

Make your brand position bring new customers

BRAND OPTIMIZER

by Aalund

B2B Brand Building Tool

 AALUND



Brand Optimizer

Your first Brand Strategy?

1

The Brand Optimizer output:

- A. Best New Bizz positions
- B. Are the positions free?
- C. Your present image



*Input for the Brand Building process –
where and what to do!*

Want to change Brand Position?

2

The Brand Optimizer output:

- A. Are the new positions free?
- B. Are these positions best for
creating New Bizz inflow?



*Input for the Brand Change strategy –
where and what to do!*

*Want to measure the effects of
your brand investments?*

3

The Brand Optimizer output:

- A. Your brand positions among non-
customers?
- B. Is this what you went for?
- C. Are these positions optimal for New
Bizz (attractive)?



*Input to an optimization process –
where and what to do!*



Your Brand versus your Image/reputation?



Brand



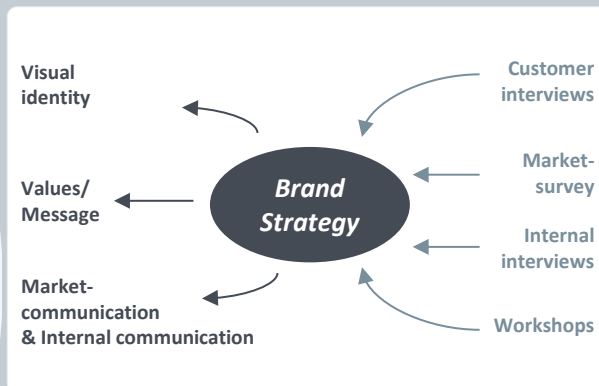
1. "Do we have the reputation we wish?". (The Brand Strategy)
2. "Does the desired position generate customer leads?".



Image/reputation

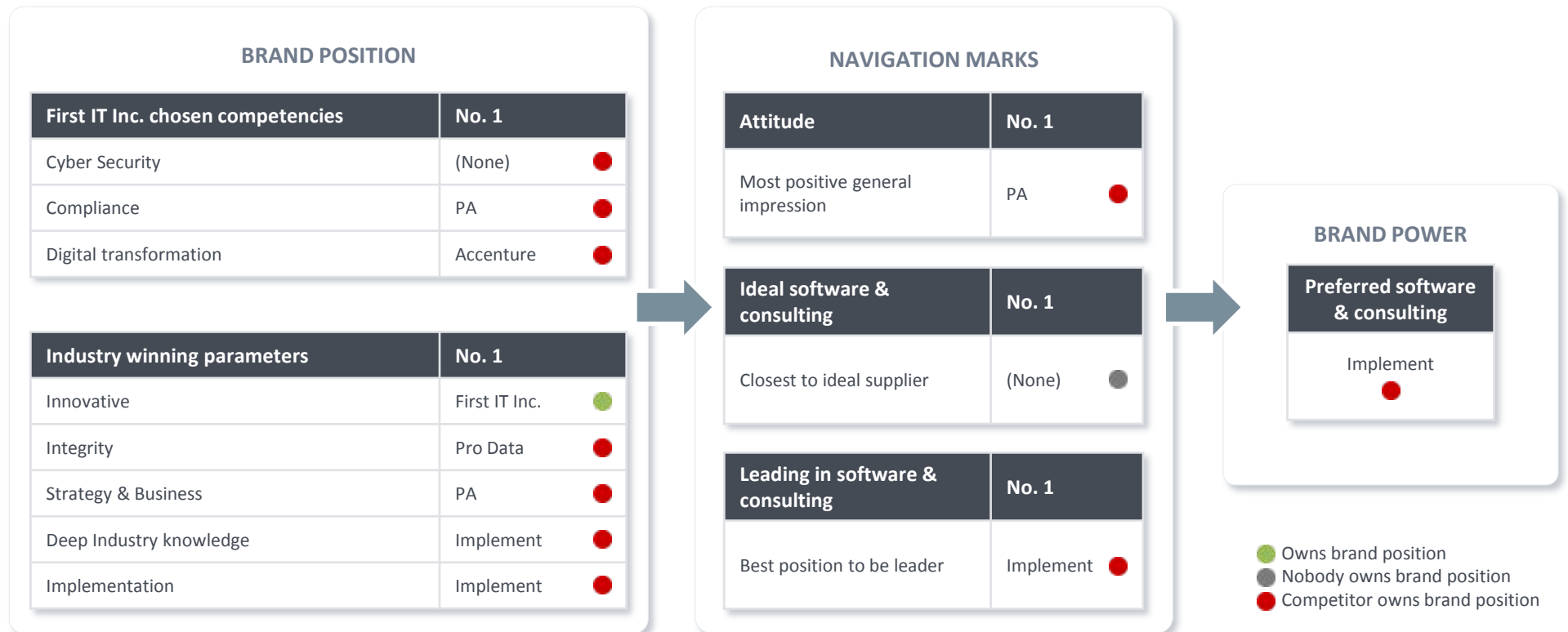


1. "What are we known as?"
2. "Which values, properties or competencies attract new customers?".
3. "Is **1** & **2** a match?".



Fiction from Software Consulting Industry

Output examples from BRAND OPTIMIZER



MARKET SUPPLIERS

First IT Inc. (our customer) • PA consulting • ATEA • Accenture • Implement • Pro Data • McKinsey • KMD

Strongest Brand in Sub Segments

Output examples from BRAND OPTIMIZER

BRAND POSITION

Expert themes	Focus area next year	Awareness First IT Inc.	No. 1
Cyber security	82%	22%	None
Compliance	71%	33%	PA Consulting
Digital transformation	92%	41%	Accenture

Industry winning parameters	No. 1
Innovative	First IT
Integrity	Pro Data
Strategy & Business development	Implement
Deep industry knowledge via intl. network	None
Implementation of proposed solutions	Implement

Purpose driven	No. 1
Gives high priority to social responsibility	McKinsey



SUBSEGMENTS

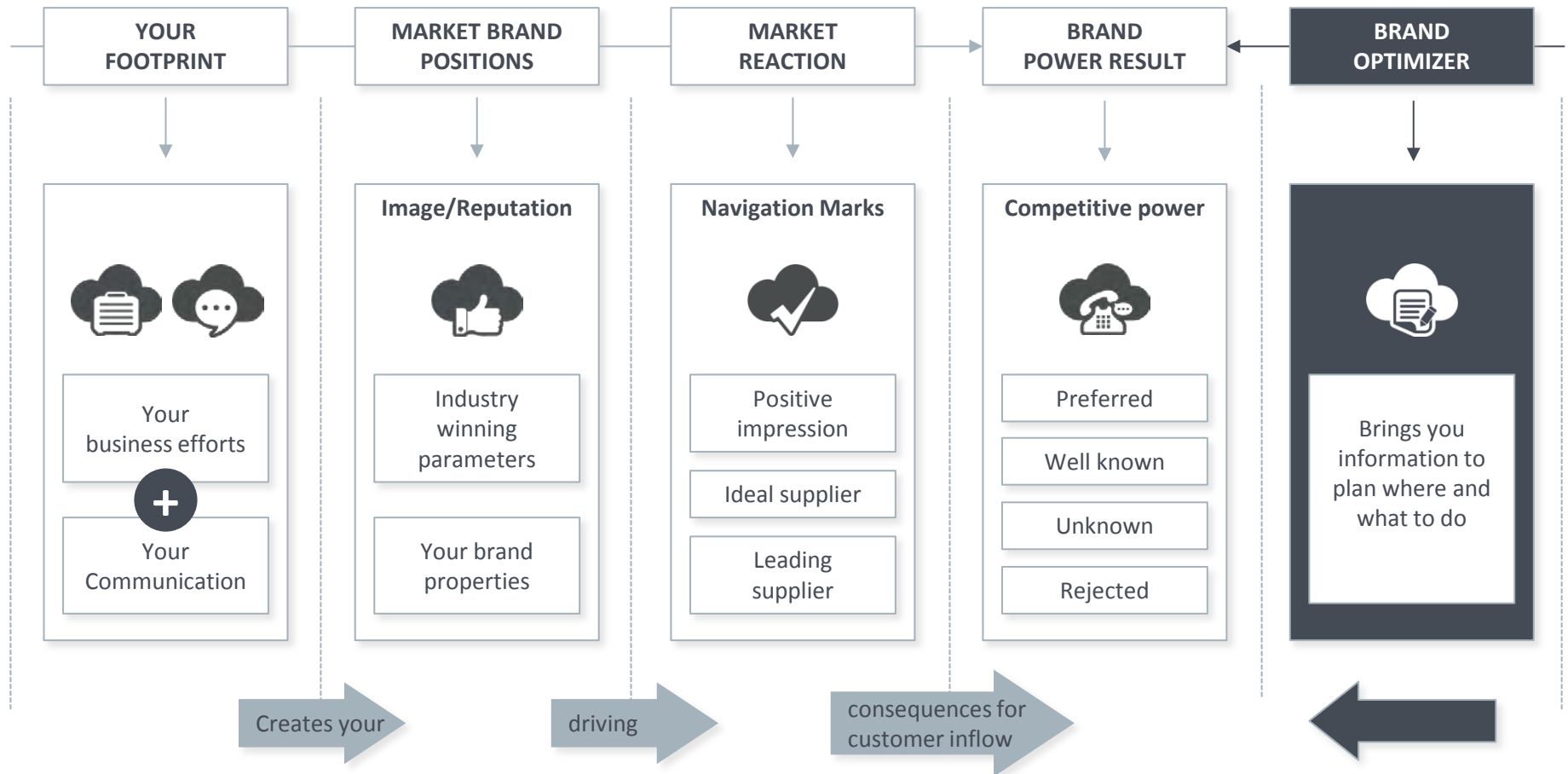
Top 500	Production	Financial	Public
None	None	First IT	KMD
PA	PA	None	None
Accenture	First IT	First IT	ATEA

Top 500	Production	Financial	Public
First IT	PA	PA	None
Pro Data	PA	First IT	None
Implement	None	None	None
PA Data	None	First IT	KMD
Implement	Implement	Implement	ATEA

Top 500	Production	Financial	Public
McKinsey	McKinsey	PA	None

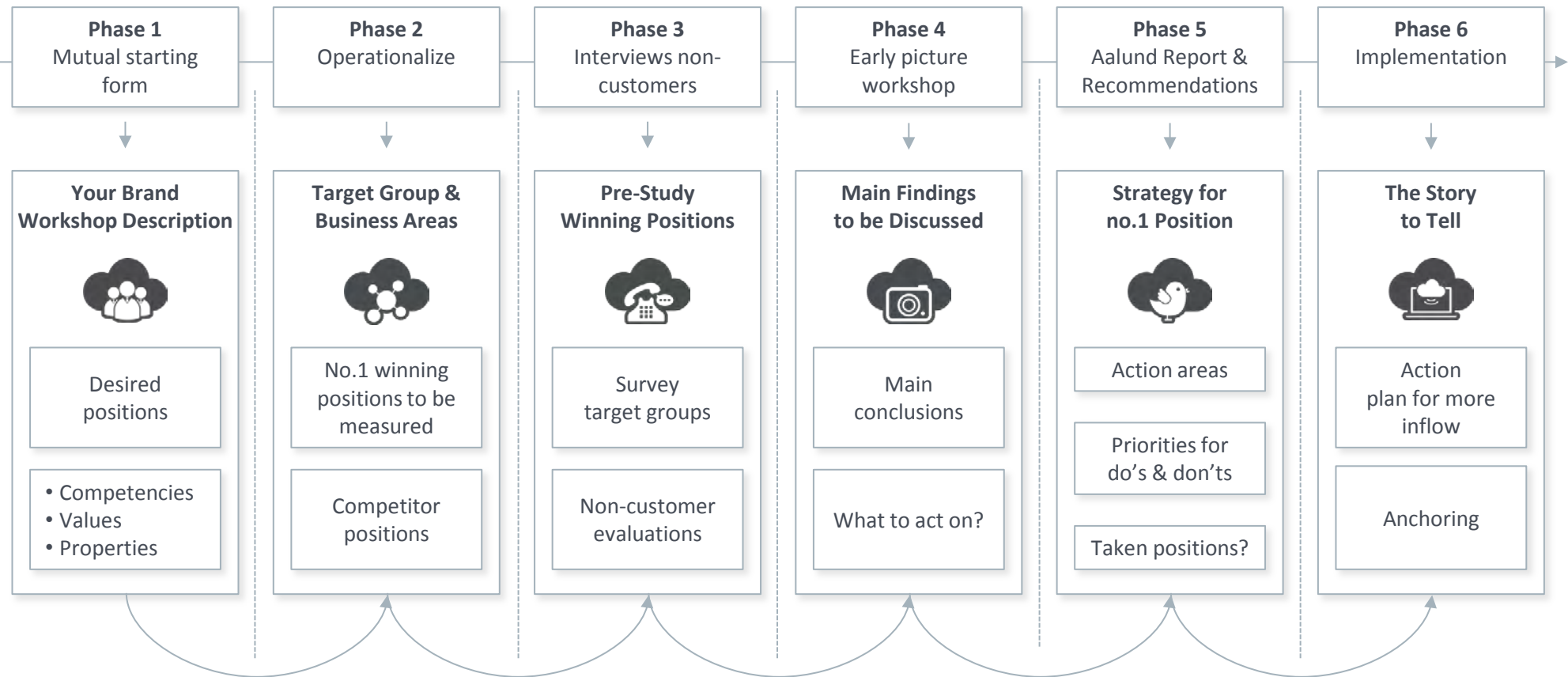
How to work with Aalund (1)

Marketing & New Bizz thinking – How the marketplace works!



How to work with Aalund (2)

The process to get more New Bizz Customers



Our Brand Optimizer Experts



Morten Mau Kai
Managing Director, Aalund Sales Guard
mk@aalund.com
+45 33 45 84 89



Gudbrand Gråbak
Marked Director, Norway
gg@aalund.com
+47 90 54 94 12



Stian Isaksen
Chief Consultant, Norway
si@aalund.com
+47 47 92 40 14 49



Sarah Kittel
Business Unit Manager, Sweden
sk@aalund.com
+46 72 222 9780



Christian Thorn
Business Unit Director, Denmark
ct@aalund.com
+45 87 31 09 30

