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IMI International: Driving Your Brand In Turbulent Times

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What is Your Perspective?

Glass Half Empty

- Negative news everyday
- Consumer confidence low
- Job losses every day
- Categories losing volume
- Most categories discounting



Glass Half Full

- Interest rates at historic lows
- 92% of people continue to be employed
- Retail sales projected to drop just 0.5% in 2009
- Advertising revenue at 95%+



Consumer Economic Impact Study



January 2009: 3,500 Consumers, Aged 13 to 65 in 15 Countries



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Consumer Perceptions: How I Feel About Today's Economy



USA



CAN



UK



IRE



AUS



ROW*

First Word

Concerned

Second Word

Afraid

Careful

Afraid

Afraid

Careful

Careful

Financial plan of action...



Will Do

Going Further into Debt

23%

Using Savings

37%

Delaying Spending for Essentials

72%



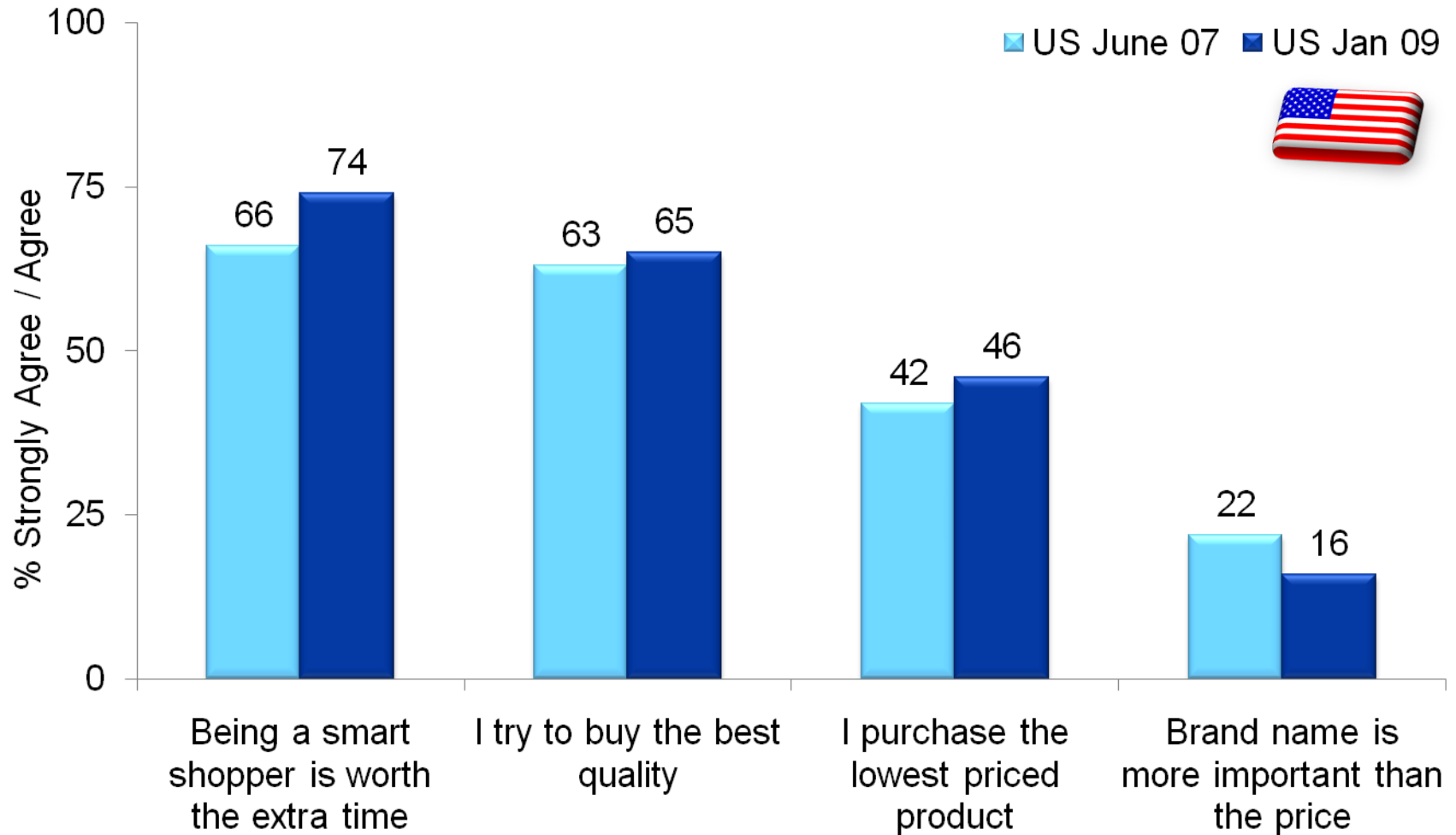
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*Combined, Rest of World

“Essentials” Are Relative...

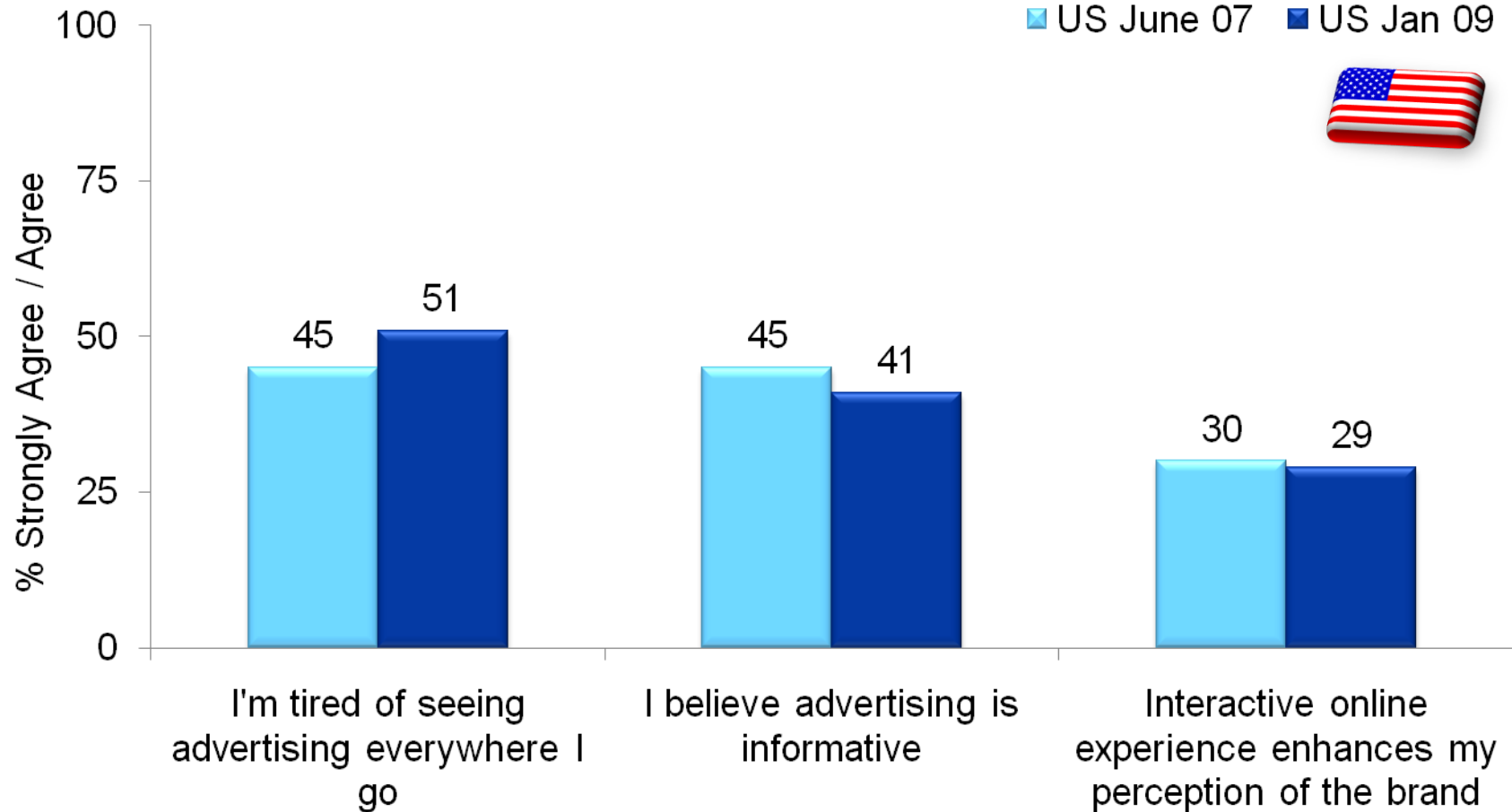


Quality AND Value Are the Key to Driving Consumer Purchase



Lip Service Will Not Drive Purchase

■ US June 07 ■ US Jan 09



Good News!



USA



CAN



UK



IRE



AUS

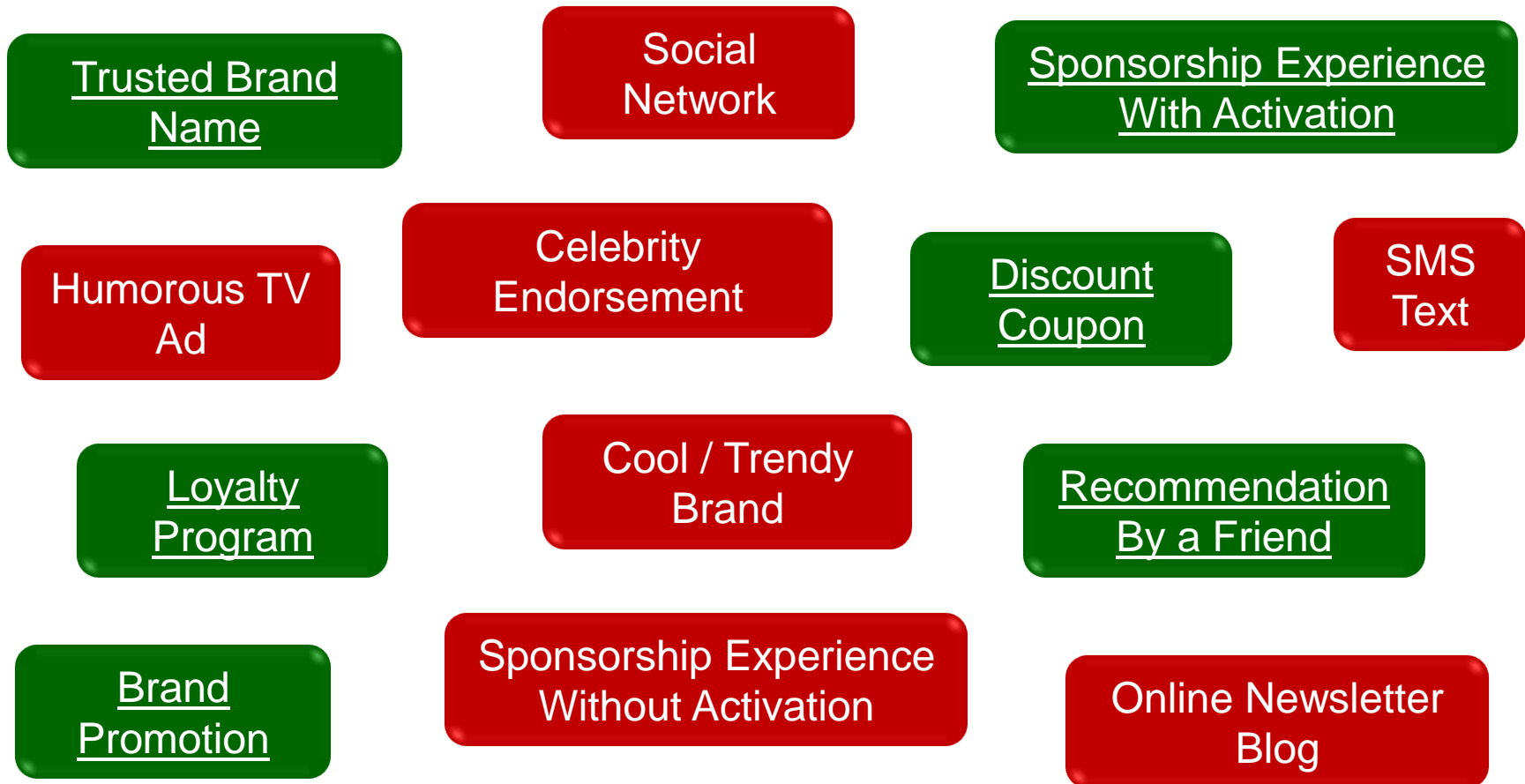


ROW*



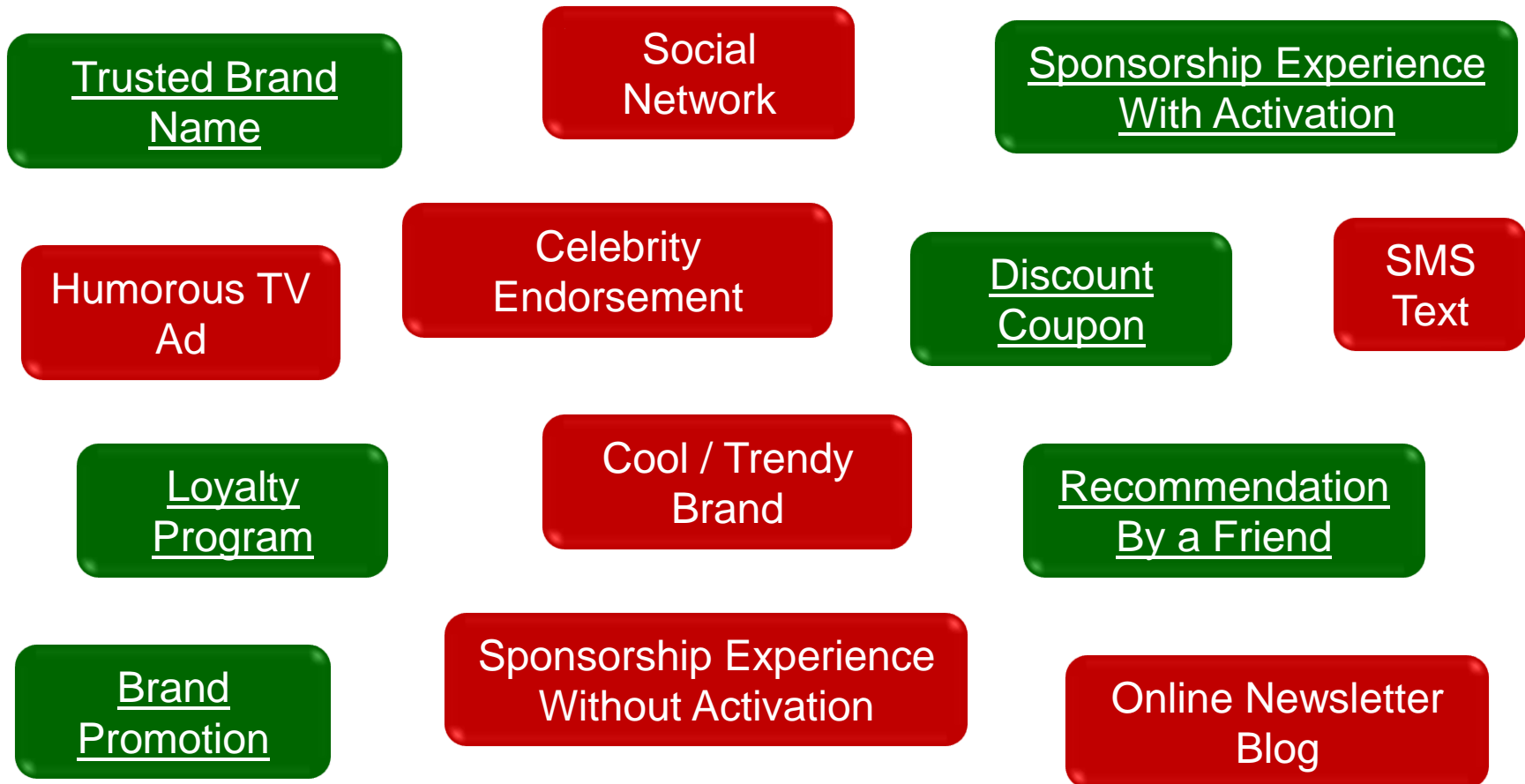
American consumers
have never been more
receptive to brand activation

Brand Activation Tactics Measured



Strong = Motivated Purchase in P12 Months & Positive Momentum for N12 Months

Brand Activation Tactics Measured



Strong = Motivated Purchase in P12 Months & Positive Momentum for N12 Months

Successful Principles That Drive Results



Ownable

Relevant

Compelling

Better Than Competition

IMI's Keys to Activate Brand Value



- **Stay True To Your Brand**
 - Don't knee-jerk
- **Demonstrate Your Brand Value**
 - Define & demonstrate brand 'value proposition'
- **Activate Your Brand**
 - Communicate the value,
 - Provide an added-value offer, or
 - Enhance consumer experience
- **Don't Fall Into The 'Price Only' Trap**
 - Price discounting is only ONE tactic (short-term, \$\$\$)
 - Consider tactics that build brand equity and are ROI positive
- **Do Fewer Things Better**
 - 41% of programs do not succeed (IMI database of 9000+ programs)
 - Focus on winners and drive them to succeed





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