

DO YOU NEED TO...



Reinvigorate your brand?



Expand your brand footprint?



Create new brand offerings?



Differentiate your brand?



Implement your brand promise?



Assess your brand in relationship to the competition?

HANSA
Brand SOLUTIONS

Practical.
Quick implementation.
Results oriented.



HANSA Brand **RJVNTR**[™]

The Brand Rejuvenator is ideal for brands that feel like they are losing their edge. Such brands may have hit “middle age,” or there may be a lack of clarity on what the brand stands for.

Brand RJVNTR[™] is a comprehensive process by which companies can assess the strength and current standing of their brand(s). It is particularly suited for “middle age” brands serving customer-based categories with access to transaction data.

This rigorous process involves the creation and testing of multiple concepts, which will encapsulate the most relevant dimension(s) of the brand. This results in the definition of a sharp, relevant brand essence that is then validated by customers, to help re-energize the business. It goes beyond being consultative. It is action oriented.

HANSA Brand **EXPNDR**[™]

The Brand Expander is ideal for brands that have found success with a core target audience, but are not able to attract newer customers automatically.

Brand EXPNDR[™] will explore the appeal of the brand to other audiences, through understanding of different need states and marrying these with the core offering of the brand. The process is sensitive to the need for not diluting the brand’s appeal among its core audience, even as opportunities are explored.



Brand EXPNDR[™] will generate several hypotheses that will be validated. This could result in sharper communication or slight modifications to the product or service, or simply a more precise definition of the customers’ context that makes the brand appealing.

A clear path for expanding the brand footprint will be spelled out, resulting in more positive initiatives in the market.



HANSA Brand **INNTR**[™]

The Brand Innovator is an exciting tool that is suited for brands, products, and services that are constantly in need of the 'new, new' in their offerings or processes. Brands that do not innovate often find themselves falling behind in the market.

Hansa's methodology for innovation begins with gaining a deep understanding of the technical, or supply-side, of what is possible. This is then developed into creative ideas, with input from customers and/or experts. A thorough understanding of the customers' context is married with the technical feasibility to arrive at potential new developments.

Brand INNTR[™] will generate creative concepts to illustrate the new ideas to customers. These concepts will be assessed for their potential and rank-ordered for further development. A definite path to innovation will be visible by the end of this exercise.



HANSA Brand **DFRNTR**[™]

A common problem faced by brands is a lack of differentiation. New products are often cloned within months.

Brand DFRNTR[™] recognizes that differentiation can come from several variables: the product itself, its application, service dimensions, packaging, tone of voice, the consumer segment and the attitudes that it represents, process of delivery, customer recognition and loyalty, pricing, and distribution.

Isolating the point of differentiation requires the identification of the relevant intersecting point between the customer's context (social, cultural, personal or any other) and the specifics of the offer, within the larger competitive environment. This is done through development of multiple concepts, in words and pictures, which are tested among appropriate audiences. The result is a set of validated choices on points of differentiation that can be acted upon, for superior results.

HANSA Brand **IMPLMNTR**[™]



A brand is only as good as its implementation.

The brand's performance and distinctive recognition depends on this.

Brand IMPLMNTR[™] is an internal exercise that helps bring the brand to life within the organization. This can take many forms: clear articulation of what the brand stands for, development of brand books, identification of touch points, development of briefs to guide action, internal communication in various internal media, developing a 'rallying cry' to motivate action, and actions for training the trainers.

Hansa will help create the brand framework, or simply assist with the execution of an existing framework. The emphasis is on the creation of internal alignment. The implementation of the brand promise has to be an organizational agenda. This is achieved with a well-coordinated plan along with the development and execution of relevant materials.



HANSA Brand **TRCKR++**[™]

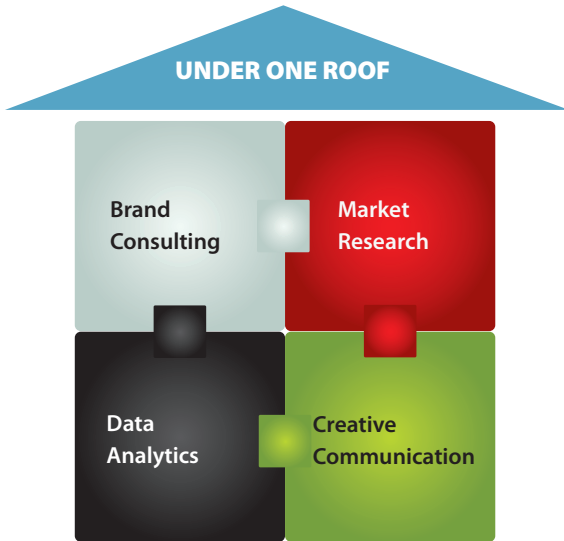
How well a brand is attracting and retaining customers and performing in relationship to the competition is a constant concern.

Brand TRCKR++[™] is a tracking methodology with distinct advantages over routine tracking. To begin with, it will capture the metrics of typical tracking studies -- awareness, preference, usage, scoring on various brand attributes versus competition, image dimensions, barriers and enablers, etc.

It then goes beyond to incorporate these metrics with any of the other Hansa Brand Solutions, like **RJVNTR**[™], **EXPNDR**[™], **DFFRNTR**[™] or **INNVT**[™].

This is customized to the client to answer specific problems, and is guaranteed to provide directions to address them.

Brand TRCKR++[™] process identifies the brand issues, synthesizes possible solutions into concepts, and validates the same. The end goal is to arrive at an action plan that ultimately improves the brand's performance.



HANSA: multiple disciplines under one roof

Hansa combines a world-class senior talent pool across multiple disciplines. This includes deep knowledge of Branding, Market Research, Data Analytics, Interactive, and Creative Communication development — this combination under one roof is simply hard to find.

Hansa Brand Solutions have been proven effective across a wide variety of industries – Information Technology, Financial Services, Consumer Products, Automotive, Fashion and Textiles, Industrial Products, B2B, Retail, Office Products, Healthcare, Miscellaneous Services, and more.



For further information contact:

Roy Wollen

President, USA

Hansa Marketing Services

626 Grove Street

Evanston, IL 60201

Tel: 847-491-6682

Cell: 847-624-4858

roy.wollen@hansa-marketing.com

www.hansa-marketing.com

Wayne A. Marks

President, USA

Hansa|GCR LLC

308 SW First Avenue

Portland, OR 97204

Tel: 503-241-1103

Cell: 925-963-9656

wmarks@hansagcr.com

www.hansagcr.com