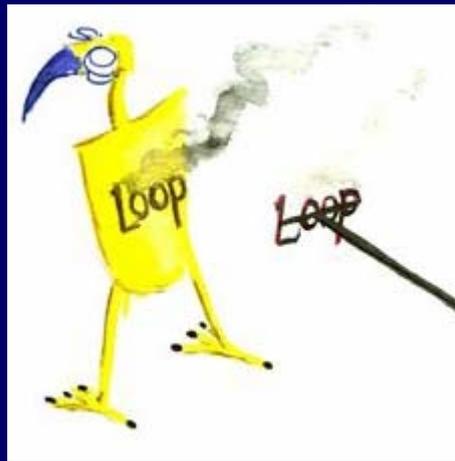


Agenda 2004



Setting the agenda

- Agenda 2004 is the first in an annual series that identifies some of the key issues that will impact marketers and brands over the next twelve months.
- Further information can be found through the links at the foot of the slide.



Speed of change requires flexibility

- Uncertainty has become a constant factor within the business and marketing environment.
- Long-term strategic plans are less relevant in a fast-changing marketplace.
- Flexibility and adaptability are crucial.
- Decision making has to be much quicker and closer to the consumer.
- A series of warning signals has to be established to trigger appropriate management action.



Guerrilla competition

- The competitive environment is more flexible.
- Competition may come from outside the sector through brand extension or changes in consumer behaviour.
- What can make your product or brand obsolete?
- How can competitive threats be recognised and tracked?
- How can you sustain differentiation for your brand?



A brand for life

- Consumer targeting needs to be more complex.
 - Traditional demographic target groups may have declining numbers.
 - Larger demographic groups may not be heavy users of the product or service.
- Marketing to life stage recognises that the way in which products and services changes with different life stages.
- Brands need to be made relevant for different life stages.



Erosion of loyalty

- Consumers are faced with a bewildering array of choices.
- In many markets switching brands has become easier.
- Repeat sales do not necessarily mean a satisfied or loyal consumer.
- New competitors can attract “apparently loyal” consumers.
- Engagement with consumers or methods to secure “genuine” loyalty can help but must be constantly reviewed.
- Complacency is a death wish.



Brand experience

- It has become more difficult (and often more expensive) to reach consumers through traditional media channels.
- Marketers need to find ways to engage consumers.
- Brand Experience provides opportunities for connection with consumers, genuine dialogue and data collection opportunities.
- Brand Experience can provide sustained brand differentiation.



The way forward

- Understanding these issues is crucial for companies and brands.
 - What does the issue mean?
 - How does it impact market-places and brands?
 - How should companies alter their marketing and brand strategies as a result?
- Through the Loop's unique approach takes both qualitative and quantitative information from a wide and rich variety of information sources to:
 - To understand how the issue fits in the widest possible context.
 - Define the decision-making paths for the client.

Through the Loop Consulting
PO Box 2528
Maidenhead
Berkshire SL6 9WS
United Kingdom

+44 (0) 1628 898542
+44 (0) 1628 474836 (fax)

www.throughtheloop.com
info@throughtheloop.com