

BRAND STRATEGIES

An effective brand strategy involves creating and developing unique and different products that capture and hold consumer consciousness by standing out from the crowded competition.

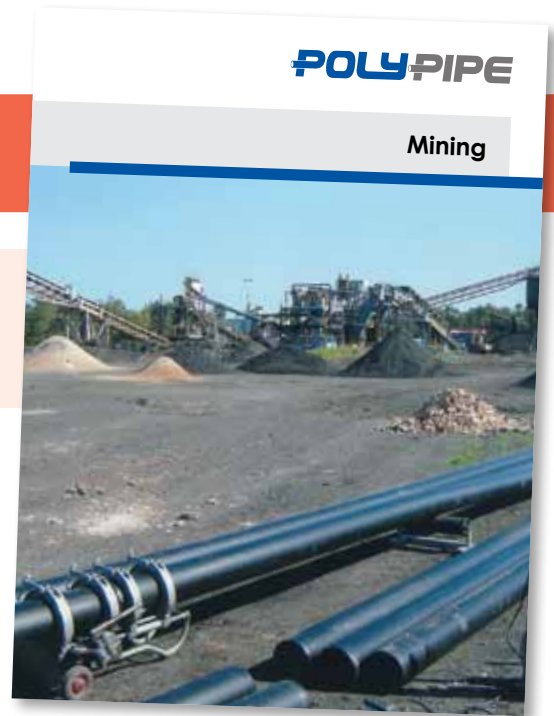
Brand Strategies

- Product Differentiation
- Price Differentiation
- Brand Differentiation
- Promotional Differentiation



An actionable market strategy is a dynamic plan that takes into account the following:

- Market Objectives
- Products & Product Life Cycle
- Product Substitutes
- Supplier Analyses
- Differentiation Strategies
- Scheduling & Deadlines
- Evaluation Criteria
- Unique Technologies
- Competition
- Buyer Analyses
- Company & Product Positioning
- Marketing Action Plans
- Responsibility Assignment



Product Differentiation

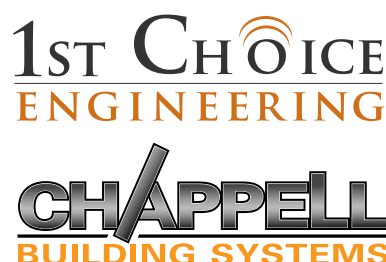
- Convenient E-Commerce Customer Booking Systems - Australian Boating College
- Improved & Innovative Sales Ordering Systems - Inzant Sales
- State of the Art Technology - CarLovers Carwash & CarLovers Detail Plus
- Convenient Regional Decision Making - Metroll
- Flat-pack Packaged Sheds - AOK Stud Frame Kit Sheds
- Convenient Customer Location - CarLovers Carwash & CarLovers Detail Plus
- Less Than 40 Minutes From the Heart of Sydney - Macarthur

Promotion & Brand Differentiation

- Total College - "The Practical Advantage"
- Macarthur - "Space to Grow"
- WDS Ltd - "Services Tailored to Each & Every Mine"
- CarLovers Detail Plus - "Bring On That New Car Feeling"

Price Differentiation

- Control Your Spend on DIY Carwash - CarLovers Carwash



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