

Strategic Brand Concepts – Spring '09
Cantrell
Assignments for week of 2/9

Team Assignment

“hunches & hypotheses: target definition, insights, business definition, key benefits, brand personality”

For this case, it is important that your team think about the assignment that the client has given you and weigh it against the information they provided. Do you think they can succeed? What (who) has the potential to stop them? Are they looking at any aspect of the situation wrong? Ask yourselves how the overarching platform Audi has laid out for the brand will work for or against the target they have given you. How might you further define or focus on the target? Are there changes required in how the brand does business that will increase its appeal with this target? You've already been doing secondary research, so you can incorporate any early "ahas" you've gleaned from that.

Please keep your finished product to no more than 3 pages. I don't want a bullet point list without thoughtful, well-reasoned insights or theories that pull it together. Feel free to add visuals, suggest models, rebuild models or diagrams that Audi included in the case.

Research Plan

Each team has two CS students. They know how to develop work plans and research plans. They should take the lead on this. *However*, they would be crazy to develop a plan that didn't address ideas or questions that the rest of the team has. And the rest of the team should want to make sure they are going to get the information and insights they need to nail this assignment. Be realistic about the time available for research to insure you have arrived at a strategy with ample time for ideas to be generated and brought to life.

If I get a calendar with items on it and no explanation of what is going to be happening and who is responsible, you haven't done this correctly.

Brand/Creative Campaign Analogies

The copywriters, art directors and creative technologists should start to strategize as well. Think about other brands/products/companies that seem dissimilar to Audi but were in a similar situation in appealing to a new audience. Look to challenger brands from other categories and see how they succeeded or failed. Are there tools that have been used in other instances that could be applied to this situation?

Decide on your top 3 and explain why – using source material to help build your case.