

Marketing that beats plan!

Insights to Action

Introducing Pure Gravy

2019

Our Team

- Experienced marketing practitioners
- Marketing and brand strategy faculty
- Industry thought leaders



Our Backgrounds

ILLUMINATIONS
Living by Candlelight

patagonia



accenture

BCG

Prophet

Leo Burnett

J W T

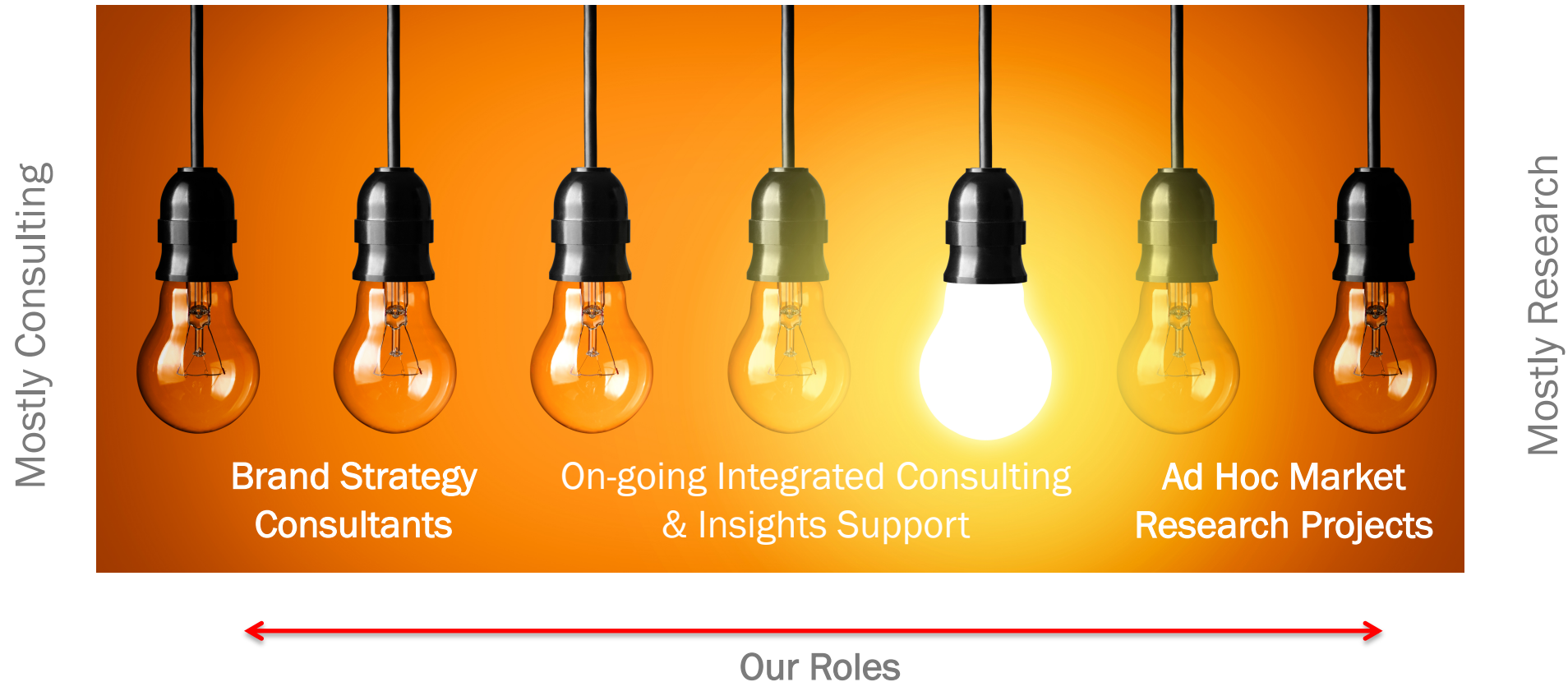
Y&R

BerkeleyHaas



Insights-based Brand Strategy Consulting

- We help companies grow by leveraging their brands through an integrated approach to consulting and research.
- We also do project-based consulting and ad hoc research.



Relevant Clients

- We partner with a range of B2C and B2B clients, many of them in healthcare, including Genentech.



Our Point of View

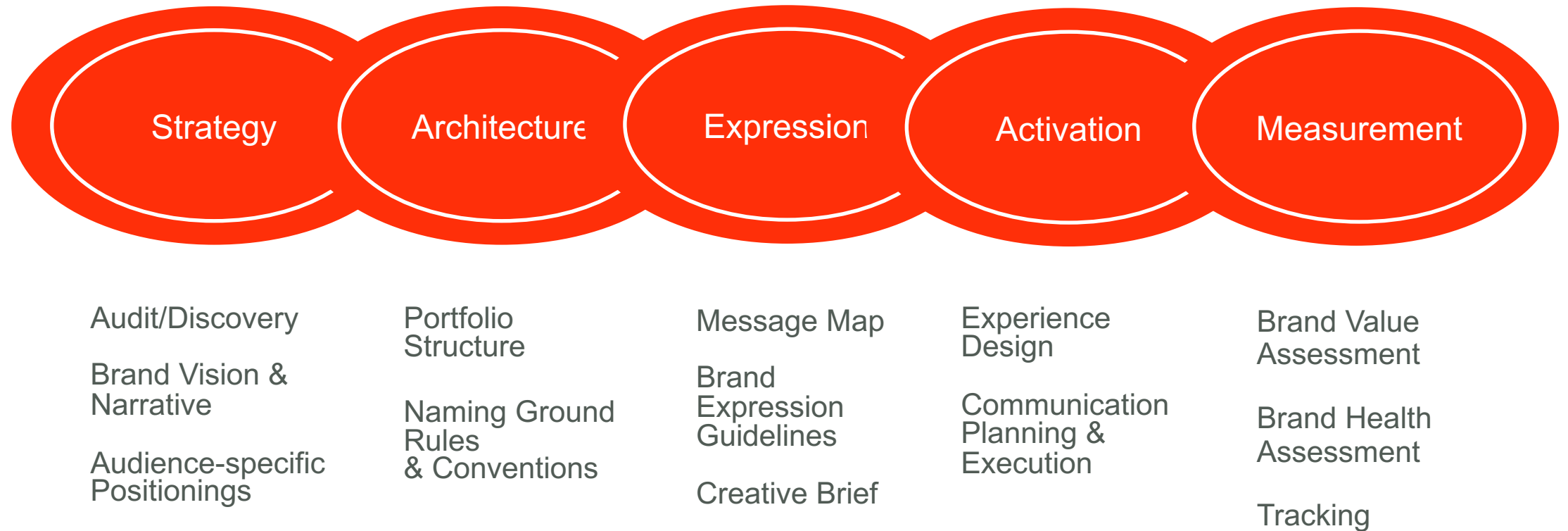
- Your brand is the face of your business strategy
- Brands are intangible assets that can grow in value over time
- Strong brands are difficult for competitors to duplicate
- Strong brands don't happen by accident



Brand Development Process Overview

- We take a comprehensive approach and are equipped to address a broad set of issues
- We tailor our work to meet client needs

Key Deliverables by Stage

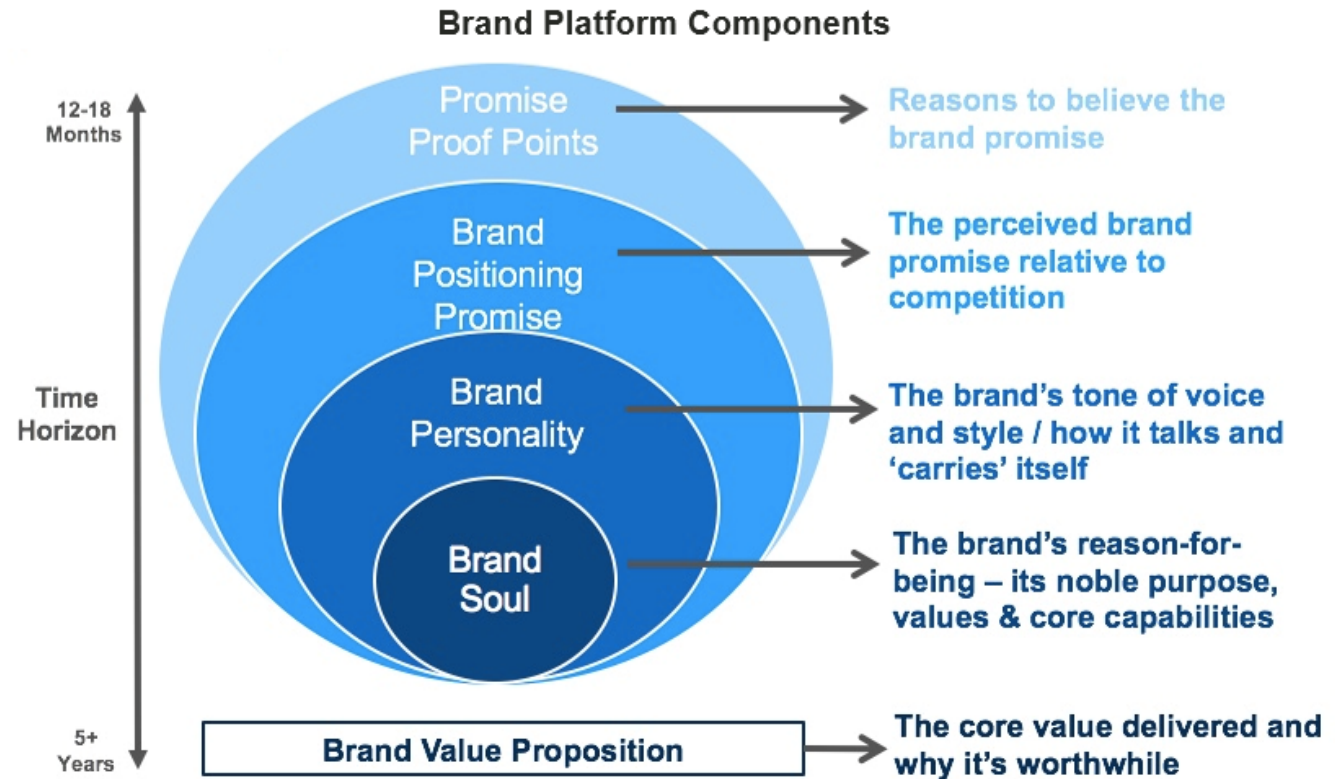


Foundational Strategy Concepts

Each portfolio brand requires a clear and compelling platform to guide decision-making

The Brand Platform is made up of five components.

Each component has a different time horizon, with the Value Proposition and Brand Soul the most enduring.



Foundational Brand Architecture Concepts

Architecture

- We work with clients to develop a robust architecture that aligns with their business goals

Business Analysis

- What are the brands?
- Which brands have customer equity?
- How well do they align with the business strategy?
- Where are the gaps and overlaps?

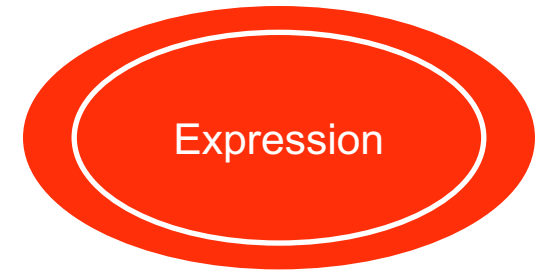
Portfolio Structure & Priorities

- What is each brand's role?
- Which are key sources of future growth?
- Which should be prioritized for investment?

Naming Rules

- What are the decision rules for creating new brands?
- What are the criteria for keeping existing brands?
- What about newly acquired brand names?

Components of Brand Expression



- Expression is the bridge between strategy and activation
- Key tools for translating Brand Vision, Narrative and Positioning to compelling customer-facing communications include:

Message Map

Themes
Customer values
Benefits
Key attributes

Brand Guidelines

Logos
Colors
Voice
Style
Imagery
Fonts

Creative Brief

Personas
Objectives
Channels

Collaborative Approach

- Work structured for close collaboration and tiered decision-making.

Team

- Brand Amplitude Team
- Client Core Team
- Client Steering Committee
- Brand Expression partner

Communication

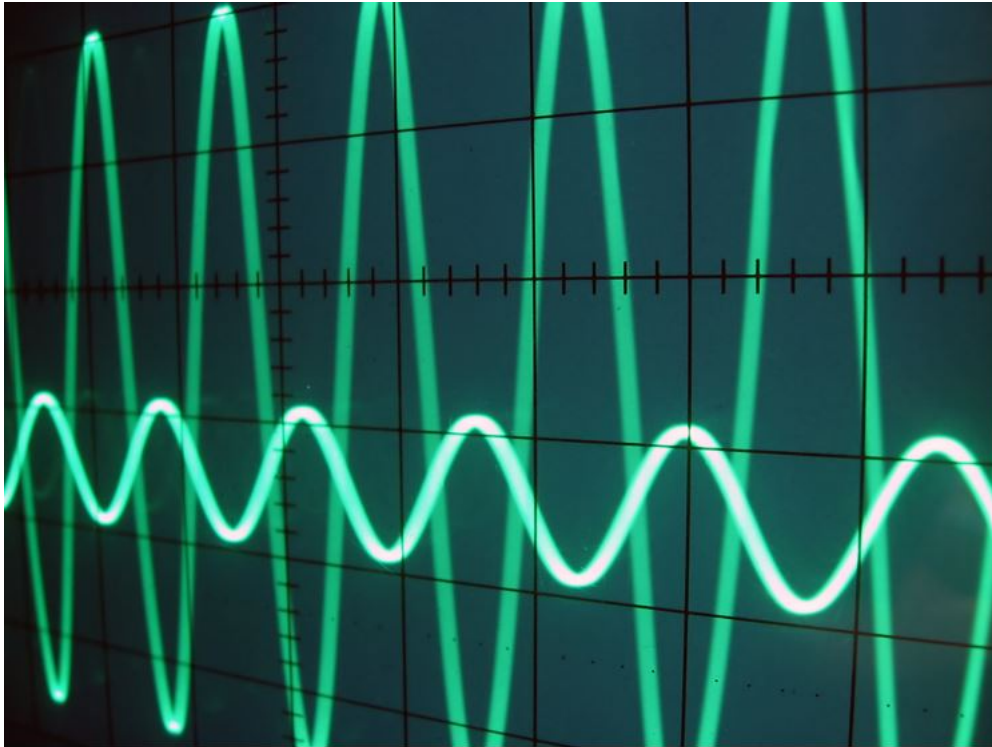
- On-site kick off meeting
- Weekly web conference status meetings with Client Core Team
- Report outs by phase (in-person and web conference)
 - Core Team
 - Steering Committee
- Ad hoc engagement activities with senior management

Research Tailored to Client Needs

- We use a range of methods to identify opportunities to increase brand relevance and differentiation.
- **Online surveys** – For assessing and tracking brand health or exploring category attitudes and usage
- **In-depth interviews** – To go deep on customer decision-making
- **Online focus groups** – For positioning development and to assess response to marketing materials and stimuli
- **Online communities** – For experience design and brand innovation insights into the customer journey and unmet needs



Unique Research Capabilities and Strengths



- We design, conduct and analyze all research in-house.
- We right-size projects to fit client objectives, timelines and budgets.
- We manage every aspect of the research process from framing objectives to ensuring recommendations are understood and embraced by decision-makers.

How We Work

- Ask the right questions
- Take a broad view
- Practice purposeful exploration
- Best practices

Customized Projects

- **Clear project objectives**
Focus on what's actionable
- **Phased engagements**
Right-sized, right-paced
- **Include decision-makers**
Involve decision-makers upfront and in the findings to build their confidence to take action.

Online Research Offerings

- Our core insights offering encompasses efficient, custom online research design and execution into:

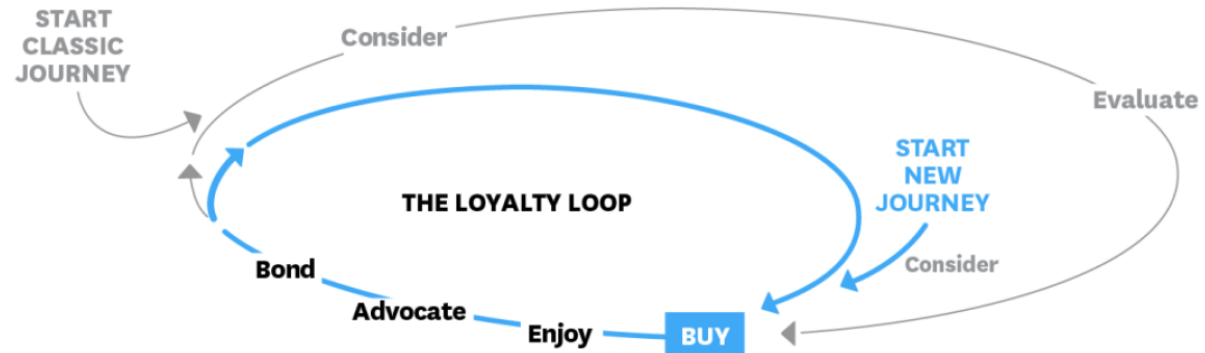
- Brand Attitudes & Usage, Concept, Message or Positioning Testing
- Customer Choice Drivers
- Brand Health Measurement
- Client-specific requests
- Emergency situations

Our approaches emphasize understanding both the rational and emotional drivers of customer choice.



Goal is Rich Insights to Help Influence the Journey

- Opportunity to shorten consideration stages and ideally completely eliminate customer's need to evaluate alternatives



CLASSIC JOURNEY

In the classic journey, consumers engage in an extended consideration and evaluation phase before either entering into the loyalty loop or proceeding into a new round of consideration and evaluation that may lead to the subsequent purchase of a different brand.

NEW JOURNEY

The new journey compresses the consider step and shortens or entirely eliminates the evaluate step, delivering customers directly into the loyalty loop and locking them within it.

SOURCE DAVID C. EDELMAN AND MARC SINGER
FROM "COMPETING ON CUSTOMER JOURNEYS," NOVEMBER 2015

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"Journeys are becoming central to the customer's experience of a brand—and as important as the products themselves in providing competitive advantage."

- McKinsey & Co

We Focus on Identifying “Defining Moments” that Build Brand Affinity

Uniqueness

Trust

Affinity

Respect

Belonging

Admiration



“What’s indisputable is that when we assess our experiences, we don’t average our minute-by-minute sensations. Rather, we tend to remember flagship moments: the peaks, the pits and the transitions.”

*- Chip Heath & Dan Heath,
The Power of Moments*

Defining Moments Framework

Brand-Aligned Defining Moments in the Customer Experience

To Build Brand...	So Customers Feel...	And See The Brand As...	Design Customer Experiences That...
Uniqueness	Delighted	Personable, Remarkable	Surprise customers with entertaining moments of joy, fun and revelry
Trust	Empowered	Problem solver, Helpful	Relieve customers in moments of dissatisfaction, anxiety or vulnerability
Affinity	Proud	Caring, Appreciative	Reward and celebrate customer's milestones or achievements
Respect	Inspired	Valued resource	Educate and motivate customers to moments of personal insight or ideas
Belonging	Loved	Friendly, Like family	Facilitate moments of connection with friends, family or colleagues
Admiration	Important	Noble partner	Affirm our shared ideals and show that together we can create moments of impact

Why Us?

We:

- Provide a deeper understanding of what drives your customers...
- Ask the right questions...
- Do all the work in-house ourselves and run a lean, efficient operation...
- Have the experience to know what to pay attention to and what to ignore...
- Deliver compelling recommendations and involve decision makers...

So our clients:

- ...can outsmart the competition
- ...get actionable insights for capitalizing on business opportunities
- ...get a cost-effective partner
- ...have clearer judgments and reach decisions more easily
- ...are inspired to take action that deliver results

What Our Clients Say



Judy and Carol have worked with us at the corporate and business unit levels since our original engagement in 2009. They were instrumental in helping us shift from a BU-centric architecture to one that more closely aligns to customer needs. As a result of their broad and deep understanding of our business, they are our go-to partners for all things brand. They have enormous credibility across McKesson as thought partners and have earned the respect of brand skeptics and others for their commitment to our business success.

Andy Burtis, SVP, Corporate Marketing & Communications, McKesson Corp.



Carol and Judy have been great partners in reinventing Genentech's strategic marketing methodology and process. They brought thought leadership, extensive experience and an open mind to helping us design a tailor-made approach that upgrades and increases the consistency of the Commercial Division's annual planning process. As a result, our teams and leadership can focus on the right questions and engage in higher-quality, strategic discussions. I don't think any other firm could have helped us do this as expertly, collaboratively, or efficiently.

Pathik Patel, Lead, Marketing Excellence & Personalized Development, Genentech's Commercial Division

Thank You!



We hope to have the opportunity to partner with you!

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