



This is where strategy works

Today, building an effective marketing strategy is not about targeting a select demographic profile as the ideal customer. It means engaging with “tribes” of consumers based on the buying habits, beliefs and attitudes that link them. This takes more than the right mix of media and a clever idea. It takes your understanding of your business and industry working alongside our expertise in building a brand that both delivers results to your company and appeals to **your consumer tribe**...

I am a single,
23 year-old
living in a city
apartment
and I am
part of
**your
tribe**

I am married,
in my 40's, and
live in a house
in the suburbs
and I am
part of
**your
tribe**

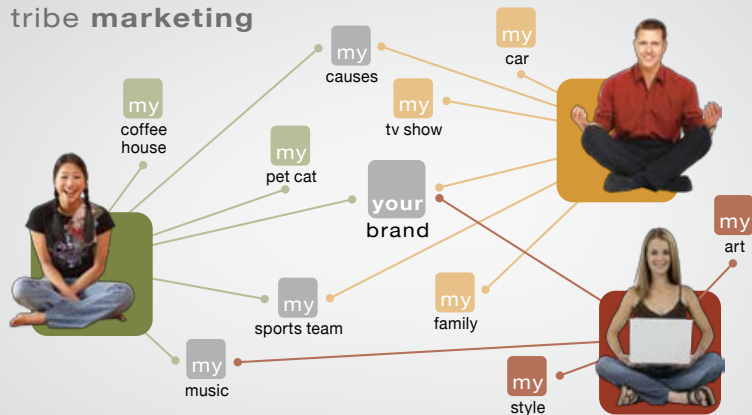


Old demographic marketing



gender	age	ethnicity	income	housing
male	42	caucasian	\$60-80,000	owns, suburbs
female	23	asian-mixed	\$20-40,000	rents, city
female	29	caucasian	\$40-60,000	owns, city

New tribe marketing



Today, people are linked by brand preferences and lifestyle choices... not in fixed groups, but in transient tribes. The Gen X'er and Baby Boomer may share a single tribe at the gym, though each is part of many other tribes in their lives. The challenge for marketers is to identify tribes that will be drawn to the unique identity of your brand and not just refine your message to speak to them, but make their relationship with your brand an experience that builds a group of enthusiasts.

The “works” we produce are driven by the customer-to-customer relationship, the brand strategy and the results you need... not by a set of services. Instead, our network of experts ensures you get the benefit of senior experience, without overhead for services you don’t need. And beyond our branding, advertising and sponsorship works, we offer a **unique set of proprietary programs:**

■ **Advertising Needs Analysis**

We work with you to find how your needs can be met within your resources, or to audit current activities.

■ **Event Management Model**

If running an event without the plan to deliver it, our process can help you deliver the event you want.

■ **Sponsorship Evaluation Matrix**

Our matrix helps you find the group or event sponsorships that complement your marketing.

■ **Brand Planning System (BPS)**

Our system makes you the center of the process, and doesn’t force a structure on your planning.

■ **Eureka Ideaworks**

When you need to solve a problem, we can take you through a creative process to find your solution.

■ **Social Entrepreneurial Marketing**

We believe in giving back so we manage a series of our own social programs. We can also help you develop new programs that stand the test of time.

Ask us how you may qualify for a government grant to offset the costs of our service. And... **let us help** strategy work for you



strategyworks



branding • advertising • sponsorship



Marketing is our passion...

Our clients benefit from the relationship we build with them and their company, from our understanding of the process required to succeed and from our extensive experience delivering results to a variety of today's consumer tribes.

simple. effective. solutions.



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