SRG

WHAT MATTERS MOST

MAY 2018
SRG is a brand strategy, innovation, and creativity firm.

- Create and grow brands
- Fusion of strategy and creativity
- Independent for entire 34 year history
- 130 people, Boulder-based
EARLY STAGE CLIENTS
1. HIGHER PURPOSE
“I resisted doing vision, purpose and mission statements because they were a bunch of crap.....If I had gotten that right 7-8 years earlier, what would have happened?”

- John Foraker, Former CEO, Annie’s
SRG BELIEFS

- **Honesty**: Do the right thing
- **Excellence**: Always do that little bit more
- **Creativity**: Put your imagination to work
- **Respect**: Treat everyone as equals
- **Responsibility**: Make it better
- **Education**: Be a student of the game
- **Social Value**: Give back
- **Fun**: Make the journey the destination
HIGHER PURPOSE

- Values-based organization
- Transparent + authentic
- Common ground
- Attracts commitment, energy, and resources
- Basis for setting strategy
2. DEFINE DESTINATION
THINK THROUGH WHERE, HOW, AND WHY YOU CAN WIN.

• What are competitive advantages and disadvantages?
• How to leverage and/or overcome?
• How to evolve?
SKIN INC. PERSONALIZED SKIN CARE

SMART PLATE TOP VIEW
Nutrition app using photo recognition and AI to analyze and track food choices

MOODO
Customized home scent with your phone
WRITE IT DOWN FOR ALIGNMENT, AND COMMITMENT.

1. Situation Analysis
2. Brand Positioning
3. Keys to Success
4. Vision
5. Objective and Strategies
6. Resource Requirements
BUILD PLATFORMS FOR GROWTH.
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“TRANSIENT ADVANTAGES” REQUIRE NIMBLE EXPERIMENTATION, LEARNING, AND ITERATION.
BALANCE THE PRESENT WITH THE FUTURE
3. INTIMATE CONSUMER UNDERSTANDING
EMPATHY

Understanding what others are feeling because you have experienced it yourself or can put yourself in their shoes.
SOFIA & THE MRI
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DEEP INSIGHTS INTO TARGET CONSUMER SHOULD GROUND ALL BRAND STRATEGY.

- Secondary
- Syndicated
- Observation
- Consumer Interviews
4. FIND YOUR OWN PLACE
A BRAND IS A PROMISE. ULTIMATELY, THE SUM OF ITS REPUTATION AND EXPERIENCE.

Strong, memorable brands are associated with a rich array of benefits, attributes and personality characteristics.
POSITIONING IS A PROCESS OF DISTINCTIVELY OWNING A BENEFIT SPACE.

- **Target audience:** passionate core users
- **Frame of reference:** what consumer may compare it to
- **Differentiating benefit:** the distinctive emotional benefit
- **Reasons to believe:** why believe the benefit claim
It’s not delivery. It’s DiGiorno.

SUPREME PIZZA
5. BE BEST AT WHAT DO
RELATIVE PRODUCT QUALITY HIGHLY CORRELATES WITH ROI.

- Value = Cost vs. benefit
6. UNFORGETTABLE EXPERIENCES
PREFERENCE AND PASSION ALIGN WITH BRAND ENGAGEMENT.
“You can train people, giving them more skills, more ability to do the target behavior. That’s the hard path. Don’t take this route unless you really must. The better path is to make the target behavior easier to do.”

BJ Fogg, PhD, Persuasive Tech Lab, Stanford
ADDRESS THE PROBLEM IN A SIMPLE WAY.

Trunk Club: I don’t know what is fashionable to wear.

Pottery Barn: I don’t know how to decorate.

Habit: I don’t know what my body needs.
DISRUPTIVE TECHNIQUES CAN BE A GREAT WAY TO PROVOKE AND ENGAGE

- Customer and community events
- Farmers’ markets
- Street marketing
- Point of sale
- Unexpected locations
- Social media
SOCIAL MEDIA AND ONLINE TECHNIQUES ARE NOW CRITICAL TO BRAND ENGAGEMENT.

- 5 billion Google searches per day
- 169 million Facebook users in U.S.
- 35 million update status daily
- 3 billion photos uploaded on Instagram per month
- 136 million unique U.S. visitors to YouTube per month
7. FUNDAMENTALS MATTER
FOCUSED EXECUTION HAS A BIG IMPACT

- Maximize ACV
- Store placement
- Items per point of distribution
- Right items in the mix
- Relative pricing
- Point-of-sale; off-shelf displays
- Sales management
8. PROFIT FROM GOOD WORK
• Invest heavily in productivity—IT, process, supply chain
• Spend margin back to build brand
9. SURROUND YOURSELF WITH GREATNESS
Who Before What:

- Hire people better than you
WHAT MATTERS MOST

• Higher purpose
• Define your destination
• Intimate consumer understanding
• Find your own place
• Be best at what do
• Unforgettable experiences
• Fundamentals matter
• Profit from good work
• Surround yourself with greatness