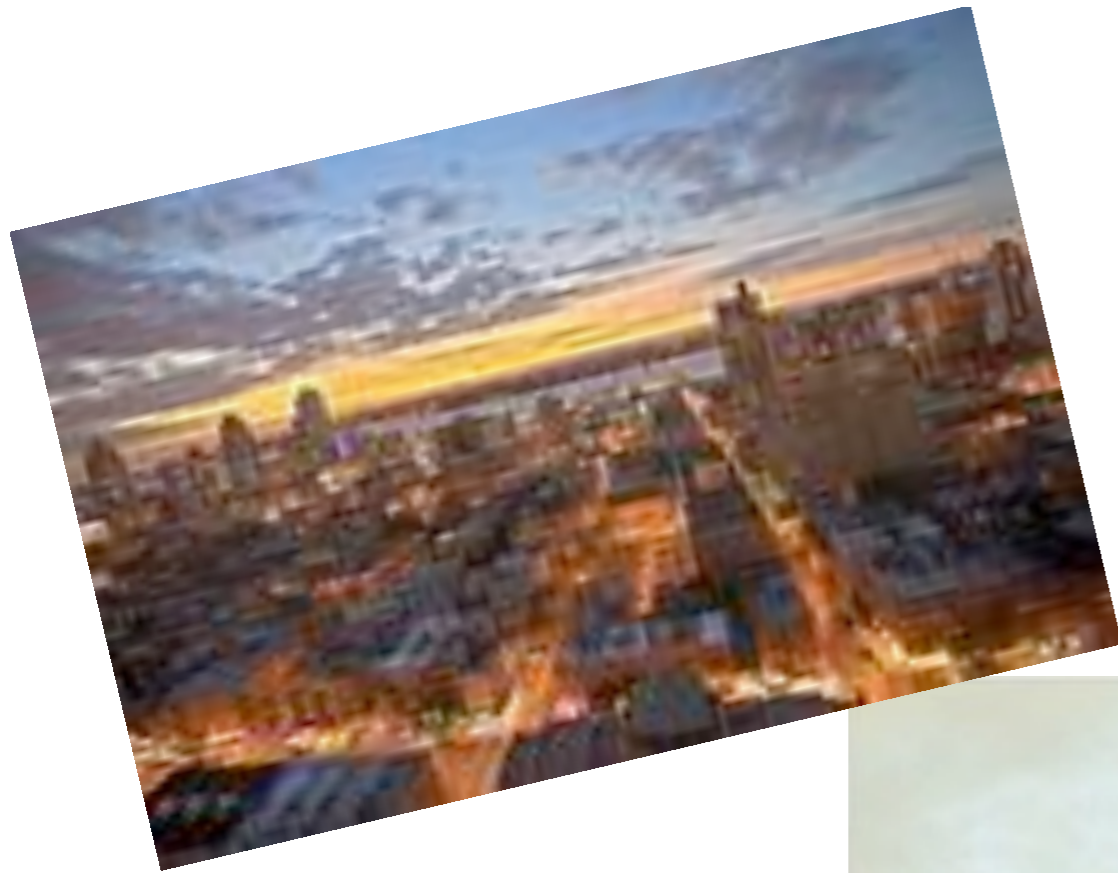


# Strategic Brand Concepts

January 20, 2009

Cantrell











A generalist.

Success with new product  
development.

70% success rate in new business.

# Getting off the Plateau



# Getting off the Plateau

- Bigger clients with more \$\$.
- Known for more things.

Leaping off the Plateau

“Half the failures in life arise from pulling in one’s horse as he is leaping.”

August Hare



Apple IIc  
Mac  
I-Mac

I-Pod  
I-Tunes  
I-Phone

A vision results in a leap  
to a bigger definition of  
the company.



United Airlines  
Packaged Goods  
Music

Owning the suggestion  
of an experience. Did  
they leap too far/too  
often?

Coffee  
A destination



Wii

“Games for All”  
A leap to a wider  
customer base.

Game Boy  
Nintendo 64  
Game Cube



Customized product  
“Customized spokespeople”

A claim.  
Flavor variety.  
Seasonality busters.

A leap that bust the  
standard distribution  
channel.

# What's the recipe for a good leap?

“Link”

“Thompson Total Branding”

Disruption

Transformational Opportunity

A Factory

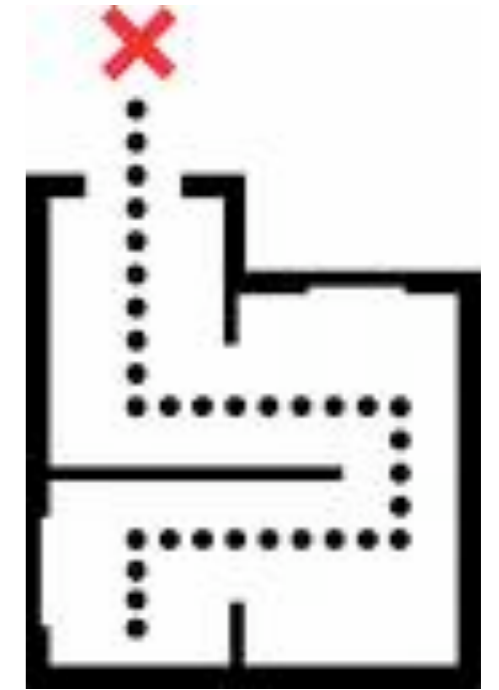
*“What do consumers want?”*



The Right Problem



The Best Opportunity



The Smart Plan

And then you do it all over again.

A cycle, rather than a process.

*What's next?*

## No short cut. Lots of questions.

Where are we now? Where are we starting from? What do we have to work with?

Why are we here? What has affected our situation?

Where could we be? In our category? To our consumers?

How could we get there? Likely to be more than one step.

Are we there yet?

***P&G***

 Tools

### TRACK COLD & FLU AROUND THE COUNTRY

Here's a snapshot of cold and flu activity this week.



## Individual Assignment - Brand Pivot Points

*What does Dick's have that is "leap worthy"?*

*Consider the category, the economy, current social trends, etc.*

## Team Assignment - Dick's Touch Points

*Dick's Touch-Points - Where are the places that Dick's can best intersect and connect with their prospects? One page, visually represented.*