

# brandgym work-out

## Be brave, make waves

1. List the brand 'news' that worked well in 08. For what initiative did you get good PR or momentum?

- .....
- .....

2. What do you have planned for 09 that may get talked about?

- .....
- .....

## Cut co\$t, not corners

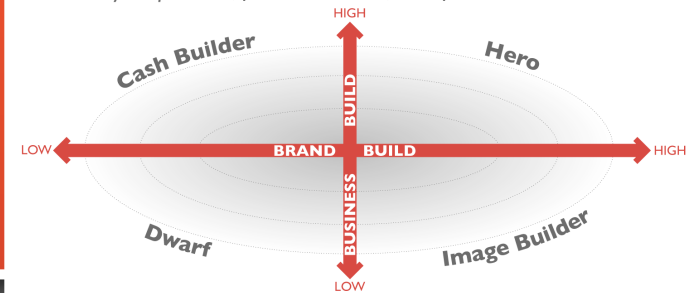
Budget waste is not always where we think...

Find 3 simple ideas that could improve marketing efficiency

1. ....
2. ....
3. ....

## '09 is the time to kill the 'dwarves'

Plot all your products, find the dwarves, then focus on heroes!



## fuel the fan club

An average brand has 15% of very loyal brand advocates... How many do you have?

1. List 3 important things you know about them:

- .....
- .....
- .....

2. How well did you reward them in 08?

- Not well enough.....
- Same as competitors/own label do.....
- We pampered them.....

3. What do you still need to find out about them?

- .....
- .....

## Grow the core

Unless it is actively supported, the core business tends to naturally decline...

1. For a start, does your brand team agree on what is the core product of your brand?

- Yes .....
- No.....
- Not sure!.....

2. Top of mind, which of the following strategy do you think has more potential for your brand core in 09?

- Better promote it.....
- Upgrade product.....
- New formats to increase frequency, .....
- create new occasions
- Find new targets.....

## '09 Action points

1. ....
2. ....
3. ....
4. ....
5. ....