

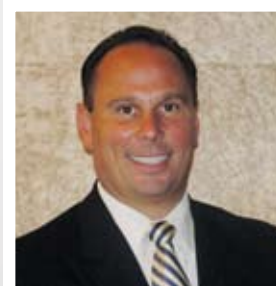
INTRODUCTION TO A HIGHER WAY OF THINKING

At Prodigal, we bring the best thinking from the discipline of **Brand Positioning** and the science of **Behavioral Economics** to our work for our clients. More importantly, we deliver not only research and strategic insight, but actual creative concepts in the media of your choosing.



If you consistently market yourself in a way that captures what customers most value about you relative to their other choices, you will consistently gain market share.

Prodigal's Brand MRI makes the higher-level research and strategic thinking available to larger corporations affordable for small and medium-sized business.



“Other agencies failed where Prodigal succeeded. The MRI looked at our divisions and units, our products and services – and then revealed our strengths and unified our brand. The icing on the cake was the great B2B creative Prodigal produced.”

– Eugene Calabria, CEO of GBS
(an information solutions provider with 400 employees)

WHAT DO YOU COMMUNICATE ABOUT YOUR COMPANY?

How can you be sure you are communicating the right things?

Many companies spend years of expensive and ineffective “trial and error” marketing trying to find the ‘right’ message. Until now, small to mid-sized companies couldn’t afford the time and cost associated with a research based marketing campaign. Prodigal’s Brand MRI is founded on thirty years of Brand Positioning principles and the emerging science of Behavioral Economics, applied specifically to your organization with our staff’s analytical expertise. With Prodigal’s Brand MRI, you can have the right message — one valued and remembered by your customers — ready to market in as little as two months.

Brand Positioning

Brand Positioning identifies the position in the marketplace that your company can own — not because consumers view you as owning it now — but because of what consumers are willing to believe about you if you communicate it effectively. This information can’t come from general market research about your industry, or from questions that ask people’s general opinion of your company, but only from the Brand MRI.

How do I ‘own’ a position?

Owning a position means that when consumers think of that position in the market, your company is the first or second company that comes to mind. For example, when asked to think of the position “consumer home improvement store”, most people are thinking either orange or blue! These two companies clearly own the position, and while you may be able to think of a third company for that position, they likely are not getting much of your business.

Behavioral Economics

Behavioral Economics integrates insights from psychology with economic theory, exploring the ways social, cognitive and emotional factors drive the economic decisions of individuals and organizations. Two core themes of Behavioral Economics strongly influence how we have constructed our Brand MRI.

- People often make purchase decisions based on approximate rules of thumb, not strict logic. They have cognitive biases and bounded rationality.
- More specifically, people often use anecdotes and assumptions to construct the mental and emotional filters they rely on to respond to economic choices, including purchase decisions.

Customer Choice, not Opinion:

We design survey questions that will elicit behavioral reactions rather than opinions. When people are asked for their opinion, they filter and adjust their response until it matches what they believe is the ‘right’ answer. Our process prevents this filtering and better elicits the preferences that influence purchasing.



“Retail is a tough business. In today’s economy, you win by protecting and growing market share. Prodigal has done a great job in elevating the Sheely’s brand in a way that consumers highly value, and our competitors can’t imitate.”

– Sherry Sheely, Sheely’s Furniture and Appliance
(one of the top 100 furniture stores in America)

For more information about our Brand MRI, call Vince Bevacqua, VP of Prodigal, at 330.559.9123 or email brandmri@prodigalmedia.com.



Reveal Your Brand’s Hidden Strengths and Drive Revenue Growth

Position Your Company Above Your Competitors



RESEARCH + STRATEGY + CREATIVE



A Competitive Equalizer for Small and Medium-Sized Businesses

WHAT DOES THE BRAND MRI PROCESS LOOK LIKE?

The MRI combines Research, Strategy and Creative concepts into one streamlined, collaborative and cost-effective process. The three segments below provide an outline of our process.

A Process with Purpose:

Prodigal's Brand MRI reveals the hidden strengths of your brand. Prodigal's Brand MRI provides clients with a strategic blueprint for how to communicate the value of their organization, products and services.

WHERE MARKETING SCIENCE MEETS ADVERTISING CREATIVITY.

MARKET RESEARCH:

The Brand MRI brings together information about your company and market from both external and internal sources, providing a multidimensional picture of where your company stands right now.

Internal information is gathered through Leadership Interviews with key executives...



MARKET RESEARCH:

MARKET RESEARCH:

...and a highly structured Focus Group, in which individuals representing a cross-section of your company engage in vigorous, timed conversations which ultimately identify the attributes most valued in your industry, and in which your company most excels.



MARKET RESEARCH:

Competitive Rating Module							
	Hospital A	Hospital B	Hospital C	Hospital D	Hospital E	Hospital F	Client Hospital
Top Ten Ranked Attributes							
reputation	3	2	1	6	5	7	4
physician recommendations	3	1	2	6	5	7	4
latest technology	3	2	1	6	5	7	4
excellent outcomes	4	3	1	6	5	7	2
physician expertise	3	2	1	6	5	7	4
access to specialty expertise	3	2	1	4	5	7	6
professional staff	5	4	1	7	2*	6	2*
full-service hospital	3	2	1	4	5	7	6
skilled nursing and expertise	3	2	1	6	5	7	4
compassionate staff	7*	7*	7*	7*	2	7*	1

The Competitive Rating Module is key to the brand positioning process.

MARKET RESEARCH:

Specific benefits of these attributes are then identified, and an engaging, multimedia digital survey is used to gather external information about the benefit preferences of groups including customers, prospects, stakeholders, and employees.

MARKET RESEARCH:



STRATEGIC ANALYSIS:

At each step of the Brand MRI process, Prodigal provides interpretation and insight based on the results of analysis with our proprietary formulas. By integrating analysis throughout the process, we ensure a highly individualized and focused process that will return results specific to your industry, market and organization.



STRATEGIC ANALYSIS:

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Once all information is gathered, Prodigal provides analysis that includes all voices, but prioritizes those that are most influential. Analysis culminates with the identification of your company's:

- **Brand Position:** The place in the market that your customers value and are willing to believe that you own.
- **Positioning Statement:** A succinct statement that enables the organization's leadership to articulate the brand's essence, functionality, differentiation and source of authority in the marketplace. It provides direction for all strategic marketing messaging.
- **Positioning Copy Points:** Specific benefits that are highly valued in the marketplace, and should be included in communication and marketing materials.
- **Positioning Narrative:** The framework that tells your brand's 'story', and connects consumers to your brand on an emotional level.
- **Positioning Quotes:** Specific statements from individuals that capture aspects of the brand position.

STRATEGIC ANALYSIS:

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“As a result of the Brand MRI, our bank clearly understands the position of competitive advantage we can own in the marketplace. Prodigal's creative concepts brought that strategic position into sharp focus.”
 – Amber Wallace, Senior Vice President/Director of Marketing Farmers National Bank (community bank with one billion dollars in assets)

STRATEGIC ANALYSIS:

CREATIVE DIRECTION:

Knowing what your customers value and are willing to believe of you is a great start, but will not benefit your company unless it is effectively and creatively communicated to them. Most market research is ineffective because there is a breakdown in translating knowledge to messaging.

We provide concrete creative executions.

Prodigal's Brand MRI ensures that the resources you spend on market research and strategy are communicated effectively.



CREATIVE DIRECTION:

As part of the Brand MRI, each client receives:

- Logo Design Implications and Tagline Assessment – Designed directions for potential logo revisions, as well as rough and polished tagline possibilities.
- Creative Prototypes – ADLOBS (“ad-like objects”), including direct mail pieces, storyboards, web pages, billboards, etc. ADLOBS are sufficiently designed and word-crafted to be of significant directional value, but are not final creative tactics. The client owns the right to this prototype work. Final creative tactics can be provided by Prodigal upon further agreement.

CREATIVE DIRECTION:

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All Brand MRI components - Research, Strategic, Creative - are summarized in a Comprehensive Brand MRI Report.

The report is presented in person and in a bound 4 Color 11” x 17” book. **This report becomes the blueprint for advancing your brand.**

CREATIVE DIRECTION:

