

Inside the Mind of Consumers

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

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

- * **two months of consultancy**, 2 senior consultants / 100% ROI.
- * more than 8 years in the same team structure.
- * advertising methodology: video storytelling.
- * strategy typology: blue ocean strategy.

Inside the Minds of Consumers / 2020 Brand Perception SWOT

- 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:

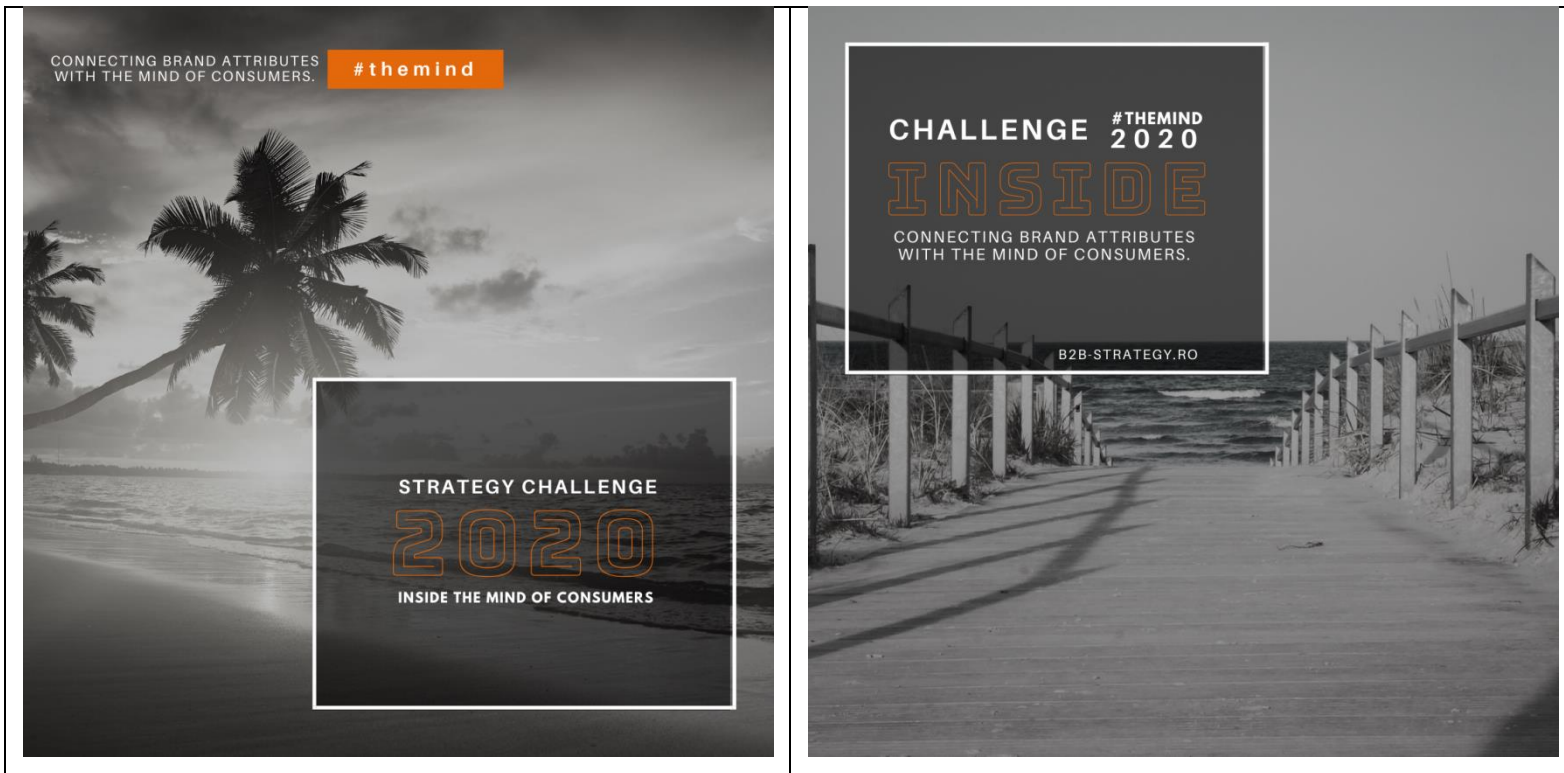
- preliminary brand SWOT analysis
- marketing department preliminary brand awareness stage / focus group
- external brand perception questionnaire development / open questions * clients and non-client / prospects-focus group development / process-focus group, phone interviews and individual meetings.
- video storytelling concept / advertising strategy **connecting brand attributes with the mind of consumers.**
- rebranding and product branding project management.

Work volume

- 5 days internal strategy brainstorming
- 2 days internal preliminary SWOT analysis / B R A N D
- 30 days digital focus group – 3 groups, individual clients and prospects meetings and phone interviews, perception questionnaire development and focus group process.
- 30 days internal video storytelling project management development: script, target audience, roles and teams.
- 5 days internal analysis / synthesis, conclusions and recommendations

Concept development for annual's campaign brand awareness / perception


- defining brand attributes / brand strategy
- brand architecture / design
- communication strategy optimization
- brand attribute's transfer through implementation
- commercial video script
- brand storytelling
- outdoor, online and printing design concept
- radio, TV and online video commercial
- online video storytelling



Consultants Expertise

- +10 years in strategy
- +10 years in strategic marketing
- +10 years in video storytelling / art and communication
- 5 Blue Ocean Strategy positioning projects in Romania

Daniel ROȘCA & Ovidiu SLĂTINEANU

	<p>100% customizable approach.</p> <p>Let's talk about price quotation, stages and of course your business, your team and your challenge: letstalk@b2b-strategy.ro / 0040 758 273 142 about.me/DanielRosca</p>
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