



Developing best practice marketing activities

Creating brand value and customer loyalty





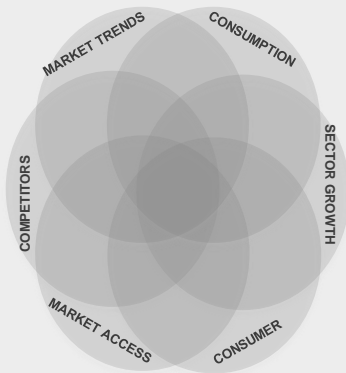
Overview



1. Assess global opportunities

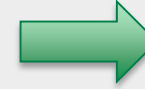


Identify where best opportunities lie on a global scale

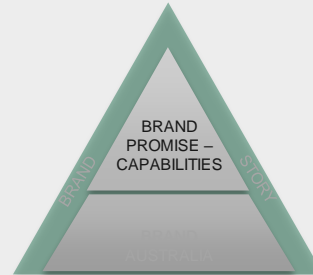


View market opportunities through multiple data sources, as alternative lenses on the opportunity. Develop one's own picture of the the size and nature of the opportunity.

2. Develop strategic focus



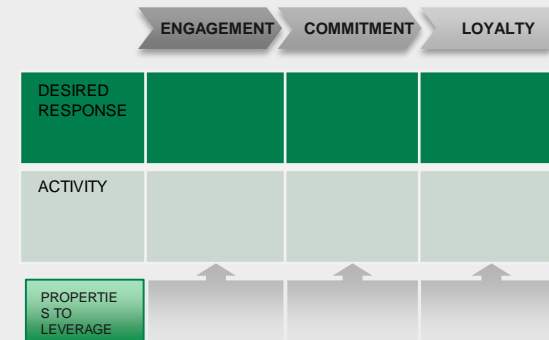
Determine which opportunities you are best placed to take advantage of



Build on the strengths of Brand Australia, leveraging your own capabilities to develop a compelling offering that Champions the opportunity.

3. Best Practice Marketing Activities

Development of an activity plan that will forge customer loyalty for the long term



Based upon a deep understanding of your target customer, develop a series of market activities that progressively builds an enduring relationship.





DEVELOPING BEST PRACTICE MARKETING ACTIVITIES



Development of an activity plan that will forge customer loyalty for the long term:

1. Clearly define your target opportunity & measurable objectives
2. Recognise your target customers needs – both rational & emotional.
3. Using the 3-stage model, develop an activity plan that progresses from initial engagement thru to loyalty
4. Leverage MLA & 3rd party activity to enhance activity effectiveness





The desired customer purchasing journey



A three stage journey that takes prospective customers from initial introduction to the development of an enduring relationship



In a world where customers are confronted with too much choice, how can our offer stand out & get noticed (awareness)?

Is it possible for our customer to discover something new or get some sort of inspiration of how to do things differently?



How can we demonstrate that our offer is relevant to their needs, delivering a uniquely memorable experience?

How deliver to the 'moment of truth' – the singular action that will sway preference and enable our offering to be considered beyond all others?



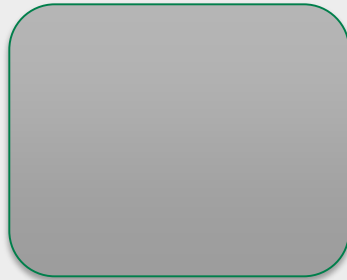
How can we cement loyalty, ensuring customers hold us in high regard? What barriers need to be overcome in securing ongoing usage?

How can we encourage newly loyal customers to vocally endorse their choice through recommendation to others?





Activity Plan



TARGET OPPORTUNITY:

SMART OBJECTIVE:

CUSTOMER NEEDS:

BRAND PROMISE:

ENGAGEMENT

COMMITMENT

LOYALTY

	ENGAGEMENT	COMMITMENT	LOYALTY
DESIRED RESPONSE What behavioral change are we seeking to make, reflecting the customers needs?	?	?	?
ACTIVITY What key in-market activities would achieve our goal, leveraging brand strengths – telling our unique story.	?	?	?
LEVERAGE MLA SUPPORT What MLA activities or assets are useful platforms to use, or properties to leverage?			

