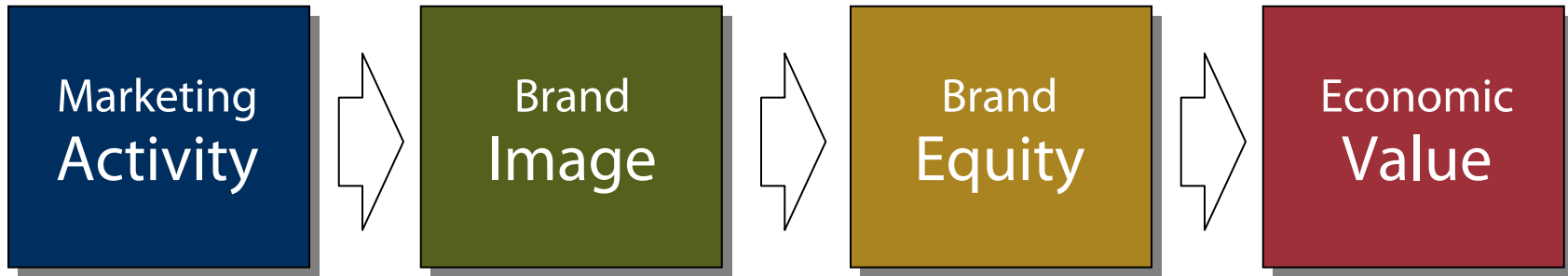


Marketing – Brand – Image – Economic Value

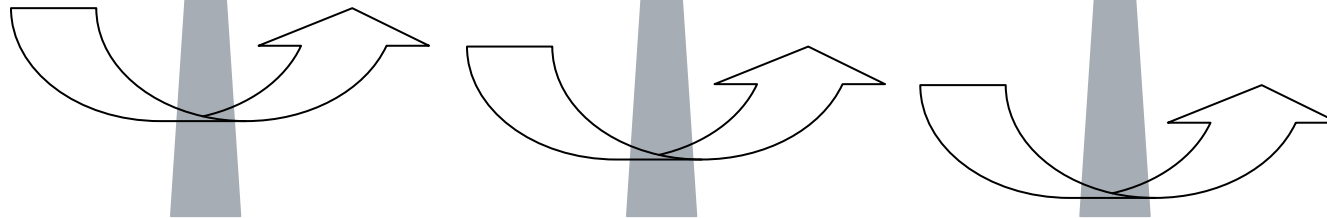


- Branding/Positioning
- Direct Sales/Sales Promotion
- Earned Media/Publicity
- Electronic Marketing/Advertising
 - Inquiry
- Fulfillment/Conversion
- Diagnostics
- Etc.

- Awareness
- Attributes
- Characteristics
- Points of Parity
- Points of Difference

- Attitudes
- Associations
- Attachments
- Personality
- Preference
- Permission

- Translating Equity into Profits:
- Customer Franchise Value (Buying Behavior, Loyalty)
 - Pricing Power
 - Expense Reduction



Effectiveness

- Clarity
- Distinctiveness
- Consistency

Relevance

- Relative Strengths
- Comparative Advantages

Correlation

Adapted from MarketingNVP