



VISION TO VIABILITY

If Only There Were a Fitbit® Bracelet for Entrepreneurs



GROUND FLOOR
SOLUTIONS

Business Fitness

A business, like a person, needs to know what shape it is in. Too often, the vital signs of business health are ignored until a problem develops.

Brand Fitness

Many entrepreneurs do not apply enough diligence to monitoring all aspects of their business fitness. Brand fitness is at the top of that list.

Reality Check

More than 80% of the time, brand failures or ineffective brands are due to business development issues not creative issues.

Brand Check-Up

Vital Signs

1. Definition of Success
2. Value Proposition
3. Brand Idea
4. Brand Attributes
5. Branding Strategy and Tactics

Key Brand Considerations

1. Clarity of Message
2. Consistency
3. Differentiation
4. Influencers
5. Social Channels
6. Social Responsibility
7. Feedback for Effectiveness
8. Compliance
9. Reducibility
10. Customer Engagement

Brand Check-Up Symptoms

1. Definition of Success Missing
2. Lack of Clear Message
3. Inconsistency – Internal versus External
4. Minimal Differentiation
5. Customer Experience Secondary Priority
6. Not Using Influencers

Definition of Success

Everything related to your brand should point back to the way you define business success.

Personal, professional, strategic, financial, creative, and social priorities must be considered.

Value Proposition

People do not buy products, they buy *better versions of themselves* - they buy value!

They want to fulfill a need, desire, or requirement or a combination of these. How well do you know what your customer wants?

Classic Example

There is the famous story about Steve Jobs when he invented the iPod, the precursor to the iPhone. Tech industry leaders scratched their heads. MP3 players had been around for quite a while, what was so different about the iPod? His answer changed the world.



iPod.
1,000 songs in your pocket.

Brand Idea

1. Long-term relationship between a consumer and a brand.
2. Dynamic and multifaceted ideas that breathe life into every interaction with customers.
3. Brand Idea spurs consumers to change behavior in a way that leads to more purchases and higher loyalty.

Brand Attributes

Reducibility: clear, concise and compelling characteristics tied to your value proposition that are linked to your brand.

Toyota: Reliability

Mercedes: Prestige

BMW: Performance

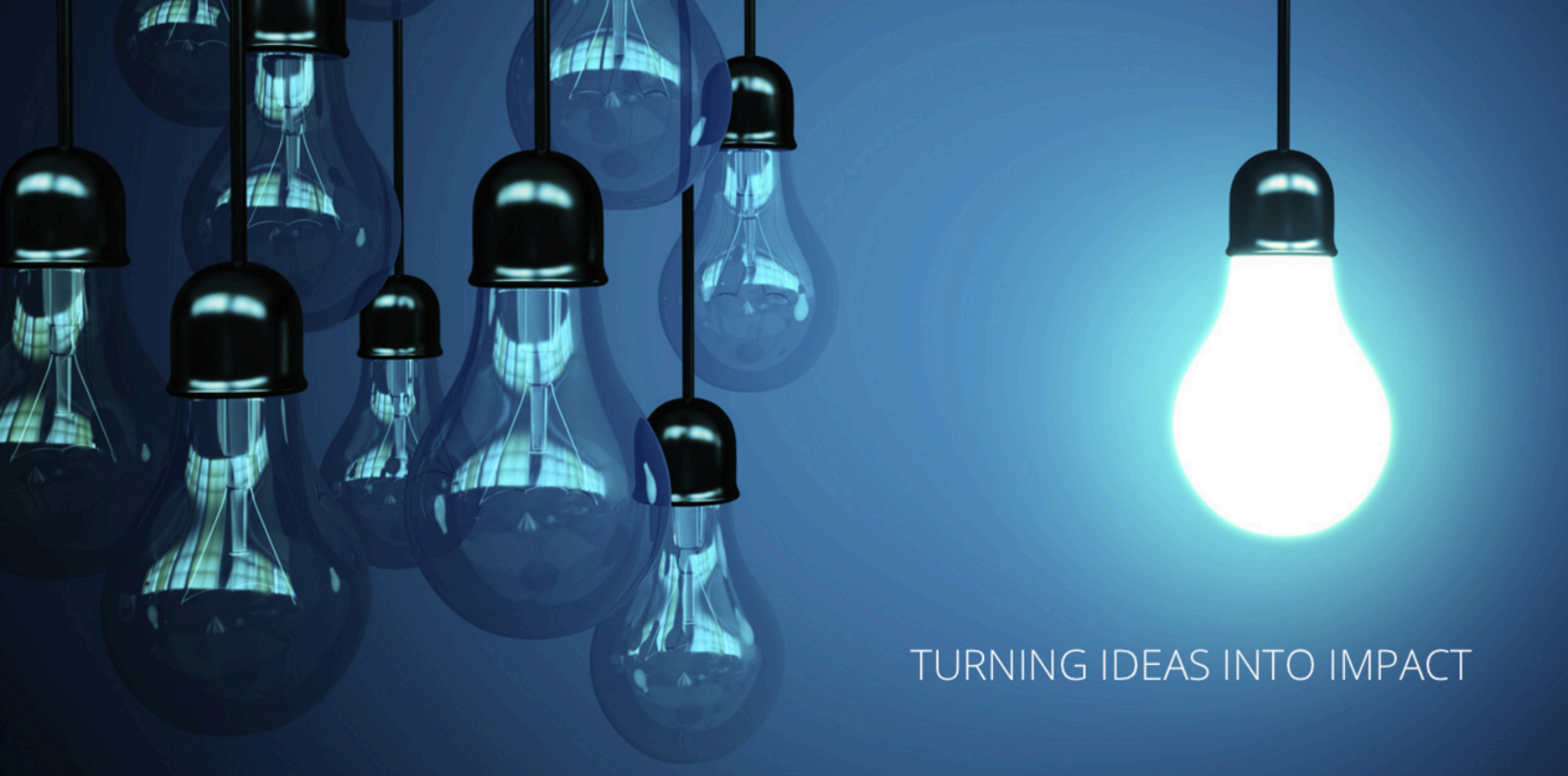
Volvo: Safety

Fashion Brand Ideas

- Accessible Glamour
- Affordable Chic
- Transitional Wear
- Curb-side Couture
- Slightly Oppositional
- Perception of Previous Use
- Eco-Friendly Fashion
- Upcycled Fashion
- Remarkable Service
- Elite Luxury
- Street Luxury
- Trendy Trash

Strategy and Tactics 2022

1. 360-degree view of existing perceptions
2. Value beyond the product
3. Top-down messaging is no longer enough
4. Engage customers
5. Editorialized branding
6. Maximize channels
7. Social-driven priorities



TURNING IDEAS INTO IMPACT

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