



THE FIVE FUNDAMENTALS OF OPTIMISED BRANDS

Drawn from our deep experience in helping brands position themselves to attain the greatest value from who they are, and what they do.

CHAPTER: 01

PROTOCOL

BRAND + COMMUNICATIONS

01

Get Your Value Proposition Right

It's the most clear and powerful way to express your point of difference and value.

WHAT A VALUE PROPOSITION REPRESENTS (WHAT IT IS & WHY YOU NEED ONE)

The first word says it all – ‘value’. The value proposition expresses the specific and quantifiable value you deliver; to your clients, customers, employees, investors or the wider community. And it’s called a proposition because you’re asking a customer to consider something they (ideally) want to agree to. This proposition must connect directly to the need you’re satisfying with a simple,

strong and easily validated statement that your audiences will immediately understand and transact around.

Their need might be tangible, practical, or emotional, unspoken or clearly expressed. The strength of the value proposition is its ability to tap into that need and create a definite customer preference.



“ brands that know what they stand for, and communicate that clearly, are the ones customers prefer and spend money with. ”



OUR EXPERIENCE

It's easy to assume that all you have to do is communicate your product and service offerings clearly, and the market will respond appropriately. In a simpler world, this may have been true. Now as markets are globalised and consumers can access goods and services from anywhere, any time, it's vital to avoid commoditisation and have something meaningful to say to the market.

Over many years advising businesses on their brands and marketing, we identified that brands that know what they stand for, and communicate that clearly, are the ones customers prefer; and spend money with.

You may have everything in place to drive business success – vision, drive, quality product and service offerings, a constructive culture, great people, loyal clients and even a well-known brand.

But without a value proposition that is clearly defined, simply expressed, and where the benefit is highly attractive, customers will find it difficult to identify the specific point of difference your brand represents, and the value they can expect derive from engaging with you.

No matter what sector you operate in, or the size, scale or reputation of your business, it's a world where the customer is firmly in control, and the ability to engage with relevance and resonance depends on the simple fact that a value proposition must be compelling.

Talking the time to investigate the core premise at the heart of your business, to uncover what it is you actually deliver that is of real value, can bring amazing results. The definition of 'discovery' is uncovering what's always been there. And in our experience when this happens there's a new sense of momentum in the business, a deeper connection with the business purpose and directed energy when everyone gets on board.

Not to mention the up-tick in engagement, advocacy and bottom-line results, which happen, when the transaction delivers value commensurate with the need.

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CLIENT EXAMPLE

A professional services client with a decade long successful business, and loyal client base needed to unlock new markets, drive growth and get the business to the next level.

Although they had a great story to tell, the value proposition was generic; instead of reflecting a distinctive brand they were positioned as a commodity.

Investigation and insight led to a simple, coherent and compelling expression of 'why we are different' (and always have been). As a direct result of this new clarity the 'conversation' with prospects shifted ground, and the client won significant new business. Articulating the value proposition and consistently communicating it at all touch-points can be a game-changer.

ASK YOURSELF:

- What is your brand / business's value proposition?
- Is it easily understood and relevant to your stakeholders: customers / staff / investors / the market?
- Can it be easily validated?
- Will the customer experience reinforce it – or not?

Most importantly does it express the customer need that is being satisfied, or is it 'all about us'?

DON'T BEAT YOURSELF UP IF YOU HAVEN'T GOT IT RIGHT YET.

It's not easy, and most people can't simply articulate a compelling value proposition. Considering how important this is to your customers, and your business. A little time with experts to get it right could be the best investment you'll make.