

An Introduction to Insight Marketing

Brand Equity Management

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Brand Equity Management

DISCUSSION OVERVIEW

- 1 What We Do
- 2 Businesses We Have Helped To Grow
- 3 Our Work
- 4 Successes We Have Helped Achieve

Brand Equity Management

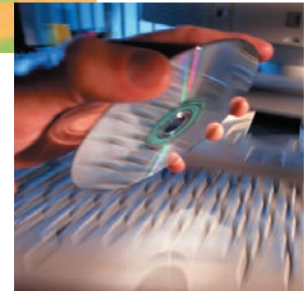
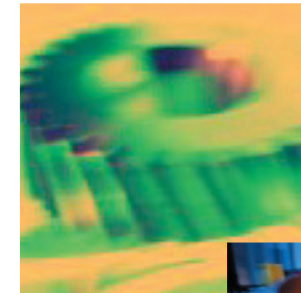
I. Growing Existing Businesses

- A. Strategy
- B. Business Plans
- C. Marketing Plans
- D. Advertising
- E. Promotions
- F. Execution

II. New Business Conception and Start-up

III. Strategic Alliances

IV. Market Research Design and Execution



Brand Equity Management

How our process works:



Our Key Points of Difference

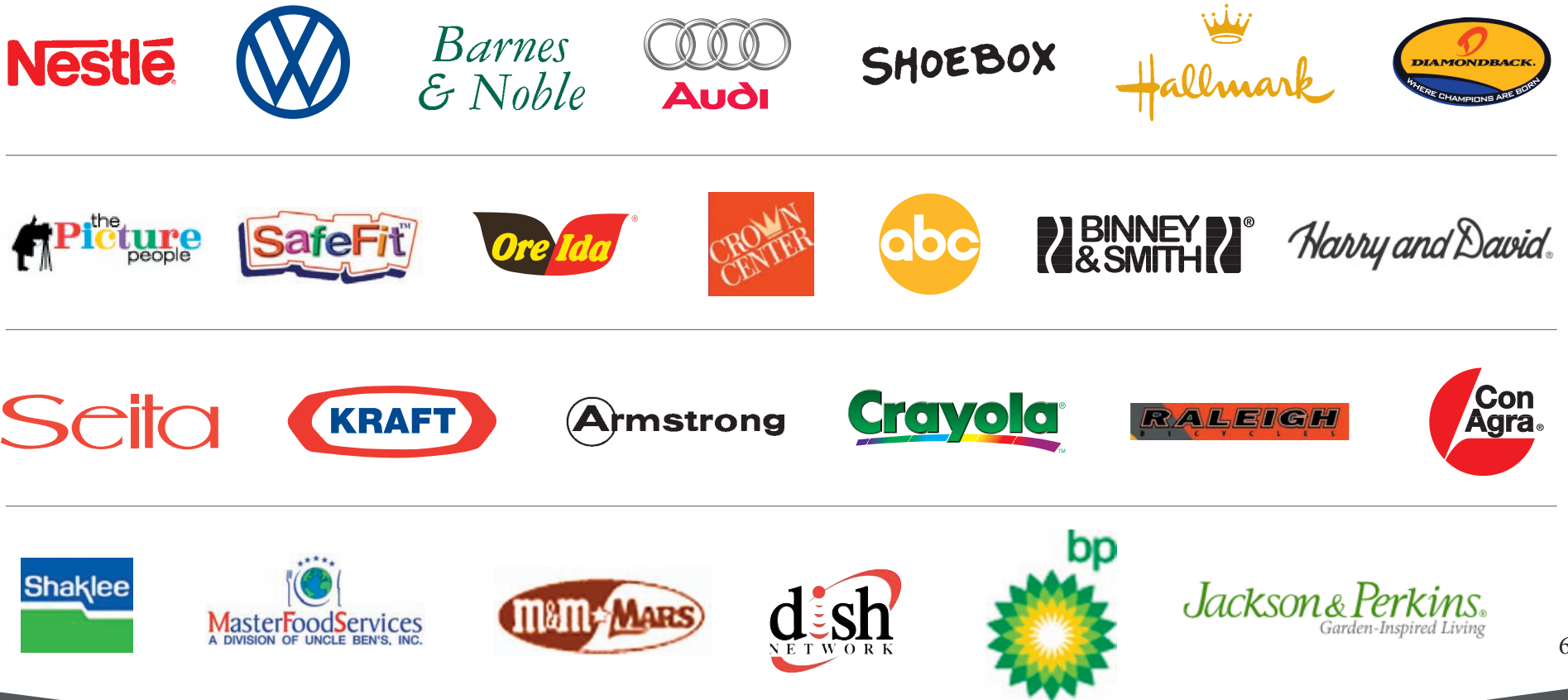
- Extensive client side experience
- Results...*swiftly*





Businesses We Have Helped To Grow 2

Consumer Brands





Businesses We Have Helped To Grow 2

Consumer Brands, *continued*



Business To Business



Lead Generation

- executive outbound telemarketing
- direct marketing
- involvement devices
- sales planning
- sales calls
- prospect list building

Enhanced Selling Models

- in-depth account research
- prospect ID and profiling
- c-level sales training

Advisory Boards

- conceptualization
- execution
- facilitation

Strategic and Tactical Efforts

- messaging
- strategy development
- marketing plans
- strategic partnerships



Businesses We Have Helped To Grow 2

Financial Services



Retail



Health Care



BlueCross

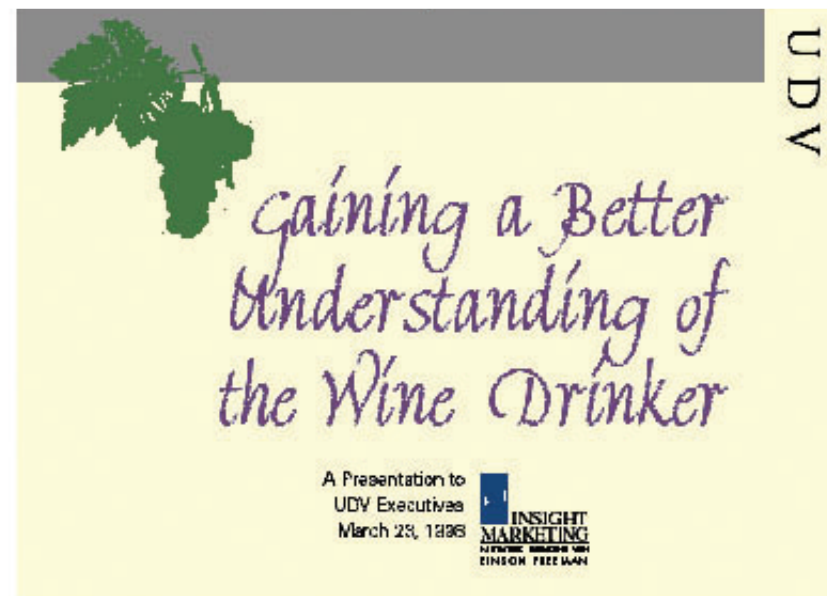


Our Work: An Overview

- **New business conception**
 - Crayola, Hallmark, Sprint, Heinz/Weight Watchers, Sunsweet, UDV Wines
- **New channel development**
 - Peet's Coffee, Derby Cycle, Federated Investors, Neopost Online, Ten Square, Shaklee
- **Strategic partnerships**
 - Sunsweet, Crayola, Armstrong, Kraft, UDV Wines, BlueCross BlueShield, Wells Fargo, Harry and David, Jackson Hewitt
- **Positioning and brand equity management**
 - Shoebox, Uncle Ben's, Hallmark, MasterFoodService
- **Advertising and communication**
 - DelMonte, Weight Watchers, Hinode, SurLean, Secure Horizons/PacifiCare, Cook's
- **Project execution and on-site management**
 - Binney & Smith, Peet's Coffee, ConAgra, Dish Network, Nici/Enesco, Surlean

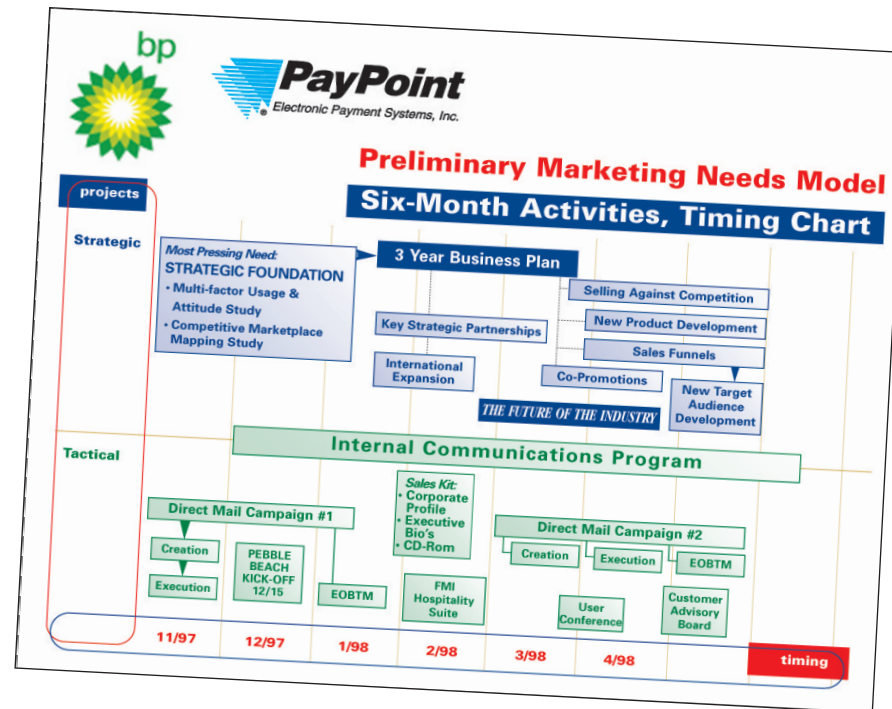
Brand Equity Management: **Strategy**

Probing the consumer through advanced research techniques to get at their underlying issues.

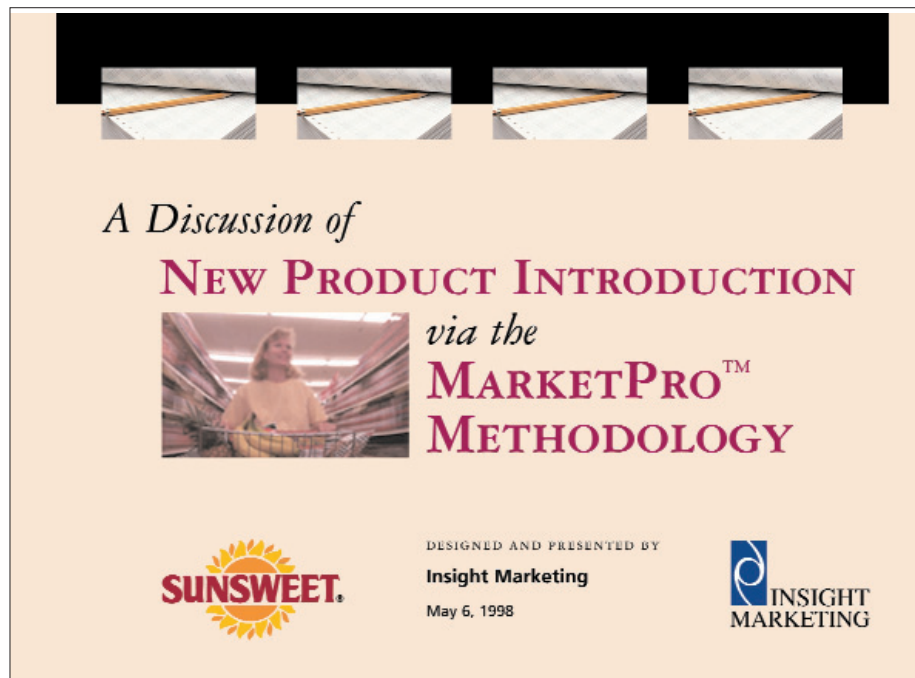


Brand Equity Management: Marketing Plans

An annual marketing plan for BP's PayPoint Division, based on a rock-solid strategic foundation, led to achievement of annual quota in only seven months.



Brand Equity Management: **New Product Introduction**



- Three Year Business Plan
- Positioning
- Naming
- Marketing Plan and Budgets
- Package and Label Design
- Introduction Strategy
By Region and Channel

Advertising

Smart Ones, Total Indulgence...
Zero Guilt...a breakthrough
campaign with incredible
appetite appeal.



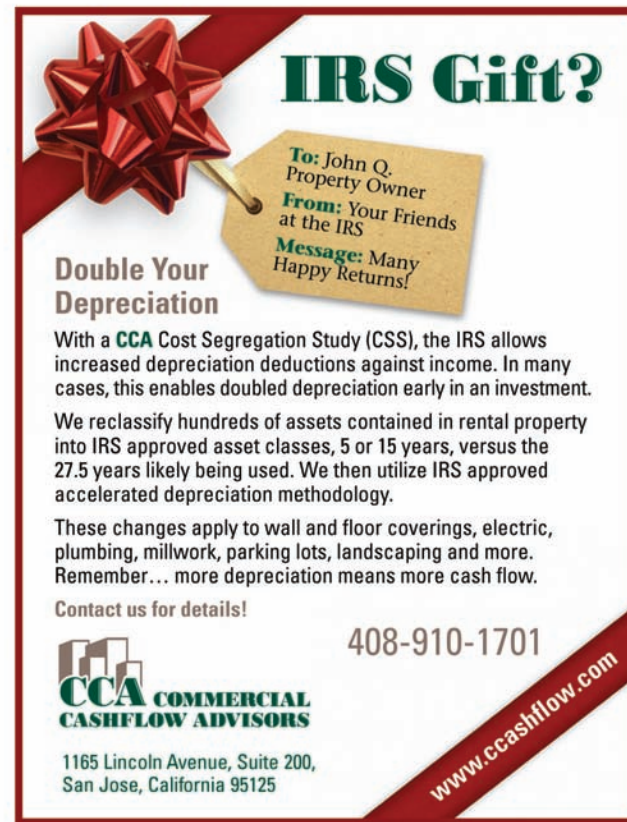
Advertising

SurLean Foods
 “We do what it takes to make you look good”



Advertising

Commercial
Cashflow Advisors.
The little IRS secret
that means big cash
flow for commercial
property owners.



IRS Gift?

To: John Q.
Property Owner
From: Your Friends
at the IRS
Message: Many
Happy Returns!

**Double Your
Depreciation**

With a **CCA** Cost Segregation Study (CSS), the IRS allows increased depreciation deductions against income. In many cases, this enables doubled depreciation early in an investment.

We reclassify hundreds of assets contained in rental property into IRS approved asset classes, 5 or 15 years, versus the 27.5 years likely being used. We then utilize IRS approved accelerated depreciation methodology.

These changes apply to wall and floor coverings, electric, plumbing, millwork, parking lots, landscaping and more. Remember... more depreciation means more cash flow.

Contact us for details!

408-910-1701

**CCA COMMERCIAL
CASHFLOW ADVISORS**

1165 Lincoln Avenue, Suite 200,
San Jose, California 95125

www.ccashflow.com

Promotion

Weight Watchers’
“Help Fight Breast
Cancer” Promotion

HELP WEIGHT WATCHERS' FIGHT BREAST CANCER

For Every Frozen Entree or Dessert You Buy During the Month of October, We'll Donate 25¢ to Aid Breast Cancer Organizations for Research and Education.

October is National Breast Cancer Awareness Month

SAVE 55¢ ON ANY WEIGHT WATCHERS FROZEN ENTREE

SAVE 55¢ ON ANY WEIGHT WATCHERS FROZEN DESSERT

290189

290230


Promotion

Ore-Ida/Toys for Tots Promotion



Strategic Alliances

 simply postage®



NATIONAL
MICROWAVE MONTH

   & 
General Mills



store brand
bread






MARY KAY™

Peet's Coffee + Tea

Beverages
& More

Harry and David®


that was easy.™


 
BlueCross BlueShield

 ABN-AMRO






Influencer Program

charles SCHWAB

Huntington Beach
Public Schools

1.



We conceived and shepherded Hallmark's purchase of Picture People. The Picture People business is the fastest growing chain in the family portraiture business.

2. SMART ONES

The Situation

- We helped Heinz invent a new product line

The Results

- Named the food product of the year by Ad Week Magazine
- Now a \$300 Million per year business



- Gross Margins: 55%
- Year I Sales = \$50 Million
- Year II Sales = \$100 Million
- Year III Sales = \$175 Million
- Now +\$300 Million

3. **DIAGEO**



For Diageo, we helped reposition the Beautour brand into BV Coastal. BV Coastal is now the the fastest growing wine brand in the world and is approaching \$250 million in sales.

4. WEIGHT WATCHERS®

The Situation:

- The frozen food business was moribund
- We created new products, new packaging and new marketing programs

The Results

- A dramatic turnaround...

SHARES BUSINESS	PRE-LAUNCH SHARE	POST LAUNCH SHARE	
		YEAR I	YEAR II
Entrees	7.5%	11.4%	12.2%
Desserts	24.1%	51.5%	60.0%

5. *Peet's Coffee+Tea*



We developed the strategy to take Peet's Coffee+Tea into a new channel, the gourmet grocery channel. Business is up +15% year to year with the bulk of growth coming in this new distribution channel.

6.



Situation:

- Nissan Motor Acceptance results lagging projections.
- Deployed new marketing model and field sales force.
- Consolidated regional credit offices into one office in Dallas.

Results:

- Six months after restructuring, NMAC share of dealer financing had increased to 36% from 16%.

7. **surLean** FOOD SOLUTIONS

The Situation

- Surlean needed to keep pace with their growth requirements by opening new distribution channels
- Aramark, the world's third largest institutional feeder, needed a replicable methodology to control costs in a mass feeding environment

The Results

- Insight Marketing created the innovative, never-been-done-before “Custom Kit Solution”
- One carton containing 24 individual portions of protein, sauce, tortilla/bread, and side dish

- Custom prepared, in-store, when ordered by a guest
- The “Custom Kit Solution” enables powerful cost control while providing great tasting, made-right-now entrée solutions
- The kit provides enhanced portion control, reduced loss from over-portioning and scrap food



The latest addition to our capabilities give us significantly increased creative horsepower...

The newest member of our staff comes to us from a long and distinguished career in advertising that built some of the biggest and best brands in their respective industries.

The Brands

Dodge Cars and Trucks
General Mills
Procter & Gamble
McDonald's
Mitsubishi cars
E&J Gallo Wines
Kikkoman Soy Sauce
S&W Foods

The Capabilities

Television
Print
Radio
Internet
Sales materials
And much more



Texas Truck Stop campaign.
One of most successful dealer campaigns that was ever run for Dodge trucks.



What can we do for you?

I. Growing Existing Businesses

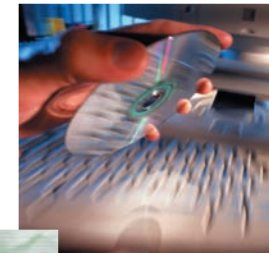
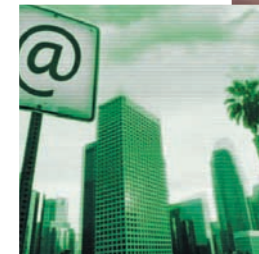
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