EFFECTIVE BRAND POSITIONING:
THE VALUE OF YOUR MESSAGE
GROWTH.
Everyone needs WANTS it.
EXCUSES
“Now go get us 20% market share”
A changing formula

BUSINESS AS USUAL

TRANSITION + CAPABILITIES + VALUE COMMUNICATION + DEMAND CREATION
BEWARE:
The allure of BIG numbers.
Your Market Here

ENGINEERING CONTRACTS

NETWORKS
$10B

IT SYSTEMS
$1B

SOFTWARE DEV.

$1M

$64B
Five considerations to assess opportunities:

1. Gather the data
2. Know your story
3. Pivot the communications
4. Culture matters
5. Measure results
Step 1: Gather data

Consider:
Is this REALLY worth it?
Don’t inhale your own exhaust.

(Your challenge: avoid “forcing” fit to gain $)

Real Partnerships. Proven Results.
Identify: Capabilities to succeed.

Got milk?
WHAT does your customer REALLY buy?

- price
- product feature
- service
- relationship
- trust
Step 2: Know your story

What you do and how it adds value to the customer

authenticity
Pitfall: Expanding into areas that are not logical extensions of your story/brand.

Run the risk of diluting your message

If managed strategically you can improve your brand position
New Market Opportunity: NASA
Wanted: Earth Science, Fluid Dynamics, New Heavy Lift

Step 1: Hire BD guy
Toolkit: Counter IED Brand Story

Core Customer: Army $60M

Manufacturer: Counter IED

Pressure: Numbers-driven CFO wants growth

Engineering Production Training
Step 3: Pivot the communications

Align your communications strategy and brand story

Focus on the ultimate aspects of brand equity:

- **Awareness** – Develop understanding among target stakeholders and potential new prospects of your complete offering (recognition and recall)

- **Association** – Stakeholders to identify with the brand through products or services

- **Enhanced Value** – Promoting the organization brand with an emphasis on your complete value proposition

“We no longer view the command post as a bunch of tents and rigid-walled vehicles. It’s a weapon system.” Col. Cris Boyd, Army
Step 4: Culture matters

Culture eats strategy for breakfast.
Challenge yourself: does each activity ADD VALUE to the customer?
Step 5: Measure results
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