

# Building Business/ Brands in a Down Economy

Strategies/Tactics for Success

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## Introduction

- The purpose of this presentation is to share data, information and most importantly, insights on how to deal with this new economy
- The objective is to obtain a deeper, more holistic awareness and understanding of how to build business/Brands in down economy



## Major Take Away

It's all about “innovation”:

Ideas in actions

Key to

Success.



# 1. Control/Cut Costs and Invest

- Ability to execute this seemingly contradicting idea is sign of enlightened leadership
- Graveyard is full of marketers who ignored this principle in the past



## 2. First Inside Then Outside

- Start inside with communications: awareness, understanding, and acceptance of your success plan
- Top down, bottom up communications that has a basic goal of employee engagement



### 3. Don't Generalize, Customize

- It's not all doom and gloom
- Not every product/service category, selling channel, geographic area, or company are all in the same growth mode



## 4. Determine Where in Concept Lifecycle

- Emerging, mature, and declining concept lifecycles need different strategies and tactics
- Build a three or five year long term strategic plan, annual pro-forma and 90-day tactical plans
- Don't do anything in the short term that's going to jeopardize the long term equity



## 5. Think Global, Act Local, Sell Personal

- Know the big picture. What's happening in your category? Best practices in dealing with down economy
- Edit and customize to each geographic area and customer mix



## 6. Price Competitive; Superior Experience

- Price is just the beginning; superior total shopping/buying/end use experience is the key
- Combination of rational benefits of price, quality, and convenience; and the emotional driver of badge value
- Logic and magic: keys to success in a down economy
- Delight the customer: whatever the product



## 7. Focus on Value

- What the customer gets for what they give
  - MORE: quality, service, trust, convenience
  - LESS: risk, hassle, confusion, uncertainty



## 8. Work With Key Suppliers

- Wal-Mart has set up a “partnership for growth” program with suppliers asking for opportunistic buys: WHY? – more business for Wal-Mart, bigger share in their advanced growth
- Tap into suppliers and industry information and data and more specifically category and customer research



## 9. Down Economy, Tomorrow's Leaders are Born

- Don't cut/eliminate anything that helps influence and build client relationships
- Time for entrepreneurs to shine: it takes clear vision and hyper focus
- Leverage tough times into unique opportunities to increase Brand/market share



## 10. Clients Still Making Purchase Decisions

- Prioritize more, more selective, allow uncertainty to seep into their decisions but they are still buying
- Customer care, trust, confidence, hassle free are key drivers of success
- Smart companies use this slowdown to steal share from slow, reactive competitors
- Say no to no!



## 11. Broaden Perspective of Multi- Channel

- Include new ways to engage customers: social networks, text messaging, blogs, widgets, mobile marketing, customer reviews, digital downloads, rich videos, RSS
- Online is still the fastest-growing retail channel.  
E-commerce retail sales compound annual growth will be 15.0% in North America over the period 2008-2013.  
Over \$281-billion business by year 2013
- Forrester research predicts that by 2012/2013 nearly one half of the USA and Western Europe retail sales will be transacted online or influenced by the web



## 12. Redefine Luxury

- It's about pursuing what you love and desire
- Focus on: genuine, timelessness, trust, assurance, no frills chic, eco-cheap, trends vs. fads
- One generation's luxury, next generation's necessity
- Perks like insider information, jumping the queue, after hours openings, and reserved parking spots will be valued by customers



## 13. In Short Term, Companies Will be Hurt Badly

- Some will go bust; projects will be delayed/stopped
- With this crisis comes tremendous opportunity
- Forcing out unsustainable business models



## 14. Connect with Net Generation

- They will help redefine future economy
- It's not just what they earn and spend, its their influence on the marketplace
- Direct/indirect purchases 2-trillion in North America
- Key Drivers: lots of choice, customize, scrutinize, openness, fun, newest, fast



## 15. “Refuse to Participate in Doom Gloom”

- Don’t get sucked into the rhetoric
- If you want to be part of the horror story, talk horror
- It’s the law of attraction, what you focus on happens
- It’s going to get worse before it gets better
- Three-choices: pro-active, reactive, or pray



## 16. Bottom Line

- Cut costs/stimulate innovation
- Operational efficiency/customer advocacy
- Learn, agility, people, productivity
- Strength and strategy of organization



## Bottom Line

This too will PASS





WHEN A BRAND  
BECOMES A MOVEMENT

THE CREATIVE MARKETERS REPORT 2008

**Thank you and keep in touch.**



**J.C. WILLIAMS GROUP**

## **The Retail Shop.**

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