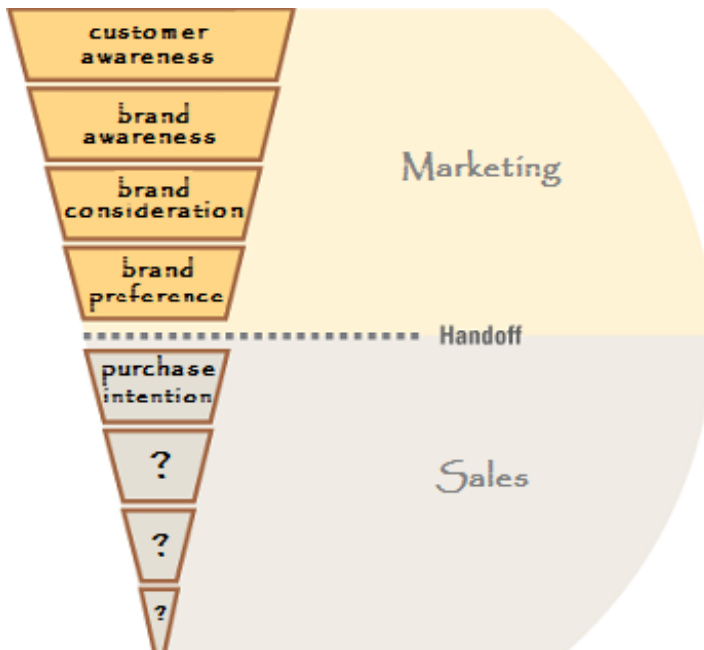




## Inside the Mind of Consumers

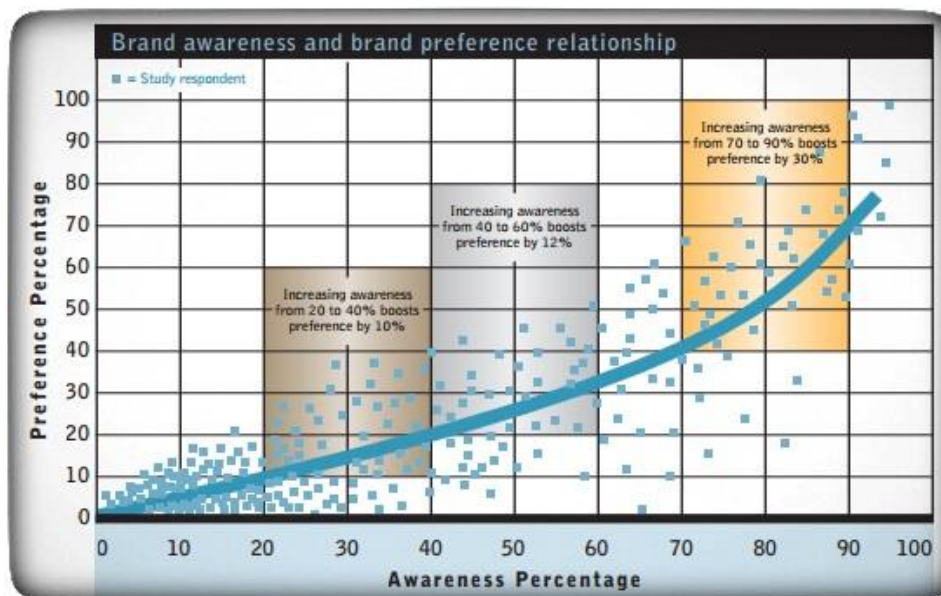
*\* a month of consultancy, 3 consultants / 100% ROI*



**The final challenge:** Connecting **brand attributes** with the mind of consumers.

## Link between Brand Awareness & Brand Preference \* purchase intention

1. Focus on the behavior and wants of the audience
2. Speak with a consistent, **unified voice across all media**
3. Continually reinforce awareness among existing customers
4. Allow sufficient time and frequency for awareness gains



The sample was selected from the Cahners database of businesses; more than 88,000 businesses were selected for this study. Data is based on responses from 23,341 businesses. **Penn State's Institute** for the Study of Business Markets.

### The final challenge

Connecting **brand attributes** with the mind of consumers.

"Don't compete with Rivals, Make them Irrelevant"  
business strategy company



STRATEGY CHALLENGE

# INSIDE THE MIND OF CONSUMERS

2018

# t h e m i n d

[www.b2b-strategy.ro](http://www.b2b-strategy.ro)

## *A. Inside the Minds of Consumers / Brand Perception SWOT*

### **A 360 ° analysis: internal employees, clients, influencers and prospects.**

- Previous experience with the brand
- Interactions with sales, customer service, and other employees
- Purchase intention: recommendations from friends and colleagues, reviews by reputable sources, advertising.
- Overall brand experience

#### **Methodology:**

- preliminary brand SWOT analysis
- marketing department preliminary brand awareness stage / focus group
- external brand perception questionnaire development / open questions  
\* clients and non-client / prospects
- focus group development / process
- focus group, phone interviews and individual meetings.

#### **Work volume**

- 5 days internal B2B Strategy brainstorming
- 2 days internal preliminary SWOT analysis
- 5 days brand perception questionnaire development and focus group process
- 1 day focus group – 3 groups
- 4 days / 40 individual clients and prospects meeting
- 5 days / 60 phone interviews
- 5 days internal B2B Strategy analysis / synthesis, conclusions and recommendations

## *B. Brand Attributes / Defining Strategy*

### **B.1 Positioning Development / ReBranding / Brand re-fresh**

#### **Internal Strategy Workshop / 4 days**

- defining brand attributes / brand strategy
- communication strategy optimization
- **brand attribute's transfer** through implementation
- commercial video script
- brand storytelling

## B.2 Strategy Implementation

### Concept development for annual's campaign brand awareness / perception

- outdoor, online and printing design concept
- radio, TV and online video commercial

## B.3 Strategy Implementation Support

### Product development

- brand architecture / design
- online video storytelling

## Consultants Expertise

- +10 years in strategy & B2B Sales Management
- +10 years in Marketing & B2C Communication
- +5 years in Strategic Marketing & Business Strategy
- 4 Blue Ocean Strategy Positioning Project in Romania
- 5 Start ups launched in Romania

## Last employee positions

- \* more than 6 years in the same team structure

**Daniel Rosca** – Corporate Sales Manager – Orange Romania

**Alina Iordache** – Brand & Marketing Manager (Internity / Vel Pitar)

**Cosmin Neaga** – More than 10 years inside branding industry Canada / Romania.

## Testimonials

Gabriel Bordea, Commercial Manager ,Agil „Visionary, resourceful & reliable.”

Alin Neagu, General Manager, Green Future – „We changed our path.”

Robert Zisu, CCO, HemoTreat- „Totally satisfied with final result”

Emanuel Popa, GM, Pronat – „Smallest details make all the difference”

**100% customizable approach.** Let's talk about price quotation, stages and of course your business, your team and your challenge: [letstalk@b2b-strategy.ro](mailto:letstalk@b2b-strategy.ro)

Daniel Rosca \* 0040 744 33 66 43 [about.me/DanielRosca](https://www.about.me/DanielRosca)

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