

Framework for:

# Image development

Part 2: External activities

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Market 1: \_\_\_\_\_

Market 2: \_\_\_\_\_

Market 3: \_\_\_\_\_

Market 4: \_\_\_\_\_

Participants: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# The identity is created from the top

A company's identity is a reflection of its behavior. A positive identity is built up over a long period of time through consistent action and coordination of all the mechanized messages that reach the market.

The corporate identity's foundation should be the mission, marketing strategy, and the communicative core values that have been defined. The content and intentions of these will be reflected in all the messages conveyed to the market.

At the strategic level, they are mediated through institutional activities such as annual reports, corporate presentations, image advertising, etc. It is often relatively easy to preserve the intentions at this level, because the initiative is taken centrally, and the management is often driven.

The next organizational level, which has a tactical responsibility for product development, marketing and sales, increases the risk of misinterpretations and departures.

Concept and campaigns are developed by a large number of people, and to avoid losing focus, these executives need to possess what is considered basic and common values.

At the basic level, where basic product information is developed, the problems are even greater. Responsibility is often divided into a large number of people with different professional roles, nationalities and basic skills. This level requires proper support for these productions to reflect the agreed guidelines.

The biggest obstacle to long-term identity work is usually the lack of sustainability in the own organization. It's easy to think a message is trite and start looking for new, fresh ideas with help from a new advertising agency.

Unfortunately, this almost always happens when the market has just begun to understand what we mean, and our efforts are starting to create the type of long-term transformation of identity that is desirable.

## Framework for ...

Pyramid has extensive experience in B2B branding, and we would like to share it with you.

This document summarizes the issues worthy of consideration in the development of a branding strategy. Don't expect any fixed or general solutions. Successful solutions are the result of a concerted effort, based on the right assumptions and facts.

We use a customized version of this structure when we go through projects so feel free to use the material as a checklist or as a basis for discussion.

If this seems interesting and you want to discuss marketing strategy on a deeper level, you are always welcome to contact us at [info@pyramid.se](mailto:info@pyramid.se)

**Campaign goals** →

What priority do we assign to each target group?

When should planned activities be carried out for respective groups?

What share of each group should have a correct understanding of company image after the campaign's completion? (see ID-part 1, Internal)

Target group	Priority (1-5)	Year	Penetration (%)
Former customers			
Current customers			
Potential customers			
Public authorities			
Mass media			
Shareholders			
Financial institutions			

How should a change in image affect:

Sales volume: \_\_\_\_\_

Price level: \_\_\_\_\_

**Product and market strength** →

Which product or market strengths best show the company's advantages?

Characteristic	Advantage	Customer benefit

**Market** →

Which industries and geographical areas are to be cultivated?

Year 1: \_\_\_\_\_

Year 2: \_\_\_\_\_

Year 3: \_\_\_\_\_

**Target group strategy** →

What type of company culture does our target group have? Plot current position in the diagram, as well as targeted goal (apply these identity parameters, or replace them with our own).

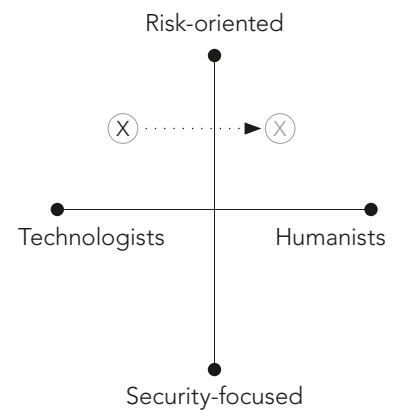
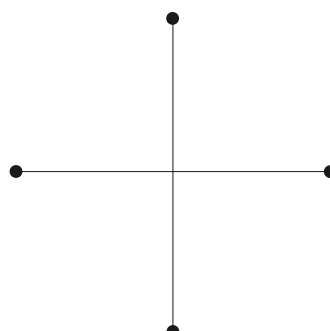
Risk-oriented – Security-focused  
Technologists – Humanists

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





## Procedure and time plan



Action	Deadline
Start meeting with ad agency	
Presentation of campaign proposal	
Evaluation	
Production go-ahead	
Base material ready	
Campaign start	

## Budget



Development of campaign proposal	
Campaign production	
Advertising media	
Mailing/distribution	
Sum total:	

## Follow-up



To measure how much the activities have achieved the desired effect, match the starting position (Image analysis , part 1) and target profile (company profile, part 1) with the measured current status.

Measurement method:

Mailed survey     Telephone interviews     Web-based survey

After campaign	Target group	Planned penetration	Actual penetration
6 months			
12 months			
24 months			
36 months			

*Pyramid builds brands and creates remarkably profitable, cross-border communication for international companies with high ambitions and entrepreneurial spirit.*

*What should one do to stick out, to break through, and to do so with credibility intact? We have proven methodologies that lead to the answer.*

**Together we can:**

- create cross-border communication beyond the expected
- attract a global market across national borders
- take advantage of all media, digital and analog, with an open mind
- bridge cultural barriers and reach professionals
- cross-fertilize knowledge and experience from different areas of industry
- integrate our skills across disciplines and coordinate the communication

**In Pyramid, you have a partner who:**

- spars with you on a business strategy level
- focuses on your organization
- market-adapts your offers
- positions your company
- differentiates your products and services
- builds strong brands
- stimulates your sales team
- attracts the right target groups
- gets your business to grow globally
- optimizes what you get from the Internet  
i.e. boosts your growth and profitability.

