

stimulus

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The Essentials for Being a Market Leader.

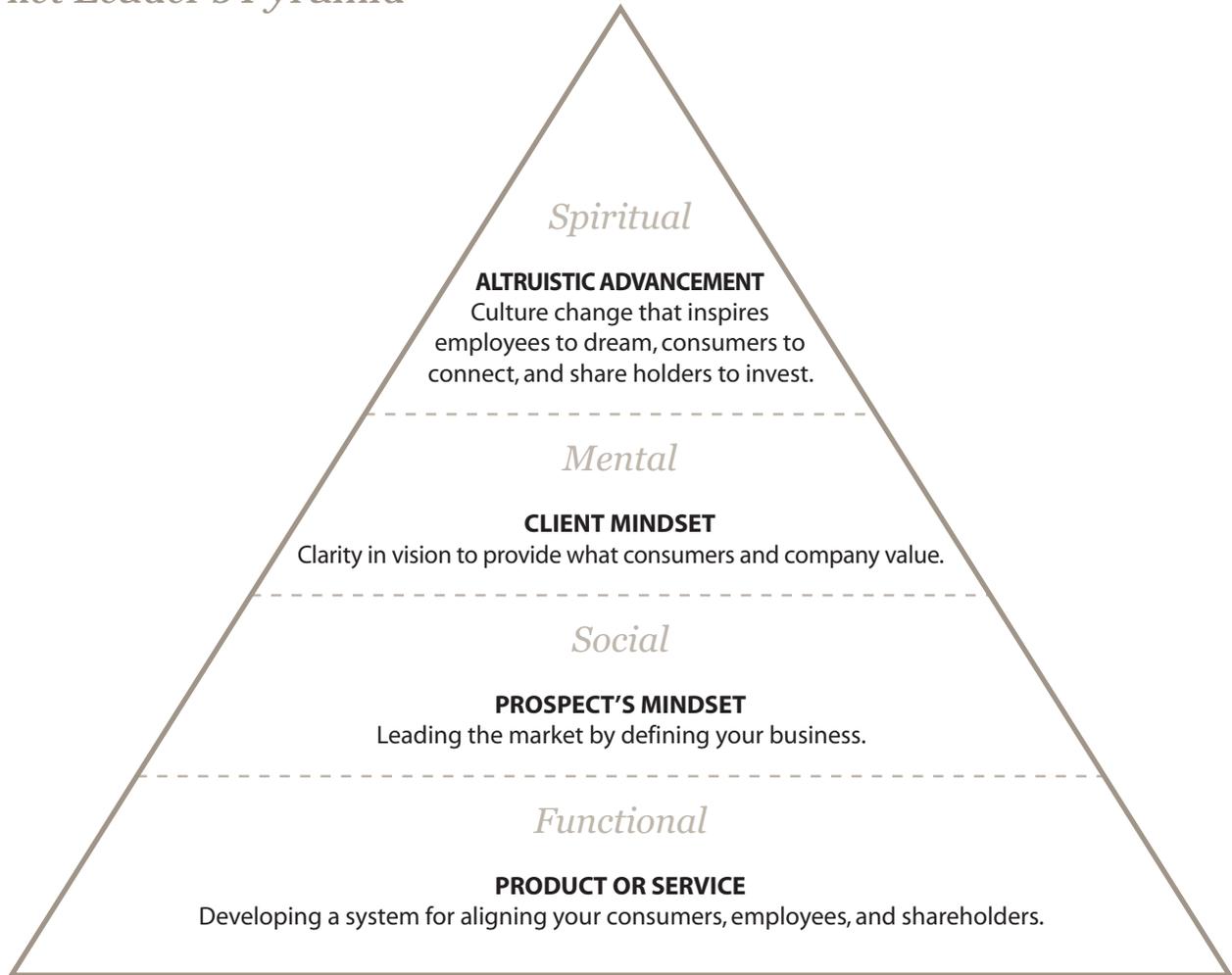
Marketing Products & Services

THE VALUE-EXPERIENCE

Stimulus Advertising's products and services give you the tools to develop strategies with the Market Leader's Pyramid, and the Strategy Map; lead initiatives with the Culture Change Wheel and VisionLink™; implement tactics with PowerWords™ and the Name Advisor; and achieve results by measuring success with the Loyalty Ladder and the Risk-Value Matrix.

Stimulus Advertising believes in a consumer-centric viewpoint that aligns what companies can offer with what consumers value. The value of the product or service is not the price the consumer paid, but rather what that purchase allows the consumer to achieve. A value experience that is essential for being a market leader!

Market Leader's Pyramid



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RESULTS

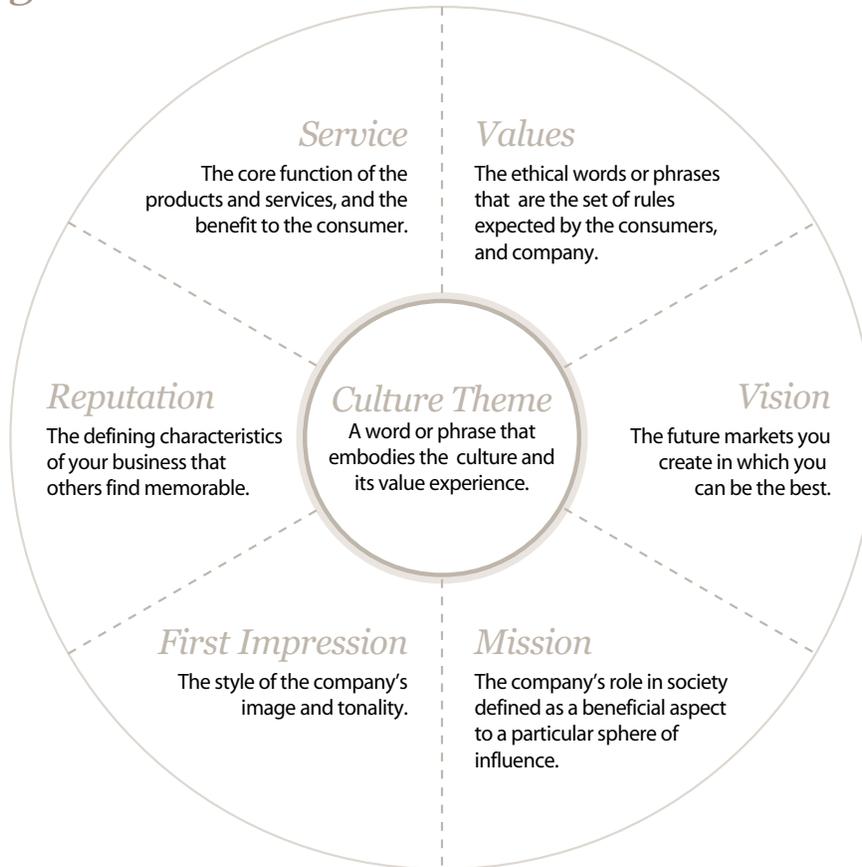
The pyramid hierarchy crystallizes four main categories of business that are uniquely and succinctly communicated in a diagram. From this diagram, strategies and tactics can be tested using the four categories as metrics to the vision of the business.

RESOURCES REQUIRED

Time: 4+ hours

Personnel: 3 to 5 influential employees (C-level, V.P., Directors, etc.) including a "Champion" (person responsible)

Culture Change Wheel



RESULTS

The wheel is used as a visual tool to communicate the strategy to the company. The inside reality of a company must match its outside message or else it will violate a basic level of consumer development; which is trust. Without trust, a relationship with the consumer is next to impossible. Equally vital is alignment within the company and clearly defined objectives to guide leaders in achieving the right business strategies and culture change initiatives.

RESOURCES REQUIRED

Time: 10 hours over 2-week lead time.

Personnel: "Champion" (person responsible) and any additional people required

Prior Steps: Market Leader's Pyramid

PowerWords™

SAMPLE

Sample below was prepared for a health care service.

Aspire: Desire to achieve

Care: Genuine concern

Respect: Give high regard

Coach: Support, motivate, encourage

Nurture: Educate, develop, train

Communicate: Connect with one another

Independence: Restore control

Ability: Power to accomplish

Empower: Equip with ability

Open: Relate sincerely

Learn: Daily improvement

Shepherd: Guide with care

No Surprises: Open and ongoing communication

RESULTS

Based on both the Market Leader's Pyramid and the Culture Change Wheel, this vocabulary allows employees to express the company and its vision. By redefining the company through a corporate vocabulary, employees will be equipped and empowered to express culture change initiatives. Similarly, consumers will have a tangible connection with the company.

RESOURCES REQUIRED

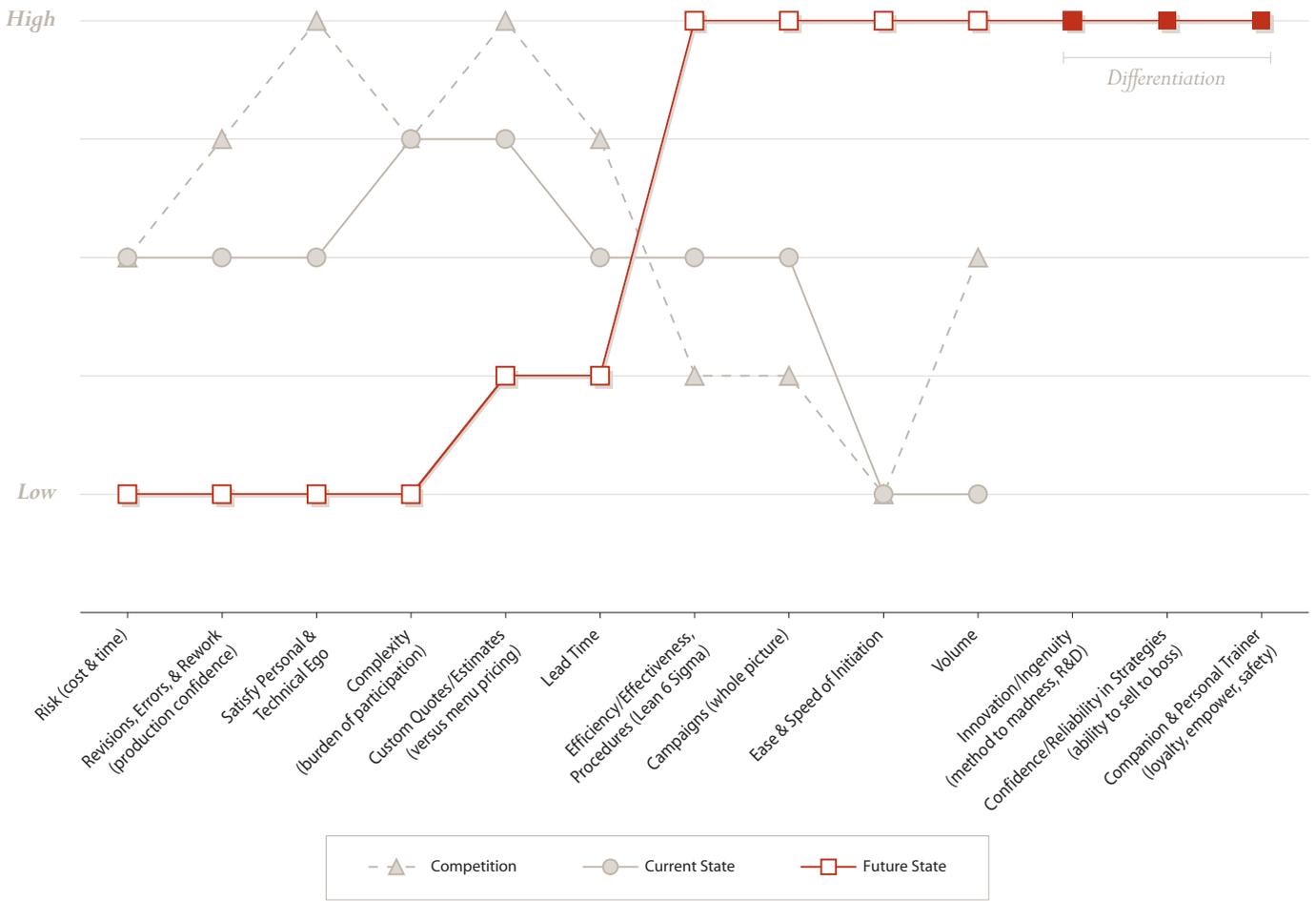
Time: 16 hours

Personnel: "Champion" (person responsible) and any additional people required

Prior Steps: Market Leader's Pyramid and Culture Change Wheel.

Strategy Map

Sample below was prepared for a production-oriented company.



RESULTS

The Strategy Map and its associated metrics serve as a constant guide for your marketing strategy. This tool will map how you can position the company in the market to stand out from your competitors, meet existing markets, and create new growth markets.

RESOURCES REQUIRED

Time: 24 hours

Personnel: "Champion" (person responsible) and any additional people required

Prior Steps: Market Leader's Pyramid

VisionLink™

In order to preserve confidentiality of our clients' competitive advantage, we have removed references to the companies and their industries.

SAMPLE 1

[The company] will be the recognized regional leader in [our industry].

[We] will establish a new climate of open and ongoing communication, support and direction, and shepherding and coaching in order to help all parties involved reach and realize their full and unique potential.

[We] will change the public's definition and expectation of [our services]. By doing so, [we] will create a new and open market - making the competition's marketing leverage irrelevant.

The results will allow [us] to fulfill economic goals in high profit centers which will provide strength to all areas of [our company].

SAMPLE 2

[Our company] has a unique process from strategic planning, to implementation, to production, guaranteeing a client's success through reliable, repeatable procedures that maximize both creativity and results.

By developing tactics for understanding how people relate, [We] will become everything to the right people. [We] will achieve results through relationships in order to establish loyalty.

[Our] diverse range of services concentrated on the right clients will result in higher profits with fewer but deeper clients, and higher financial stability throughout the lifetime value of the client.

RESULTS

VisionLink™ will communicate in a very large "brush stroke" the direction of the company. VisionLink™ has two main parts. First it should force people out of complacency, increase value to both the consumer and the company, and show how this improves the financial health of the company. Secondly, it should demonstrate that the synergistic link between the individual goals will achieve the entire vision.

RESOURCES REQUIRED

Time: 10 hours with 2-week lead time.

Personnel: "Champion" (person responsible)

Prior Steps: Market Leader's Pyramid, and Strategy Map

Name Advisor

| | <i>Descriptive</i> | <i>Associative</i> | <i>Nonsensical</i> |
|--------------------|--------------------|--------------------|--------------------|
| SERVICE | High | Low | Low |
| PRODUCT | High | Low | Low |
| DESCRIPTION | High | Low | Low |
| EXPECTATION | High | Average | Low |
| BUDGET | Low | Average | High |
| RISK | Low | Average | High |
| BRAND | Low | High | High |
| POSITION | Low | High | High |
| FLEXIBILITY | Low | High | High |

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Examples

DESCRIPTIVE

Blue Ridge Business Journal, IBM,
Tom Jones Drugs

ASSOCIATIVE

Nike, Visa, Target

NONSENSICAL

La Di D's, Google, Yahoo!

RESULTS

Based on both the Market Leader's Pyramid and our Name Advisor, a company name or product line name can be created that will exemplify your company or product to the consumer. The chart advises you on the benefits and risks associated with the type of name created and the necessary strategy you will need to employ to maximize your company's growth.

RESOURCES REQUIRED

Time: 2-week lead time

Personnel: "Champion" (person responsible)

Prior Steps: Market Leader's Pyramid

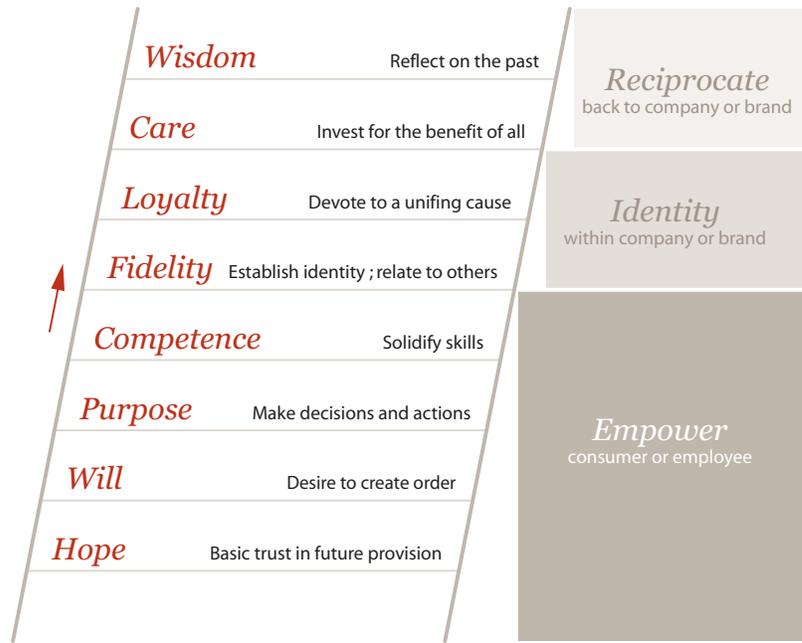
Loyalty Ladder

RESULTS

This report assesses the various levels of commitment from your consumers. Internally, this can help determine the progress of any culture change initiatives or consumer loyalty. Included is a tentative schedule to manage expectations and provide milestones for short-term wins that sustain interest and momentum for both employees and consumers.

RESOURCES REQUIRED

Personnel: "Champion" (person responsible) and any additional people required



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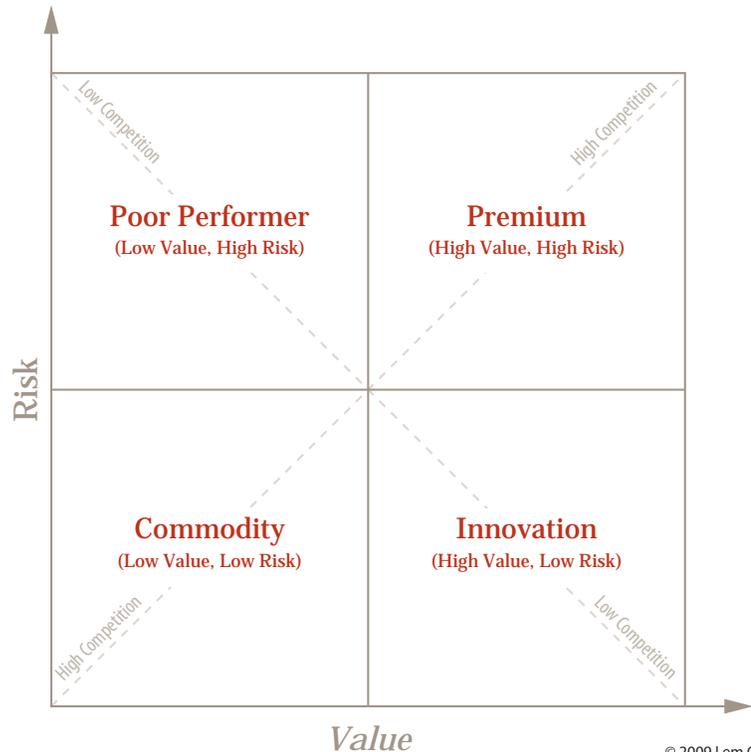
Risk-Value Matrix

RESULTS

This report helps you plan your marketing mix as an investment portfolio. The tool is based on how value relates to risk. Also, it indicates what areas you should expect high levels of competition and what areas you should expect low ones. Once identified to what quadrant the tactics belong, a strategy can be devised to combat the market forces, or transition those tactics to a more appropriate quadrant to improve your marketing portfolio.

RESOURCES REQUIRED

Personnel: "Champion" (person responsible) and any additional people required



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