

*What makes one organization an industry leader and another an also-ran? We help our clients understand the business practices, operating tactics and winning strategies that best-in-class companies have pioneered in order to achieve bottom-line success. Our approach combines a deep-dive review of the current literature with extensive qualitative research. Prior to any engagement we conduct in-depth interviews with our clients to clarify their needs, challenges and objectives. To find out how we can help your company, please contact 212-519-9920 or info@globalreach-sbi.com.*



### **A Brand Identity that Speaks Across the Globe**

**The Challenge:** A luxury automaker with sales in over 80 national markets wanted a brand message that was globally recognizable and coherent, yet that would resonate with consumers in each local market.

**Our Approach:** We identified companies recognized for their success in global brand management and for their ability to speak to up-market consumers across different cultures, countries, and languages. Based on in-depth interviews with brand champions at the leading-edge global branders [and their advertisers], we determined their best practices in developing brand images and messaging.

We looked at how these iconic companies identified their brand's core attributes and recombined them from market to market so they could speak the local consumers' cultural language. We also looked at the most effective ways of aligning the company's infrastructure in order to manage its brand portfolio and interface with advertising agencies.

**Result:** The client relied on our analysis and recommendations to develop a new global branding and marketing campaign.

#### **Brand Soul – What Resonates**

- ✓ A successful global brand must have a clear “soul” or personality based on an articulated set of attributes that define the brand in all markets.
- ✓ Determine which specific attributes resonate with consumers in each national market or culture you want to reach.
- ✓ Those are the attributes to emphasize in local advertising and promotion.



### **Finally, a Successful New Product Launch**

**The Challenge:** A U.S. food processor had not had a successful new product launch in over a decade.

#### **The Customer is Alive**

Develop multi-pronged approaches to get in touch with customer needs and frustrations.

- ✓ Consumer councils and social media are rich sources, but don't forget your own customer help/complaint lines.
- ✓ Set up processes and incentives to capture—and use—customer feedback.
- ✓ Design products with an eye to channel partner (as well as end-user) needs.
- ✓ Aim for easy to use, easy to

**Our Approach:** We identified consumer goods companies with demonstrated success in new product introduction (i.e. deriving at least 25% of revenues from products introduced within the past three years).

We conducted in-depth interviews with their top new product people and explored their product development and marketing practices. In particular, we looked at how these companies identified unmet consumer needs and the processes they put into place to translate those needs into attractive and profitable products with longevity.

**Result:** We helped the client develop mechanisms for identifying viable new product ideas and taking them to market. We also helped the client set up a cross-functional new product team and implement our recommendations. Within the next year, the client had its first successful new product launch.



#### How to Get Your Technology Adopted as the Industry Standard

**The Challenge:** A global high tech leader invested \$75 million in developing a new technology and wanted to win market share from a competitor that set the industry's *de facto* standard. It wanted to know how companies were able to have their technologies become the "de facto" standard.

**Our Approach:** We identified companies that had been outstandingly successful in having their technologies adopted as the *de facto* technology standard in their industry segment. These included Adobe, Cisco Systems, Intel, and Texas Instruments. We interviewed senior executives and team leaders at these companies on their methodology and processes. We also identified and examined companies who had failed, often repeatedly, to achieve that goal.

We developed a strategic road map of the best and the worst practices to help our client restructure its internal processes and attract external stakeholders in critical industry segments.

**Result:** Although the client's technology did not replace the competitor's as the industry's "de facto" standard, the client was able to establish a significant beachhead among its target customers. Members of the client's team reported using our findings and recommendations in a number of subsequent technology introductions.

#### Best Practices in De Facto Standards

- ✓ Identify an emerging problem or need and develop a unique and superior solution.
- ✓ Develop an integrated strategy across functions to develop, produce, diffuse, and market the technology.
- ✓ Create stakeholders who have a strategic and bottom-line interest in your success.
- ✓ Teach stakeholders how to incorporate your technology



#### Improving Business Processes & Customer Satisfaction

**The Challenge:** Faced with new competitors and tough state rate-setting authorities, a utility needed to improve satisfaction amongst its consumers and small business customers.

**Our Approach:** We conducted a series of in-depth interviews with senior functional managers and specialists – both of the client's direct and other utilities – that rated highly in terms of customer satisfaction. We detailed profiles of peer companies' customer-facing initiatives aimed at and large corporations. These included call center operations, sales, customer technical support and satisfaction programs, as well as media and community relations. We also examined whether and how policies and goals articulated by senior management translated into actual performance by managers and employees.



management and competitors and developed consumers, SMEs payment systems, government,

**Result:** We provided the client with a detailed set of best practice recommendations. The client implemented several of our recommendations and saw a significant increase in customer retention. It was also able to demonstrate sufficiently high levels of customer satisfaction to convince the Public Utilities Commission of permitting a much needed rate increase.

#### Best Practices for Selling to a Nuanced Market

- ✓ Remember there is no "typical" Asian American.
  - This is a market with many segments.
  - Immigrants from many countries/ cultures, 2nd & 3rd generation, 1.5s (born there, raised here).
- ✓ Build relationships between your brand and the different Asian-American consumer segments
- ✓ Stay away from one-size-fits-all/stereotypical images
- ✓ Don't trans~~late~~, trans~~late~~ create
- ✓ Define your brand's core attributes and test which ones resonate with the different segments



#### Asian-American Consumers: Best Practices in Selling to a Nuanced Market

**The Challenge:** Ms. Revesz was asked to deliver the keynote address at an Ethnic Marketing Conference.

**Our Approach:** We interviewed marketers, advertising & PR execs and editors who had successfully built brand loyalty among Asian American consumers. We also conducted a survey among various groups of Asian Americans.

**Result:** We distilled the findings into a best practices white paper, using them to prepare a multi-media presentation. Attendees received copies of the study.