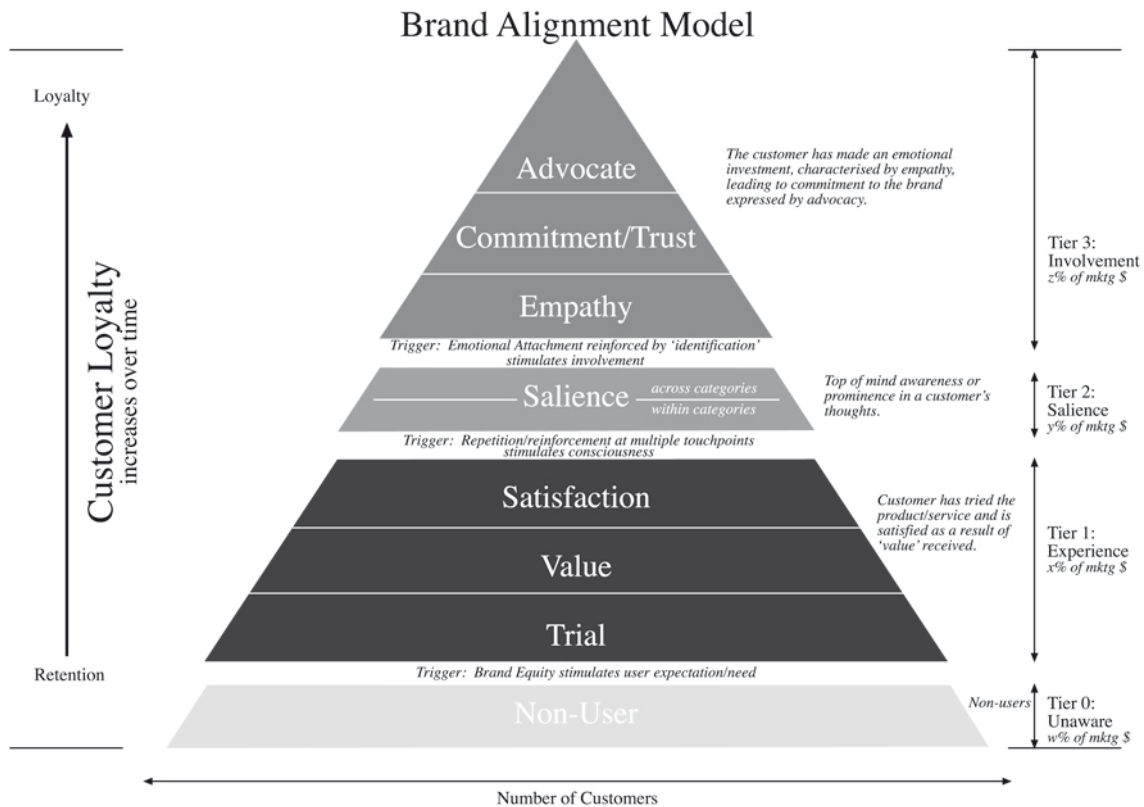


Brand Alignment Model >>



The Brand Alignment Model (above) is a tool to map where various segments of your customer base (in terms of loyalty) are, and to help you develop strategies to increase their worth to your business and ensure that the power of word-of-mouth works in your favour.

The Model as a marketing plan template

In working with the Model as part of a marketing program, its value lay in its flexibility to fit a variety of market situations rather than being too prescriptive and therefore of limited use. A good example of this came from an FMCG executive:

'It would be interesting to put, along with loyalty, dollars required to get up to the top, because that will vary. It would be worth overlaying that on a cost-benefit model by category. In some categories all I might want is to get that satisfaction because I'm just going to keep putting out new products because my industry is built on rapid NPD [new product development]. You could also map it against Speed - time taken to get to the top - and then Cost. That will influence what shape your pyramid takes. Because there has got to be a return - and the longer it takes the more risk there will be involved. I could use the Model to look at where I am going to spend my money. For example, what percentage would I allocate in each part of it?'

In considering the Model's applicability to your own situation, I recommend you ask the following questions:

- 1 *How are your customers currently distributed across the pyramid?*
If you're not sure, undertake some market research to find out. Then you will be able to determine your objective; for example, to increase the level of salience among newer customers to increase your share of their category spending.
- 2 *Who are my Tier 3 (involved) customers?*
By identifying this group you can put in place plans to harness the power of word-of-mouth.
- 3 *What is the ideal shape for the Model in future?*
By getting a baseline picture now, you can track changes over time (i.e. percentage of customers at each level) and link that back to overall profitability and determine the effectiveness of your marketing expenditure.

Whatever the marketing challenges you face I hope that you can make use of the Brand Alignment Model in formulating your plans!

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