



SQUARE ONE

Market Assessment

Businesses of all sizes struggle with identity. Even more so, they struggle with how best to present that identity to prospects and customers. Often, the lack of a clearly defined mission and vision make it impossible to communicate a compelling value proposition at all. JHA's *SquareOne* can help — providing clear branding insights that are customized for your business goals.



SquareOne

SquareOne is an in-depth discovery process designed to help our clients define their unique brand position across the competitive landscape. The results lay a strong cornerstone for developing a targeted, strategically sound marketing communications plan that informs, educates and motivates target audiences to action.

The Process

JHA will review any provided primary research, analyze the current internal and external communication collateral (including website) and assess the competitive landscape. The competitive assessment includes a summary of brand look and feel, value proposition, page rankings and keywords of competitors.

Concurrently, our clients are asked to complete a positioning assessment questionnaire (individually submitted by both C-level and non-C-level team members and customers) providing specific insight to the company and its mission.

JHA will compile a report specifying the level of agreement / disagreement resulting from these surveys, identifying areas where clarification is needed. Then an internal discussion will be conducted among the stakeholders to complete a collective response that presents a unified front.

A final, comprehensive report is prepared comparing your brand, message and online presence with the competition, offering brand-level observations and recommendations. These findings provide an indispensable cornerstone on which to build a strategic marketing communications plan using *GamePlan*.

Brand Story Development

Based on the findings of the SquareOne research, JHA will craft three to four brand stories containing similar key points but with different personality elements that set a communication tone to complement the corporate brand and identity.

Market Assessment

Initial Consultation with Client

- Discuss client's current market position, opportunities, challenges and goals
 - Discuss client's current market position
 - Discuss client's prior marketing successes and challenges
 - Define target markets and discuss new potential markets
 - Prioritize target markets
 - Discuss products and services and define a unique selling point
 - Review existing collateral, website, industry event schedule, etc.
 - Review any previously conducted marketing research

Client Discovery Questionnaire

- Understand and evaluate the state of the business as seen through internal stakeholder eyes, alleviate any disagreement and have a single consensus before beginning any new marketing development
 - Conducted with internal client team members and customers for responses
- Agency will:
 - Compile and summarize all responses
 - Identify commonalities and disconnects between internal and customer feedback
 - Identify areas that require better definition and internal agreement
 - Return findings to client
 - Lead an internal discussion among key stakeholders to complete a collective response

Competitive Assessment

- Understand the competitive landscape in order to differentiate the client from others in the space or closely related industries
 - Website / Company branding
 - Value Proposition
 - Business Focus
 - Existing Collateral
- Compile list of common keywords used by competitors

Create a Summary Report of Findings

- Competitor Assessment
 - Branding
 - Website presence
 - Business focus / market positioning
 - Value proposition
- Discovery questionnaire results and outcome
- Provide strategic recommendations based on findings
- Provide Brand Stories to fully develop the brand personality

Typical Total Time to Complete Marketing Assessment: Three - four weeks

Client involvement outlined above may be supplemented by phone calls, emails and meetings as progress warrants.



A Relationship With JHA Just Makes Sense.

A new organization may not know how or where to begin with marketing; or what elements should be prioritized for their specific situation. Over time, even established organizations can lose marketing focus or brand consistency. SquareOne will help you identify, prioritize and manage your marketing communications efforts.

- Generate comprehensive, credible market presence faster with lower costs
- Establish a consistent, compelling brand identity that works
- Reduce internal marketing responsibilities for improved focus on core business
- Convenient, one-stop source for all business-critical marketing materials
- Seamless integration between printed materials and digital/ social media
- Veteran, career professionals committed to exceptional results
- Highly refined tools and processes for fast, efficient execution
- In-house research, planning, writing, design and development
- Long-term vendor relationships ensure quality results—on time and on budget
- Regional, National and International launch experience, from start-ups to the Fortune 500