

HOW TO DO THE RIGHT THINGS

in developing a unique market position

Kundskaparna

This brochure explains how Kundskaparna contributes to a structured branding process in your company. The brand is a combination of awareness, attitudes, feelings and reactions towards a company. By analysing such factors and making comparisons with competitors, a solid platform for relevant business development and strong communication is established.



The pitfalls of marketing ...

- Misjudgement of market trends and changes in the business environment
- Deviation from the company's business mission
- Misjudgement of customer needs and wishes
- Targeting of the wrong customers or market segment
- Miscalculation of demand in the chosen market segment
- Misjudgement of the competitive situation
- Weak brand
- Wrong choice of sales arguments
- Wrong marketing channels
- Misjudgement of the capacity and commitment of the sales force
- Wrong pricing strategy

... and how we help you avoid them

To avoid these pitfalls, your company needs a thorough understanding of its market. Kundskaparna brings you this knowledge. We are a branding bureau with the unique skills to help you with market analysis and strategy, professional branding and market communication focused on business-to-business.

Founded in 1992, Kundskaparna now has about 15 professionals with the skills and background to supply you with anything from a single market survey or advertising campaign, to long-term positioning and branding processes, as well as business development.

Developing a market strategy

The market strategy is the plan for developing a unique market position. Solid market knowledge is needed and should be gained through professional market research and analysis. The appropriate market strategy is selected on this basis. The basic plan is to learn how to align perfectly with your target groups and sharpen competitive strengths, while relevant communication helps the company to effectively market its products and services, develop the brand and create new business.

A market strategy is developed using the following steps:

- Defining target groups and market segments
- Packaging products and services according to the target groups’ needs
- Defining unique selling points
- Defining the preferred market position and market share
- Defining goals for customer satisfaction
- Defining goals for spontaneous awareness, market penetration and knowledge of market offering
- Developing a communication strategy
- Planning how to follow up, evaluate and revise actions and strategy

A strong brand and a unique position

The brand is the market’s perception of a company. The purpose of the brand is to initiate and facilitate buying processes.

A strong brand is not solely measured by spontaneous awareness, as many believe. Rather, a long-term development process aims to achieve a unique position and bring a message of competitiveness to the market.

Brand development is basically a three-step process. First, a critical level awareness must be reached. Second, your company must be perceived as competitive. Third, you need to become a preferred long-term partner for your customers.



“Safe hunting” campaign

Community brand campaign

Customer magazine

Service portfolio brochure

Direct Mailing:
Software for property planning

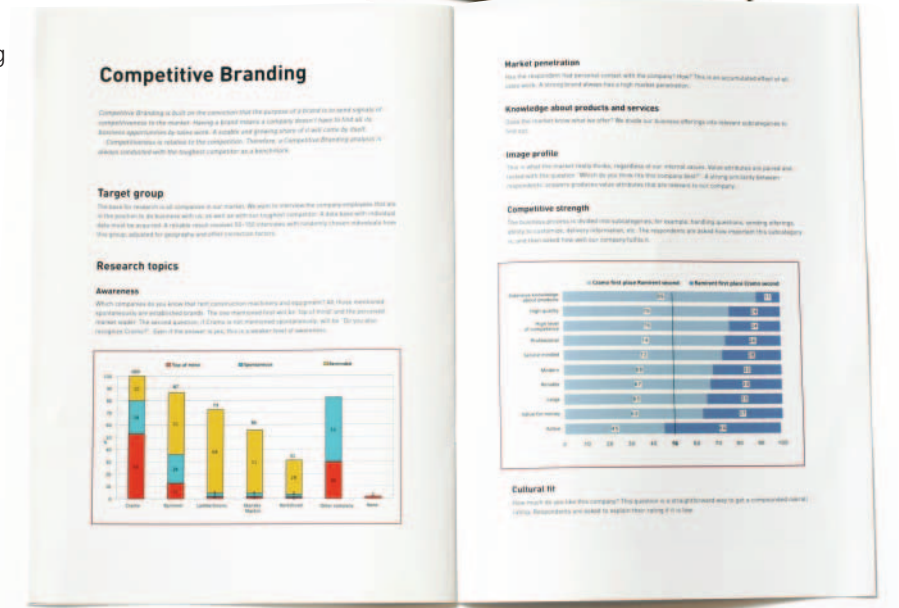
Promotion for new apartments

Competitive Management

Competitive Management is an unprecedented tool to analyse what your next move in business development and market communication should be. The four steps of the analysis give you total knowledge of the company's position and perceived competitiveness, the strength of the brand, and how well you fulfil customers' expectations.

To monitor the return on your brand investments, the Competitive Management analysis should be repeated at least every other year. Clients that work with such a long-term commitment have seen strong development without exception. They have created strong brands, clearly established market positions, and excellent customer relations.

- Step 1. Define target groups and market segments
- Step 2. Analyse brand awareness
- Step 3. Analyse brand position
- Step 4. Measure customer satisfaction
- Step 5. Build up a strategy for business development and brand positioning

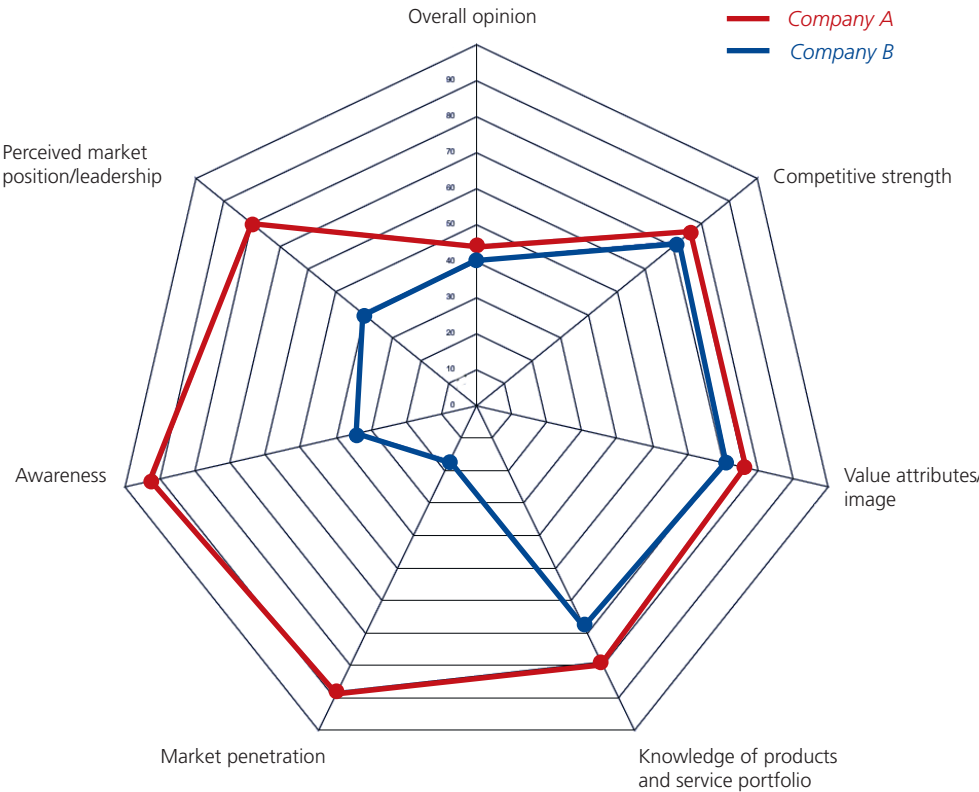


Competitive Branding

Our branding model analyses your company's market position and its competitiveness is benchmarked against competitors. You gain a perfect tool for continuous improvement.

The brand analysis gives solid input on aspects you can

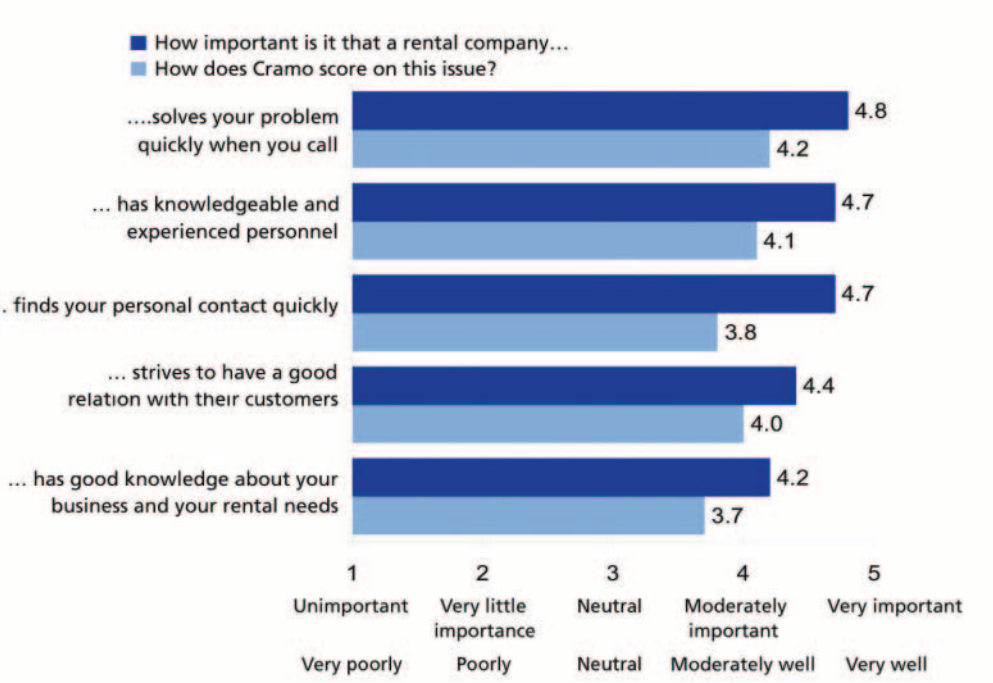
actually improve, such as product specifications or your interaction with customers, and also clearly points out what you should communicate to the market.



Customer satisfaction/GAP analysis

The customer satisfaction analysis reviews all details of customer interaction throughout a business cycle. These are called “customer standards”. The customer is asked to set a level of expectation for each standard, and then asked how well the company measures up to it. When a

high expectation is met by poor performance, the customer is asked to explain. A GAP analysis amplifies the mismatch of expectations and performance to send a loud and clear signal that this customer standard must be improved by your company.



PCI/Positive Customer Index

The result of a customer satisfaction analysis is computed into a so-called PCI, an index that gives an overall rating of the company's performance. Our experience says that PKI should exceed 70 in business-to-business and 60 in business-to-consumer companies.

A lower rating than the figures specified above will

always be sub-standard. And in some highly competitive industries, a much higher PCI is needed to be competitive.

PCI enables comparisons, such as the company's development over time, or benchmarking with competitors or other businesses. Kundskaparna has an extensive database to aid such comparisons.



Excellence in market communication

How do you recognize good advertising? Many people who are knowledgeable in the area have already said things like “relevant drama” and “keep it simple”. This is also our philosophy.

However, a common problem is that a company’s advertising is completely detached from the market strategy. Not because it is intended to be. But most market strategies simply do not contain useful information for advertising people, leaving the interpretation of the strategy to guesswork. And there will be as many guesses as there are advertising agencies.

That’s where Kundskaparna is completely different. Our tools for analysis and market strategy are designed specifically to provide a clear picture of actions required by the company, advertising included. We have these tools, and we use them.

To us, the real excellence in market communication is in doing the right thing, communicating in accordance with the market strategy. We know how to do it. Most of the others don’t.

The book on safe IT environments produced for Symantec.



- ❑ Never use pre-loaded settings.
- ❑ Enable WEP (Wired Equivalent Privacy, a security protocol for wireless local area networks) and regularly change the encryption keys.
- ❑ Position the access points centrally in the building.
- ❑ Restrict the connection between the wireless network and the ordinary network, and install an extra firewall.
- ❑ Be wary of visitors – a palmtop computer with WLAN is easy to lose.
- ❑ Educate the users.
- ❑ Restrict physical access to the access points.
- ❑ Block and penalise unauthorised access points.

What we can do for you

We offer a complete advertising toolbox. A website forms the foundation of today's market communication arsenal. Kundskaparna has extensive expertise when it comes to architecture, navigation strategy, content strategy and search engine optimization. We have in-house programming capability for HTML, Java, Flash and CSS, as well as Joomla for those who want a cutting-edge CMS system. Of course, our knowledge is easily applied to other web-related projects, such as campaign sites or interactive formats.

Electronic newsletters are the most cost-effective solutions for providing the market with regular information from your company. We have extensive experience in how to handle different target groups, forming a content strategy and putting electronic newsletter technology to the most effective use.

It is basically a question of facilitating the sales process as much as possible. Websites and newsletters are put into a sales context with such traditional advertising as magazine ads, brochures, DM units, presentations and display material. We have also been involved in numerous annual reports as well as conventional newsletters.

Still, the most important thing we do for you is to help you solve the right problem – something that only total integration of market analysis and communication can achieve.



Christmas present:
The multicultural staff of a security company share their cooking secrets.



A complete case for a property development project:
Market analysis, website and market communication.

A case story

Background

Cramo is an international market-leading company in machine rental to the construction industry. The brand is very strong, but Cramo is constantly challenged by competitors.

Problem

A Competitive Branding Study showed that Cramo had lost ground against it main competitor on the issue of being active in the market. Customers also complained about receiving too little information about new products. Kundskaparna was commissioned to formulate a strategy to address these issues.

Goal

To regain the leading position.

Analysis/strategy

What the market perceives as low activity can only be met by activity, meaning sales contacts. To stimulate Cramo’s salespeople, advertising should be used as a door-opener. If this advertising also contains information on product news, both problems would be addressed.

Market communication

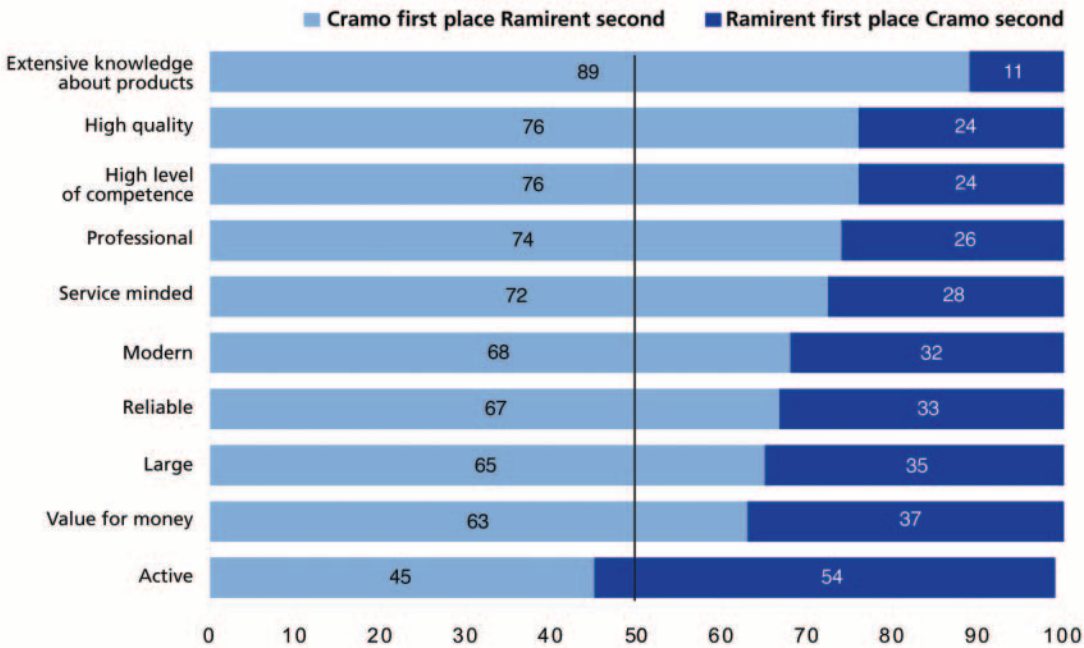
We formed the campaign around completely new products: “Defunctionalised” machinery from Bonk Business Inc. Bonk is the “world leader in the fields of cosmic therapy, repackaging of consumer goods, disinformation systems and localized black holes”.

Sounds a bit strange? Bonk Business is in fact a work of art. The machines fascinate because they look real, but it is impossible to understand what they could be used for. Which is the beauty, according to the fictitious Bonk company. There are innumerable advantages with machines that do not cause harm, do not result in overworked people and do not use any resources... You don’t have to be an engineering nerd to see the humour.

The underlying message is natural – Cramo tells you about all the exciting new machinery on the market. We produced trade magazine ads, posters and postcards.

The result

Cramo’s sales organisation liked the Bonk concept and worked hard to make many sales calls. At the next market analysis, Cramo had regained the lead position on activity, and Cramo’s information on product news was no longer seen as inadequate.



A winner overall but market activity is an area of concern.



The fictional Bonk Inc. shows off its best products to promote Cramo’s role as a news provider.



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