

PETERS COMMUNICATIONS

STRATEGIC BRAND CREATION & COMMUNICATIONS

A complete service designed to provide professional consultation in brand creation/development, communications, marketing and promotion.

OBJECTIVE

The objective is to help create a strategic brand that will crystallize, develop, create, analyze, explore, prioritize, define, clarify and establish an innovative communication platform designed to increase sales, revenues & relationships.

DEFINITION

A Strategic Brand is the name, logo and other outward symbols that distinguish a product or service from other in its category. It is the end result of Strategic Communication and Strategic Planning.

Strategic Communication is that which is planned, targeted, disciplined, controlled, relevant, motivating, compelling, honest and believable. It is designed to have all messages converge on the one strategic benefit that is of greatest importance in the minds of prospects.

It develops answers to the following questions.

With whom do we want to communicate?

What do we want to say?

What do we want them to feel?

What do we want them to do?

When is the best time to do it?

How shall we communicate our message?

DESCRIPTION

Our service covers all areas of brand development and communications. This includes employee focus, management consensus, brand creation and the development of a potential promotion/marketing plan.

The process starts with a thorough analysis of the company/product and the community/customer. It is initiated with a series of focus group meetings, facilitated by **Peters** Communications. They include a series of focus groups with the management team and customers/non-customers.

Additional meetings are facilitated to evaluate progress, determine changing needs, modify goals if needed and maintain focus on the future vision of the organization.

Working closely with the management team, we develop consensus on goals, strengths, limitations, concerns, critical issues, perceptions and misconceptions, ensuring all pertinent information is reviewed before the brand is created. We oversee the planning, creation and execution of the brand and its campaign.

METHODS

The process is divided into six phases.

Phase One – Planning

Prioritize goals, values, beliefs and assets along with the development of a realistic appraisal of the organizations real potential for the future. Total participation is created with the management staff by redefining their roles in the organizations future.

Phase Two - Research

Analyze the history, needs, concerns of the community and the organization. Select, define and assimilate organization values/beliefs

Phase Three - Crystallization

Define positioning and marketing opportunities. A future model is crystallized, creating the source for direction, positioning and a plan of action.

Phase Four – Execution

Implement more effective levels of *strategic communication*. This includes, team-building activities, promotion, marketing, community outreach, public relations, employee focus activities and specific methods for the creation of stronger internal/external relationships.

Phase Five - Consultation

Expand consultation relative to brand development, marketing and promotion campaign.

Phase Six – Review – Reset - Refine

Management consensus activities are revisited and adjusted at the end of the first year, with additional management and community focus groups to measure the progress and direction initiated during the first part of the year. All services outlined in Phase Four continue throughout the year.

ACTIVITIES

The following is a detailed outline of activities, services and pertinent information relative to our affiliation.

1. Management – Planning

An initial series of management focus group meetings determine the following:

- Goals
- Strengths/ Limitations
- Critical Issues
- Perception/Misconceptions (Past/Present/Future)
- Needs/Concerns
- Prototype for the future
- Values Selection
- Employee Focus

A continuing series of management focus group meetings create the following:

- Management Team Consensus & Focus Activities
- Positioning & Mission Statements
- Strategic Communication Defined & Implemented
- Plan of Action
- Departmental Assimilation of Values
- Employee Standards of Performance
- Organization and Departmental Activity Analysis
- Team-Building Techniques

2. Research/Analysis

Research and analysis is undertaken providing of the following:

- History of the Organization
- Historical Demographic Analysis of the Market
- Community & Customer Focus Groups
- Opportunities & Possibilities Analysis
- Review Recent Research
- Review Customer Correspondence

3. Plan Development

A viable plan is facilitated for the following:

- Targeting
- Community Outreach Plan
- Potential Product Campaign
- Community Penetration
- Management Teamwork
- Internal Communication
- Assimilation of Values, Beliefs and Standards

4. Positioning

Positioning is determined for the following.

- Total Organization
- Product/Service
- Community Service
- Public Affairs

5. Creative

Continuous creative consultation, guidance, supervision and expertise relative to all communication, marketing and promotional activities will be provided throughout our affiliation.

AGREEMENT

Agreements are for the duration of one-year with option to renew at the end of each twelve-month period.

COST

Fees are billed each month plus reimbursement for travel/lodging expenses.

CONTACT

PETERSCOMMUNICATIONS

1555 Berenda Place

El Cajon, CA 92020

619-444-6984

ed@peterscommunications.net

EXPECTATIONS

The ultimate goal of Strategic Brand Creation & Communication is to facilitate a change in behavior rather than merely to disseminate information.

PetersCommunications will...

...**provide** a platform from which the organization can achieve the highest level of success through a more committed, more dedicated, more unified management team.

...**facilitate** the creation of an organization-wide Strategic Communication plan.

...**participate**, define, motivate, explore and channel the collective merging of ideas that will become the source of positive communication for the future.

...**create** a vision statement that lays out the future, authenticated by a time line that can readily be achieved.

...**ensure** there is total consensus with the management team on what has to be accomplished, when it has to be accomplished and why.

...**install** teambuilding activities that create the kind of close cooperation necessary for a smooth, crisis free operation.

...**work** with the staff to achieve pre-defined goals, providing consultation in all areas of marketing, promotion and communication.

...**offer** various methods for creating a platform of communication that ensures objectives will be achieved in a timely manner with a high degree of efficiency.

...**consult** with the creative/marketing staff to create a brand and a most effective marketing and promotion strategy.

...**change** the way the organization speaks to itself.

...**set** new directions, open new horizons, clarify responsibilities, activities and outcomes.

...**change** communication at the core to radiate to the heart of the community.

Originating, defining and controlling effective communication inside and outside of the organization is the primary catalyst for a successful operation. **When it comes to success, it's really all about communication.**