



Discovery Map



RHEA+KAISER

Building an impactful marketing campaign that delivers results starts with a well-crafted strategy. Rushing into tactics without a solid plan will not only drain your budget but may also fail to produce desired business outcomes.

Does your organization struggle with the following challenges once an organizational business goal has been communicated?

- Creating a clear picture of priorities to reach the business goal.
- Siloed departments moving in different directions to achieve goals.
- Obtaining strategic alignment across the organization.

To assist you in charting your strategic course, we are offering the R+K Discovery Map to help your organization outline key information and context that will guide strategic decision-making. It's a place to plot out valuable insights, marketing objectives and prime prospects and influence, shedding light on the role marketing communications can play in achieving your organization's goals.



CATEGORY

What is the scope of the category?

- Value of category? (Sales (\$/units)? Customers?).
- Category life stage? (Flat, growing, shrinking).
- How many competing brands/companies are in our category?
- Who are our top competitors?
- Geographic scope of market? (Global, national, regional, local).

What are key trends in the category that may impact brand strategy and communications planning?

- Entering/exiting competitors?
- Technological trends that impact product/service development, packaging, etc.?
- Legal/regulatory climate?
- Sales/distribution?
- Marketing/promotion and media touchpoint trends?
- User/consumer trends (Attitudes, purchasing and usage habits, etc.).



BRAND

Describe client's full portfolio and where the brand fits in portfolio.

What recent insights have brand website analytics uncovered?

What hypotheses have brand website analytics confirmed?

What's the business problem?

Does the brand have personas and/or customer journeys developed?

What is it about the company that is either contributing to or failing to solve the business problem?

How is the brand currently seen by the market?

What are the opportunities for growth?

What must the brand become to penetrate the growth/opportunity market?

How should the brand or product be reframed to exploit the growth opportunity?



ORGANIZATION

Describe company culture/environment/trends that may impact the brand strategy or brand success.

What are internal brand stakeholder expectations for the brand?
(e.g., Management, product development, customer service, sales force, etc.).

What do brand stakeholders believe are the brand's strengths and weaknesses?



PRODUCT OR SERVICE

Current sales. Market share. Penetration. Users.
(For existing brand.)

Brand life stage.
(Introduction, growth, maturity or decline.)

Basic description. How does it work? How and when is it used?

Primary users.

Key benefits.

Competitive set.

SWOT.

Value proposition.

How does it go to market?

Current marketing communications activities.
(For existing brand.)



COMPETITION

(Complete analysis for each closest competing product.)

Current sales. Market share. Penetration. Users.

(For existing brand.)

Brand life stage.

(Introduction, growth, maturity or decline.)

Basic description. How does it work? How and when is it used?

Primary users.

Key benefits.

Competitive set.

SWOT.

Value proposition.

How does it go to market?

Current marketing communications activities.

Key messages and how are they the same or different from your key messages?



CUSTOMERS

Current users

- How would you describe the brand's current customers?
What are the demographics? How do they behave?
What are their attitudes?
- Why do they purchase the brand?
- What are potential future barriers to purchase? What do consumers think of the brand, good and bad?
- What are consumers telling others about the brand?
- What consumer trait or characteristic could this brand uniquely celebrate, honor or pay tribute to?
- What consumer problem could this brand uniquely solve?
- What consumer desire or aspiration could this brand uniquely satisfy?
- Who are the brand ambassadors?
- What are the prospects' substitutes for our brand?
- What do they know, believe or understand about our product?
Its substitutes?
- What do they like about our product? What do they dislike?
- Where do they purchase in this category?

Who are desired potential users?

- What do they think about our brand vs. competing brands?
- Which competitor(s) do they do business with and why?

Why is this product new/different/special and why would/should your audience care?

What are the touchpoints of influence for current and prospective users on purchase decision-making? Priorities?

- Lifestyle(s).
- Media consumption habits & communities.
- Demographic/geographic descriptions.



INFLUENCERS

Who influences the prospects' purchase decision-making process?

What is the degree and nature of the influence?

**What do they know, believe or understand about the category?
Our product? Its substitutes?**

What do they consider the competitive set?

What do they like and dislike about our product? The competition?

Media consumption habits & communities.

Demographic/geographic descriptions.

We offer strategic planning workshops that utilize the Discovery Map to facilitate this process, uncover more insights and create an action plan for setting brand strategy. These workshops bring together a range of departments to focus on the same priorities and find the most direct path to success. Through our strategic planning workshop, our Planning and Integration experts can help your organization gain clarity and strategic alignment to hit your business targets efficiently and effectively.

Contact us when you're ready to benefit from fresh industry perspective, consultation and facilitation, or if you need assistance with any of the information in the R+K Discovery Map. We look forward to the opportunity to collaborate with your organization on its journey to success.