



Start something big

Ignite™ Your Business | 2019

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## 1.0 Overview

### 1.1 Welcome

We're excited to be working with you, and the Ignite™ process will get us off to a great start.

At Hallaron, we work with all kinds of clients. Some are just getting started in business, while others have been at it for a while. Some have their own in-house marketing teams and others may only have a marketing manager wearing too many hats. Some have experience working with agencies like ours. For others, this is a new experience.

There are some things, however, that all our clients share. They all have a desire to be more successful with their marketing and advertising, to see their business grow under their leadership, and to enjoy whatever vision of success they have for themselves and for their employees and stakeholders.

### 1.2 What is Ignite™?

Ignite™ is a short-term process and a long-term way of thinking about your business. When we begin, we'll use the tools in Ignite™ to focus specifically on your company re-brand or ad campaign. Over time, however, those same tools come into play as we continue to ask questions about your marketing and your advertising, and we keep searching for ways to improve your brand.

Once the initial re-brand or campaign development is finished, the Ignite™ process continues as we evaluate the effects of our work. This requires an open, honest, and close working relationship with our clients. Because we are always analyzing and critiquing your marketing, we have to be open-minded about what works and what doesn't. We're always happy to celebrate the highlights, but we're most excited to identify areas for improvement. Through Ignite™, we'll move forward in the spirit of a marketing partnership and you should expect to be more engaged with your company's marketing than at any time before.

While Hallaron cannot be everything to everybody, we can be a great partner to companies that are a good fit. But what makes a client a "good fit"? For us, this means we see eye to eye on core beliefs.

### 1.3 Our Beliefs

Successful brands are built on great products or services that make people's lives better. They solve problems. They earn a reputation for reliability and truth. Great brands are built on big, bold, and often simple ideas.

Everyone from Aristotle to Zig Ziglar has pointed out that reason, facts, and figures are not enough to communicate ideas. For the greatest impact you need to connect with your customer on an emotional level. The best advertising moves people. Laugh or cry, the feelings they experience help them remember your ad and your brand. It separates your message from all the other info-clutter. It resonates over time.

Too many people obsess over technology, media, and ad delivery systems. AI, AR, PPC, VR, CRM, CMS, and SEO are tremendous tools, but these tools and the media are always changing. The one thing that has remained constant throughout time is the customer. People are the media. Essentially, people have the same hopes, dreams, loves, fears, and biases they have had for thousands of years. Therefore, our first focus is always the customer.

Ideas are everything. A great idea is a great idea at any time, on any media channel. But where do great ideas come from? We believe the best creative ideas come from careful research and clear strategy, and that when executed well they lead to marketing success.

#### 1.4 Ignite™ Works Best For:

**Startups and new companies**, who have budgeted for branding, including strategy, identity, website, social media channels, and traditional print collateral pieces like stationery, brochures, and banners. In a perfect world, every new business would start with Ignite™.

**Growing companies expanding quickly** that realize the stakes are suddenly higher. For these clients, there may have been a merger, an upcoming new product rollout, or a new market has recently opened up. These changes have the potential to dramatically impact the size and scope of their business in a positive way. These companies feel like they've got "a tiger by the tail", and they understand the necessity of enhancing and defining their brand and advertising to capture this opportunity.

**Established companies who need to redefine their competitive edge.** They suspect they could do more to communicate their value proposition to customers. These clients usually already have the basics in place, but their "public face" is often outdated, inadequate, or inconsistent and they don't know where or how to begin. A refreshed brand strategy or a new advertising campaign is needed to re-affirm market leadership. They want new ideas to retain market share and capitalize on current opportunities. Ignite™ provides this renewed focus for established but dated brands.

No matter which company profile fits you best, much of the Ignite™ process will be the same. Every Ignite™ session begins with research that leads to the formulation of a strategy. Once the marketing strategy is in place, creative ideas flow in support of that strategy. Finally, our clients get to see freshly focused artwork and disciplined messaging that supports their brand and delivers precise information to their target audience.

When you contact our agency for the first time, we will schedule a time to have a conversation about where you are with your business and most importantly, where you want to go. Some of these initial contacts result in project work for our agency. We love a good project.

But for clients who need immediate focus and a plan forward, we will always recommend Ignite™.

##### 1. Consistent

A systematic, disciplined approach to analyzing every aspect of your brand, marketing, and advertising. Ignite™ supplies you with a unique platform that everyone can use to understand your goals, challenges, and plans going forward. You will find consistency in

your marketing when everyone understands the plan and speaks the same language.

## 2. **Continual Improvement**

The insights that we glean from Ignite™ help us shape your strategy far into the future. The system helps us change with new challenges and unforeseen setbacks. By analyzing and asking questions, your brand can stay one step ahead instead of two steps behind.

## 3. **Customer-Focused**

One thing that never changes is that your customer remains at the center of your marketing. Ignite™ shows us what he or she cares about, how they work and live, and what messages and information will resonate with them, attracting them to your brand and persuading them to buy from you.

## 4. **Goal-Oriented**

Your marketing enhances all of your other business functions; it supports growth and an exciting future. With Ignite™ you will first define your business goals and then carve out a tight marketing plan for success. No more guessing and drifting from month to month and quarter to quarter. Ignite™ is an investment in your own long-term success.

### 1.5 **Getting Started with Ignite™**

Once you decide the Ignite™ process is right for you, we begin with a confidentiality agreement. We respect you and your hard work, and we intend to show it.

You will be assigned an Account Executive (AE) who will be your main point of contact at the agency. At one time or another you will meet quite a few members of our team, but for day-to-day contact you will work closely with your AE. Your AE will let you know about specific surveys and tools coming your way, and together you will set a time for the initial Ignite™ workshop, where we will meet to discuss your business in depth. Your AE is your advocate within our agency walls.

During the Ignite™ workshop, you should expect to spend 4-6 hours meeting with our Strategy Team and your AE. It is best if each of the members of your core team attends this session. Some remote or out-of-town members may conference in via telephone or video.

Additionally, depending on your company's situation, you might also receive an online survey or other interactive research tool designed to take in as many inputs as possible from members of your team. The goal of Ignite™ is to capture an accurate picture of where your marketing efforts stand today. Some of our questions are tough, and often the best questions lead to other questions. In the end, the more information we can gather, the better our results will be.

Sometimes this deep dive into your world is exciting and wonderful. At other times, it might reveal circumstances that you had hoped to avoid discussing. While that's always up to you, we work best when we understand exactly what your business is up against. Just remember, while every situation is different most problems have solutions when people are dedicated to finding them together.

**We're dedicated to finding them.**

## 2.0 Application

### 2.1 Ignite™ for Branding

Your brand is what your customers choose when they choose your business. You may think they really like your widgets, but if they come back it's because they love your brand and they trust you.

Your brand may be the smiling face of their favorite salesman, or the extra kick in your spice blend, or any combination of a hundred other seemingly random aspects of how you do business. If you've been successful so far, you know it's not just luck. But if you want to continue with that success, you need to understand how your brand speaks to your customers, what it says about your company, and how you can keep it rolling.

If you want to establish and support your brand, you need to consider a brand strategy. With Ignite™, we look at the entire system of your business, the operation from top to bottom, the way it works, what it delivers on the surface and what it delivers on a deeper level. Then, with that information in mind, the job becomes communicating to your customers the essence of what your business provides.

When we set out to Ignite™ your company's brand, we focus on the following tasks:

- diagnosing problems and marketing challenges
- identifying company, team, and sales goals
- determining the current state of the brand, positioning, and differentiation
- understanding how you sell your products and services
- defining your ideal prospect and identifying their pain points
- conducting a competitive analysis, a market analysis, and learning your industry's conventions
- exploring your claims, features, and benefits
- analyzing your marketing strategy

### 2.2 Ignite™ for Advertising

Our job is to create great advertising that cuts through the clutter and gets your brand noticed. More than 90% of ads go unnoticed, so we work to create ads that are different from the rest. We want to present your brand in a creative way, but mostly we look for opportunities to make an emotional connection with your customers. Emotional connections are more easily recalled, and ad recollection relates directly to sales potential.

Before we can think about your advertising, we have to understand your brand, products, services, strengths, weaknesses, and what makes you different. This is where Ignite™ begins for a new ad campaign.

The goal of Ignite™ is to fuel your campaign with insights and new thinking. This will help our strategists and creatives craft winning messages and advertising that connect with your target audience. In the end it means more recognition, better response rates, and higher sales.

The Ignite™ process allows us to establish the blueprint for creating winning advertisements for your business. We use the information learned during Ignite™ to craft ads that reach your target audience with messages it wants to hear, at times and in places where it is most effective.

Remember, all the technology, tools, and media options available today are just noise without smart, targeted information behind them. Ignite™ helps us define that information and select the best tools to deliver it.

Ignite™ for advertising includes the following tasks:

- identifying advertising or marketing goals
- understanding the “Why?” of your brand’s environment and purpose
- diagnosing problems and challenges
- determining the current state of the brand, positioning, and differentiation
- exploring your claims, features, and benefits
- understanding how you sell your products and services
- analyzing your customer, how he/she thinks, what he/she wants
- defining your ideal prospect and identifying their pain points
- conducting a competitive analysis, other players, market share
- learning your industry’s conventions and “sacred cows”
- analyzing your marketing strategy

## 3.0 Timeline and Deliverables

### 3.1 What to Expect and When

#### *Ignite™ for Branding (60-90 days to completion)*

- State of the Brand Report
- Brand Strategy
- Brand Guidelines (including Mood Board, Logo, Design Templates)

#### *Ignite™ for Advertising (30-45 days to completion)*

- Advertising Strategy
- Media Plan
- Creative Briefs\*

\*Following Ignite™, creative copywriting and art direction is set to begin

### 3.2 State of the Brand

The State of the Brand Report provides a snapshot view of your brand as it exists today. We compile all of our competitive and market analysis, along with the results of our internal surveys, within this report. Together, this information provides a clear and unvarnished assessment of where your brand stands at this moment.

### 3.3 Brand Strategy

The Brand Strategy takes what we've learned about your brand and places it within the context of a strategic plan for your future marketing efforts. When combined with what we know about consumer behavior and media trends, this new Brand Strategy will provide you with a clear path forward.

### 3.4 Brand Guidelines

A company's Brand Guidelines are critical to future success with marketing and communications efforts. Everything from web pages to business cards to television spots must present a consistent look and feel for consumers to retain your messaging. Additionally, consistently applied Brand Guidelines reflect a level of professionalism and competency that inspires trust.

### 3.5 Advertising Strategy

The Advertising Strategy takes what we've learned about your brand and places it within the context of a strategic plan for a campaign of ads across multiple channels or even a smaller, more specific activation. Insights into your customers' psyche, behavior, wants, and needs are used by the agency to fine-tune a message that will inform, persuade, or entertain buyers and reach them at the right time and in the right media context.

### 3.6 Media Plan

The Media Plan is managed by the agency team in coordination with our media agency partners. It provides clear, concise information about the channels our new campaign will use along with the budgeted ad spend and timeline. The Media Plan is the primary tool we use to manage the job of getting your ads placed and scheduled in front of the targeted media audience in a timely, cost-effective manner.

### 3.7 Creative Briefs

Creative Briefs help us define the goals, parameters, and unique needs for a specific creative delivery: a commercial, brochure, website, print campaign, and so on. They tell the creative team exactly what the ad must communicate, to whom, and where they can get more information. It's always wise for the client to approve the Creative Brief before work begins so they are in sync with the agency.

## 4.0 The Process

### 4.1 Research

The initial phase of the Ignite™ process involves gathering information about your business, from both internal and external sources. We want to know how you do what you do, specifically, and we want to understand the challenges you face. We want to find out what has worked in the past as well as what has not.

The research we gather will help us form powerful insights about your company, your brand, and your overall marketing. It's the beginning of the strategy process.

We'll use the latest research tools and some old ones, too, such as:

- primary (field) research
- secondary (desk) research
- online surveys
- workshop sessions
- Ignite™ handbooks
- stakeholder interviews
- employee and customer interviews
- focus groups
- online bulletin boards
- market/category analysis
- competitive analysis
- SWOT analysis
- customer analysis
- demographic profiles
- psychological profiles
- behavioral profiles
- cultural and economic tendencies
- decision making biases

### 4.2 Strategy

Advertising's most famous ambassador, David Ogilvy, famously stated that "strategy is sacrifice". That gem of a quote brings home the idea that for a marketing strategy to be effective, it must focus on one essential thing at a time. Too much of what passes for marketing communications these days contains, well, too much. The situation begs for clarity.

During the strategy phase of the Ignite™ process, we will compile all of the research we've gathered and formulate the most meaningful insights into an actionable blueprint that you can use to reshape your brand, marketing, and advertising strategy.



At Hallaron, we don't "shoot from the hip". The brightest ideas usually follow deliberate, well-thought out strategy. Through Ignite™, we distill your brand message and compose individual points of brand differentiation.

Strategy deliveries may include:

Branding	Advertising Campaign
<ul style="list-style-type: none"><li>• strategic direction</li><li>• strategic goals</li><li>• values</li><li>• core attributes</li><li>• archetype (brand personality/voice)</li><li>• differentiation</li><li>• category disruption</li><li>• behavioral biases</li><li>• purpose</li><li>• platform - Vision and Mission</li><li>• positioning strategy</li><li>• message mapping</li><li>• brand tagline</li></ul>	<ul style="list-style-type: none"><li>• strategic direction</li><li>• strategic goals</li><li>• target audience – “Customer”</li><li>• product/service</li><li>• features and benefits</li><li>• competition</li><li>• differentiation</li><li>• category conventions/disruption</li><li>• behavioral biases of customer</li><li>• positioning strategy</li><li>• channels/media</li><li>• budget</li><li>• measurement</li></ul>

### 4.3 Creative

Armed with a powerful, insightful new strategy, the creative team begins to bring your new campaign to life. Before all creative work, our team leaders start with a close review of your new strategy. This saves time and money and helps them understand the business challenge they must overcome.

The goal for our creative team is always the same: to find a way to make your brand and message distinctive so that your marketing gets noticed and recognized. That means our campaigns will stand apart from all the other noise out there. Most importantly, however, they will strike some emotional chord with your target audience so that your name, value, and message are remembered.

Every member of the team – not just those directly assigned to your work – will get an opportunity to discuss creative ways to bring your strategy to life for you. With every designer, artist, and copywriter at the agency focused on your work, the ideas start competing with one another, and only the best ones win.

Our creative development phase involves many of the following tasks:

- review and close study of strategy
- creative research
- new advertising concepts
- artwork design, illustration
- animations
- photography, video, storyboarding
- color theory and palette
- typography and font faces
- visual art direction, brand or campaign style - mood boards
- template mock ups
- strategic copy, slogan, long copy
- logo development

#### 4.4 Execution

The Ignite™ process ends with a beginning, of sorts.

For clients who have gone through Ignite™ as part of a branding exercise, the final deliverables will present a clear path forward with regard to the new or updated company brand. Everything will be spelled out clearly for you, and execution on the plan will involve printing, web development, photography, and whatever else your new brand launch calls for. With all these tasks, your AE will be able to suggest a course of action that works with your business.

For clients who have used Ignite™ to formulate a targeted advertising campaign, the final deliverables will also include an Advertising Strategy that presents several optional campaigns directly based on the brand strategy uncovered during Ignite™. As with our branding clients, your AE will guide you with any next steps you might want to take along the road to getting your new message out to your target audience.

For every client who goes through the Ignite™ process, the final phase involves plans for the future. At Hallaron, we want to see your future unfold exactly as you dream it, and we stand ready to assist you in any way we can.

#### 5.0 Conclusion

For most clients who go through our Ignite™ process, there is at least one surprise in store. During our research, we'll collect data and insights about your business, some of which might come as a surprise to you. Many times, the act of running a business keeps you too busy to actually see your business. After Ignite™, you will know that your time has been well spent, and that your perspective on your business has been refocused and refreshed.

After Ignite™, you will be in possession of a strategy that gives you a clear advantage over your competition. The truth is that long-lasting business success must follow a clear, detailed plan. The plan we provide you will be your most valuable marketing tool moving forward. It will highlight your

strengths and weaknesses, and it will give you precise direction on how to get your message out to the customers you need to reach.

We've explained our process here, but we would love to talk with you directly. Contact us today to find out how you can ignite your future with Hallaron.

**Ignite.**<sup>TM</sup>

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