce baked on and a chunky tomato topping baked on for a tender, delicious flavor you'll love.

NEW from **Rotisserie Roasted**

SAVE \$2.00
on all purchases of \$10.00 or more.

Now there are even more meal choices for every appetite with:

- New Oven-Baked, Double-Sauced Meat Loaf
- Our Famous Rotisserie-Roasted Chicken

plus a wide choice of delicious side items.

Boston Chicken goes to market.

Freshly made, home style meals to go, featuring:

- Rotisserie-Roasted Chicken
- NEW** Double-Glazed Ham
- NEW** Rotisserie-Roasted Turkey

BOSTON MARKET is our way of letting you know that we're more than great-tasting chicken. Now we feature:

- New rotisserie-roasted turkey
- New double-glazed ham

As well as your old favorites: chicken pot pie, salads, sandwiches and 16 side items like mashed potatoes made from scratch.

SPECIAL OFFER



BOSTON CHICKEN TO



NEW

BOSTON CARVER SANDWICHES

Chicken, turkey, ham and meat loaf hand carved fresh all day.



OFFER EXPIRES FEBRUARY 4, 1996

\$4 CARVER COMBO

Any Boston Carver® Sandwich, Individual Side, Regular Soft Drink

OFFER EXPIRES FEBRUARY 4, 1996

SAVE \$2.00

on the purchase of any Family Meal

Served at all participating Boston Market and Boston Chicken locations. Only one coupon per visit. Coupon is not redeemable for cash or other food items or against other 50¢ promotional offers. Cash redemption value 1.00¢ of one cent. Applicable taxes paid by guest. No cash value. © 1996 Boston Chicken, Inc.





Head and Shoulders

To dandruff concerned users, Head and Shoulders is the brand of dandruff shampoo that fights dandruff best.



Sanka

To caffeine concerned coffee drinkers, Sanka is the brand of coffee that has no caffeine to upset you.





The “New” Bennigan’s

To adults 21+ seeking a "real" sense of belonging in a comfortable, upbeat place to eat and drink with family and friends, Bennigan's is the PubPourium™ offering true Irish hospitality, where everything we do is a little more generous, the answer is always O'YES!, and we serve up a concoction of cleverly good American fare with craveable appetizers, generous meals and a complete bar with a bountiful selection of beers and specialty drinks.



BENNIGAN'S
AMERICAN FARE • IRISH HOSPITALITY™

Where something EXTRA Special

is always happening every day of the week.

- MON: Chicken Fingers Mondays All You Can Eat Chicken Fingers \$8
- TUE: Oh Baby! Tuesdays Buy 1/2 back of Oh Baby! back ribs & 1/2 back for only \$1 more
- WED: Burger Wednesdays Any Burger \$6
- THU: Thanksgiving Thursdays Day After Thanksgiving Sandwich \$6
- FRI: Fish & Chips Fridays All You Can Eat Fish & Chips \$8
- SAT: Sweet Saturdays Any Dessert 50% OFF
- SUN: Salad Sundays Any Salad \$7

BENNIGAN'S
AMERICAN FARE • IRISH HOSPITALITY™

BUILD YOUR OWN Ultimate PubPourium™ Burger

Or choose one of our popular burger combinations.

Generous Pours
Generous Portions™

Featuring a craveable and cleverly good concoction of American Fare.

CROWD PLEASERS™
A wide selection of tasty "share-ables" including Southwestern Sampler, Kettle-Cooked Shrimp, Bacon Cheeseburger, Chips, Chicken Tender Bites and Pub Bites.™

ONE-OF-A-KIND SANDWICHES
Including favorites like the Emerald Isle Club®, Irish Dip, Monte Cristo and Turkey O'Toole™. Sandwiches come with Pub Chips or any side of your choice, as well as complimentary seconds.

ULTIMATE PUBPOURIUM™ BURGER
Build-your-own fresh, half-pound, fire-grilled 100% choice beef burger with up to four of your favorite toppings. Comes with fries or any side of your choice, and even complimentary seconds.

FRESH SALADS
A unique selection that includes the popular Ultimate Buffalo Chicken Salad, Kilkenny's Country Chicken Salad and Chicken spinach Salad.

IRISH HOSPITALITY!™
Welcome to Bennigan's, where Irish Hospitality means that pours and portions are a little bit more generous, crowd-pleasing menu selections are varied and unique, and the answer is always **O'YES!**

- O'YES! You'll get a true pint (plus a bit more) from our taps and a full 6-ounces in your wine glass.
- O'YES! Any side dish of your choice. And even complimentary seconds!
- O'YES! Top one of our fresh, half-pound, fire-grilled 100% choice burgers however you like.
- O'YES! Something EXTRA special is featured every day of the week.
- O'YES! There's no extra charge! Won't that leave a smile on your face?

PUBPOURIUM™ FAVORITES
Featuring Oh, baby™ back ribs, Stuffed Chicken & Shrimp, Hand-Battered Fish & Chips, Drunken Pot Roast and many more.

GRAND OPENING

BENNIGAN'S
AMERICAN FARE • IRISH HOSPITALITY™

GENEROUS POURS • GENEROUS PORTIONS™



Toppers Pizza

To pizza lovers who are young at heart, Toppers Pizza and Topperstix is a refreshing alternative to the huge and uncaring pizza chains and is someone you would actually like to do business with. Not like the other guys, we pride ourselves on our world famous Topperstix (the most craveable cheesy goodness you'll ever have) and our distinctive and craveable house pizzas (unique, flavorful combinations of traditional and not-so-traditional pizza toppings), all built on the quality foundation of made-from-scratch dough, fresh packed tomatoes, and 100% Wisconsin cheese. We are a passionate group of people who deliver a noticeably different experience by killing it at the details (such as: double checked orders, our drivers running, and providing useful and fun items to customers on deliveries) and always having fun with our sometimes fanatical customers and each other.



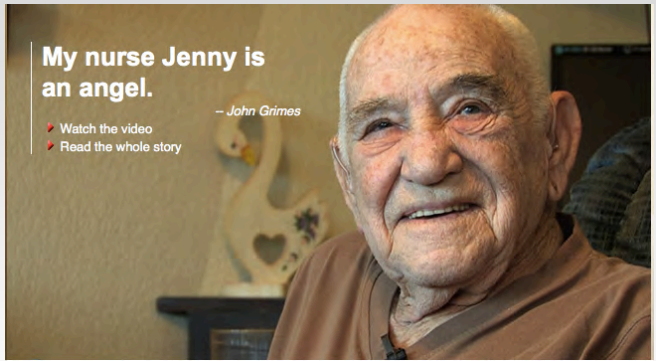


Interim Healthcare

To people looking to improve quality of life, living with a health condition or disease, aging in place or dealing with end of life care, Interim HealthCare is the pioneer in Home Care, Hospice and Staffing that provides a full continuum of care and health care personnel at all skill levels in all settings. Locally owned and operated, our teams of caregivers with relevant expertise are responsive, trustworthy, caring and true patient advocates.



Continuum Of Home Care Services





Soccer Shots

To families who want the best for their young children (2+ years), are actively engaged in their education and are looking for a fun and age appropriate sports activity, **Soccer Shots** is **The Children's Soccer Experience** (that introduces children to soccer with a focus on character development).

- We are a national organization of **caring individuals** positively impacting children's lives through memorable and engaging experiences.
- Our **carefully selected coaches** are passionate about teaching children, have an appreciation of soccer and are professionally trained in using our **acclaimed**, creative and non-competitive **curricula**.
- We provide **timely content rich communication** to families about their child's enthusiastic participation and the Soccer Shots experience.



Soccer Shots



The Children's Soccer Experience

Caring Organization • Carefully Selected Coaches & Acclaimed Curricula • Timely Content Rich Communication



Barack Obama

To voters who are dissatisfied with the present leadership, Barack Obama is the Democratic Presidential candidate who can revive the economy and restore America's global leadership.


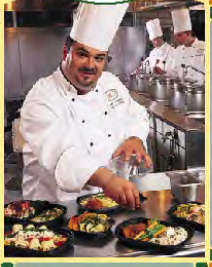




eatZi's



To adults who love food and expect the best, eatZi's is the restaurant meal market that offers an abundance of chef prepared everyday meals to-go, openly staged in distinct areas of an energetic European marketplace featuring an exhibition kitchen / bakery.

The Chef's Corner at

Chef Crafted Me

The Chef's Case at

Chef Crafted Meals for the Taking



Free eatzi's Grab and Go Meal
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

Free Pound of Any Fruit
Fresh Seasonal. \$10.00
\$5.00 LIFO COOK

Free Ragoutte
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

Free Large Cookie
From the Chef's Case. \$10.00
\$5.00 LIFO COOK





Free Pizza Salad
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

Free Loaf of Bread
\$10.00 per loaf. From the Chef's Case.

Free Chips
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

SAVE 10%
On all fresh quality cuts.
\$10.00 per \$100.00 purchase.

The Wood-Fired Grill at

Chef Crafted Meals for the Taking.





Free
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

Free C
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

Free
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

Free C
From the Chef's Case. \$10.00
\$5.00 LIFO COOK

The Bakery at

Chef Crafted Meals for the Taking.



Free Loaf of Bread
\$10.00 per loaf. From the Chef's Case.

Free Muffin or Dessert
Single serving. \$10.00 per purchase required.

Free Cafe Beverage
Coffee, decaf, tea, juice or smoothie. \$10.00 per purchase required. \$10.00 per \$100.00 purchase.

Free Creme Brulee
Single serving. \$10.00 per purchase required.



Milk Duds

To kids who love candy and wished it lasted longer, Milk Duds is the candy bar alternative (slow eating chocolate-covered caramels) that lasts a long time and comes in a box .





Put Positioning to Use

- Implement 3 question test
 - Determine if your brand is strategically positioned and its message clearly communicated?
 - Compare your answer with your management teams answers
- Develop positioning statements
 - For your business and yourself
- Reassess projects and priorities



Thank You!

If you would like a copy of today's presentation, drop off your business card with "slides" noted on the back.



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