

Brand Business Planning Process

Long-Term 3 - 5+ Year Planning

ASSESS				
STEPS Porter's 5 Forces 5 C's SWOT	Nielsen Mintel DH	TOOLS Internet Trend Anthropology News	KCMS Cross Pollination Intuitive Process	OUTPUT Assessing Landscape Presentation

VISION				
STEPS Create Sell-in	Listening Tact	TOOLS Enthusiasm Persuasion Vision Presentation	Leadership Persistence	OUTPUT Vision Statement / Deck Organizational Alignment Excitement

WHO				
STEPS Needs Assessment Demos, Psychos Size of Prize	Nielsen HH Panel DH Ethnographies	TOOLS Trends Spectra research Habits & Practices	Internet News Qualitative in-homes	OUTPUT Market Segmentation Strategic Targets Prime Prospects

WHAT		
STEPS Brand Positioning Visual Brand Identity Product Mix / Lineup	TOOLS Who Assess Landscape Vision Brand Grid	OUTPUT Equity Pyramid Brand Brief Design Theme Brand Guidelines

HOW

STRATEGIC PLANNING		
STEPS Objectives Goals Strategies Measures	TOOLS Assessing Landscape Vision Who What	OUTPUT OGSM Template

TACTICAL PLANNING

New Initiatives (Innovation)					Marketing, Budgeting & Sales Planning		
STEPS Consumer Learning Ideation Business Case Product Development Package Development	Benefit Screener Brainstorming Concept & Use Test Consumer Panels package brief	TOOLS Qualitative Protocepts Launch Criteria Product Use Test	Concept Test Vision Financial	OUTPUT Consumer need state Concepts & Prototypes Go/No-Go Decision Product Formula Package	STEPS Budget Advertising Plan Promotions Plan PR Plan Media Planning	TOOLS OGSM Budget Templates Media Flow Charts Sales Deck	OUTPUT Approved Budget Marketing plan Marketing Calendar Retail Sell-in

Execute		
STEPS Creative Development PR Releases Media Buying Promotions Manufacture Distribute Retail Execution	TOOLS Budget Creative Brief Media Flowchart Agencies POG Kompass Displays	OUTPUT Creative News Releases Advertising is placed Final Product Product on Shelf Product Sells

Measure				
STEPS Analysis Reporting	OGSM Nielsen KCMS Brand Equity Monitors	TOOLS DH HH Panel IRI Financial data	Audits Consumer Feedback	OUTPUT Scorecards Business Reviews P&L

Annual Business Planning