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***Brand-Aids™** are practical, easy-to-use tools you can apply to brand building and messaging through ads, PR, literature, websites, and so forth. Just like Band-Aids® stop the bleeding from annoying cuts, Brand-Aids stop the pain and cost of branding confusion.*

Brand-Aids #4: The 5Vs—A new way to plan for your brand



The 4 Ps of marketing—product, price, place, promotion—is an aging model in today's B2B environment. To give your brand power—and steer it in the right direction—consider using the 5 Vs “value model” instead.

*By John Favalo, CBC, Managing Partner
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You remember the 4Ps of marketing, don't you—Product, Price, Place and Promotion? This fundamental continues as a model for marketing contemporary brands, even though it's been around since I was a marketing toddler (and that's a long time). But given the acceleration of change and its effects on our businesses, doesn't it seem odd to be using the aging 4Ps model?

Consider this: we're segmenting our markets more narrowly than ever, we're building databases of customers and prospects, we're thinking metrics, we're

evaluating multiple media options, we're using websites and online as business tools and communications channels, and we're employing variable data, “one-to-one” marketing to connect more personally with our audiences. Do the 4Ps fit this environment? Let's explore the answer by posing another question.

What makes a brand powerful? Lots of things you say—history, innovation, reputation, relationships, personality, satisfaction. I say what makes a brand

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really powerful is its level of value to customers. So then how do you plan to generate more brand power? With the 4Ps? Well, maybe. But, there's a better way—the 5Vs.

The V-model of brand planning

Using “value” as its basis, the V-model plots five dimensions of brand value:

Valued Customer	Value to Customer	Value Added	Value Delivery	Value Proposition
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Once you start using the V-model, you'll see brand building and marketing in a different light, especially the relationship of your brand to your business and your customer. It's a more creative view where products sparkle as values, price as value added, place as delivery of value and promotion as value propositions.

Valued Customer—Not all customers offer you the same value, do they? Some love your brand, some don't. Some generate high volumes, others high margins. Some are easy-to-reach, some tougher. What is it about a customer or customer segment that makes it valuable to you? Determining value level often makes for interesting segmentation. Once you identify valued customers and why, you can start identifying key characteristics that will drive marketing and selling activities.

Value to Customer—OK, you know the customers that offer the most value to you, so what's valuable to them? Sure you'll want to understand needs, wants, issues, problems, attitudes and emotions relative to the brand you sell, but beyond these factors what's really valuable to customers? How do your offering's benefits align with what the customer values in a product, performance, relationship, ROI? Don't know? Call in your favorite researcher and talk.



We've got two words for the person who first said “leveraging synergies.”

talk human 

Businesses don't talk to businesses. People talk to people. Which is why EMA Group B2B does things differently. We help you communicate with businesspeople as people who happen to work in business. Clearly, emotionally, and honestly. If you'd like to have an “offline” about “widening your bandwidth,” we're probably not for you. On the other hand, if you'd like to talk so customers listen, call Stephanie Crockett at 1.800.724.0289 ext. 4355 or visit us at www.talkhuman.com.



Value Added—How do you quantify value to customer? Through price alone? No. In overly simple terms, value equals *price plus reward*. Does the price your customer agrees to equal his or her perception of physical value, i.e. the cost for the “nuts and bolts” of your product or service? Boy, you sure want it to. So you’ll want to compare your brand’s physical value to the competition’s. In the final analysis, value added is the reward the customer gets—business, personal or both—from using your brand.

Value Delivery—When you understand what makes a customer valuable, what makes your brand valuable to the customer, and what adds value to your brand, you can start to determine the best way to deliver that value...by salesperson, the Internet, through distributors, application engineers, and so on. For instance, if your brand’s value to customer is high-quality information and value added is speed, then the best way to deliver value may be online. If the brand value to customer is high performance and the value added is productivity enhancement, the best way to deliver value may be through application engineers.

Value Proposition—All these things considered, how do you engage the customer in your value? Through value propositions, naturally. Your value props are your brand’s handshake...a welcoming message that considers all the value dimensions we explored here and makes them attractive. Simply, value propositions are proposals of value to your valued customers.

I’ll use Lenox Metal Cutting Blades for illustration:


Lenox Blades are the best choice for *production managers who value performance* (valued customer).

Lenox Blades offer *longer life* (value to customer) and the *lowest cost per cut* (value added).

Lenox Blades optimize blade performance on your saw through its *factory-authorized cutting technicians* (value delivery).

Experience the value of Lenox Blades through a no-obligation GTO—Guaranteed Trial Offer.

Use the V-model Brand-Aid below to help you plan your brand in a new way. It’s not a replacement for the 4Ps but hey, isn’t five a better value than four?



Value Dimension		Why
Valued Customer	What customer or customer groups offer you the most value? What are those values? What makes one customer group more valuable than another?	
Value to Customer	What is it about your brand that your valued customer will value most? What values does your brand bring?	
Value Added	Beyond the price for the physical and functional value of your product or service brand, what rewards does your brand offer?	
Value Delivery	What’s the best way to deliver the value? Does the nature of the value suggest a certain type of delivery system?	
Value Proposition	What’s the most effective way to communicate the values, considering the customers and their habits?	

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