

TOTAL **IMAGE** CONCEPT



PRESENTATION

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PETERSCOMMUNICATIONS
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WHAT IS A TOTAL IMAGE CONCEPT?

A TOTAL *IMAGE* CONCEPT
is a strategic marketing and promotion plan designed to apply the power of a singular identity to every aspect, activity and communication of a company for the purpose of increasing sales, revenue and relationships.

A TOTAL *IMAGE* CONCEPT is also:

Creation, development and implementation of a custom "brand".

A ten step process that brings everyone together for *Self Analysis, Consensus, Research, Assimilation, Translation, Vision, Crystallization, Strategy, Creation and Execution* of an innovative plan for success.

The outline, definition and implementation of those activities that result in the greatest success for the organization.

A custom, promotion plan that transforms a predetermined vision into a reality.

A marketing plan that creates a sense of renewal, rebirth and revitalization.

Involvement of everyone with a common quest for greater success.

Consolidation and control of all communication.

Specific guidelines for greater teamwork, **focus** and accountability.

Creation of synergy, commitment and confidence in the future.

WHAT WILL IT DO?

A **TOTAL IMAGE CONCEPT** will:

Create a precise focus.

Instantly increase the **visibility** of the organization.

Develop a successful marketing "**brand**".

Establish viable common **goals** and **values**.

Increase audience, revenues and relationships.

Raise morale, dedication and commitment with all employees.

Place the organization on a long term, positive, winning track.

Organize and consolidate all internal and external **communications**.

Minimize departmental conflicts and negative expectations.

Create greater **understanding, communication and harmony**.

Diminish primary **concerns** and perceived liabilities.

Develop viable **standards of performance** and accountability.

Position The Organization For Long Term Success.

WHAT DO WE GET?

With A TOTAL IMAGE CONCEPT, you get:

RESEARCH

Research includes the following:

Audience Research

400 community phone interviews evaluating perceptions, patterns, values, comparative/competitive analysis, market concerns and assets.

News/Editorial Preferences – Talent Preferences

Special Characteristics

Preferences Value Prioritization & Their Relationships To Each

Competitive Strengths And Weaknesses

VIP Research Of Community Needs

10 Community Leader phone interviews for in-depth analysis of community concerns and needs

2 VIP Focus Group meetings to determine community direction, problems, concerns, characteristics and trends

Historical Research

Historical study and analysis of the community and organization

Analysis Of The Market

Historical Analysis

Demographics and Psychographics Analysis

Special Characteristics Of The People

Needs And Concerns Analysis

Competition Analysis

Special Concerns And Future Projections Review

STRATEGIC PLANNING ACTIVITIES

Strategic planning activities include the following:

Assessment Of The Organization

- Management & Employee Focus Groups
- Historical Review
- Positioning Review
- Special Marketing Concerns
- Review News/Editorial, Sales, Public Service & Community Activities
- Review Past And Present Promotional Activities
- Project Promotional Budget
- Review All Recent Research, Etc.

Management Consensus

- Creation of Future Vision
- Determination Of Objectives
- Strengths/Weaknesses
- Threats/Opportunities
- Facts/Misconceptions
- Reality/Perceptual
- Values/Beliefs
- Determination Of Immediate And Long Term Goals
- Determination Of Organization Needs
- Internal Customer Analysis
- Value And Goal Commitment Activities
- Positioning And Mission Statements
- Activity Analysis And Prioritization
- Plan Of Action Development
- Evaluation & Accountability Procedures

Creation Of Value System

- Value Selection, Definition And Consensus
 - Management Focus Group
 - Select And Agree on 10 Values
 - Define Selected Value
 - Department Head Commitment To Values

MARKETING/PROMOTION CAMPAIGN

A Custom Marketing Campaign includes:

Custom Marketing & Promotion Plan

A *custom concept* with definition and rationale

Objectives & Goals

Market and station profiles

Strategic plan for organization

Future Model, Positioning & Mission Statements

Communications Model

Promotional & Public Relation Activities

Sales Activities

Public Service & Public Affairs Plan

Community Activities

Media Activities including all TV, Radio, Newspaper, Billboard, etc.

outlined in detail with copy, production instructions and Storyboards

A Detailed Media Plan

Custom Music Package

An original custom music package that includes:

For Television

Promotional Song, Public Service, News Opens/Closes, Bumpers, News

Promo beds, Wraparound promo Instrumental and ID's, etc.

For Newspapers

Two Promotional Music Beds to be used for TV and Radio.

Custom Print Graphics Package

A custom print graphics package that includes:

Custom Logo Designs for the Organization

Stationery Package (Comps)

Sales Package (Comps)

Newspaper Adv. Package (Comps)

Billboards Adv. Package (Comps)

HOW DO WE MAKE SURE IT'S ON TARGET?

We make sure it's on target through --- unique **research techniques** --- a set of strict **organizational procedures** --- an **understanding** of what makes media successful --- **experience** in resolving management's more complex marketing problems --- cutting edge **creativity** --- an unrelenting **commitment** to help media companies become successful --- and --- the **investment** of time **developing management and employee** focus, consensus, understanding and commitment.

It's on target because a **TOTAL IMAGE CONCEPT** starts with in-depth internal and external research. Nothing is assumed. Sufficient information is gathered and evaluated until there is a thorough understanding of the past, present and potential future of **the market and the media organization**.

This **"deep information base"** is most instrumental in the development of a Concept that precisely identifies the future potential of the organization.

We make sure it's on target by starting on the inside thoroughly analyzing the station and its relationship with its audience and community.

A clear vision is established for the future through a series of management **Total Strategic Planning** focus groups, analyzing strengths/weaknesses, product, determining goals, prioritizing needs and activities, defining perception from reality, etc. **Through this process we make sure a strong sense of participation and involvement is achieved.**

Working with the management team, the creation of an organized plan of action influenced by a set of "values" is facilitated. This becomes the core for internal/external communication and community activities. **It creates consensus as well as a new level of synergy within the station.**

Employee meetings expand understanding of the "values" as they apply to day to day performance. **This gives everyone a "grass roots" feeling of ownership and understanding.**

Research provides a special insight into the perceptual strengths and weaknesses of the organization and what measures must be taken in order to not only match but exceed market preference.

It also becomes the basis for the creation of a new Concept, which is communicated through a marketing plan reflecting the real needs of the people in the community and the organization.

The custom TOTAL IMAGE CONCEPT delineates objectives, concept, concept rationale/definition, future model definition, positioning/mission statements, activities for Internal Communications, Employees, Community Involvement, Sales, Promotion, etc. and detailed outlines for all media.

It's on target because it is designed to transform the perceptual concept into reality. This unique process also enables management to precisely define direction, energize the staff and unify employees behind a singular focus.

It's on target because everyone works from the same value system as they begin to understand what must be accomplished by each of them.

Everybody participates, everybody shares, and everybody becomes vested. In fact, it affects every person and department.

It's on target because the methods used are time tested and the most comprehensive in the industry. They are motivational and growth oriented.

A TOTAL IMAGE CONCEPT can be a rejuvenating and rewarding experience.

IT IS A UNIQUE OPPORTUNITY TO RENEW, REFRESH, RE-CONCEPTUALIZE, REBUILD, REFOCUS, REEVALUATE, RECAPTURE, REDIRECT, REORGANIZE, REVITALIZE AND MOST OF ALL, RE-ENERGIZE EVERYONE FOR THE TASK AHEAD.

HOW DO WE START?

**WE START BY ESTABLISHING AN EXCLUSIVE
MARKET AFFILIATION WITH
*PETERSCOMMUNICATIONS***

Our dedication and continuing commitment will be, "***...to do whatever is necessary to help you reach a new level of success and to effectively achieve all of your predetermined goals.***"

WHY SHOULD WE?

Simple ----- To increase audience and revenue.

Local Media has never had more competitive. The ability to stand out against the rising tide of new entertainment and news sources will rest upon **the creation of a highly memorable "brand"** that penetrates the emotional shields of the audience and establishes the strongest possible relationship with the people.

Creating a successful "brand" can best be accomplished when there is a clear, structured focus on a specific future model and the consolidation and control of communication.

Projecting this new identity internally and externally necessitates a **well-planned, highly synergistic array of communications and activities** targeted to predetermined areas of influence.

Creating a new position is an important commitment that **must be shared by every employee**. It becomes a long-range process of not only changing the way it is perceived in the community, but also ultimately **changing the way an organization perceives itself**.

It starts on the inside and slowly radiates out to the community. It takes place when you bring together all employees to make their new concept into a reality.

It rests totally upon the ability of the organization to develop the strongest possible relationship with all of the people inside and outside.

It becomes your most powerful management and marketing tool, achieving the desired identity and success for your organization.

A TOTAL *IMAGE* CONCEPT BRINGS IT ALL TOGETHER.

WHEN CAN WE START?

A

TOTAL *IMAGE* CONCEPT

normally takes

approximately

three and a half months.

It takes four to five weeks

to complete and translate research,

four weeks for the creative process

and three to five weeks for organization preparation

prior to initiating the campaign.

Prices are available

upon requests.

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