
FIRST THE
TROUSERS
THEN THE
SHOES

BRAND CONSULTING

Module 6: Setting Objectives

FIRST THE
TROUSERS
THEN THE
SHOES

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A Brand Positioning Is A Means To An End...

FIRST THE
TROUSERS
THEN THE
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1. To Solve A Business Problem....

FIRST THE
TROUSERS
THEN THE
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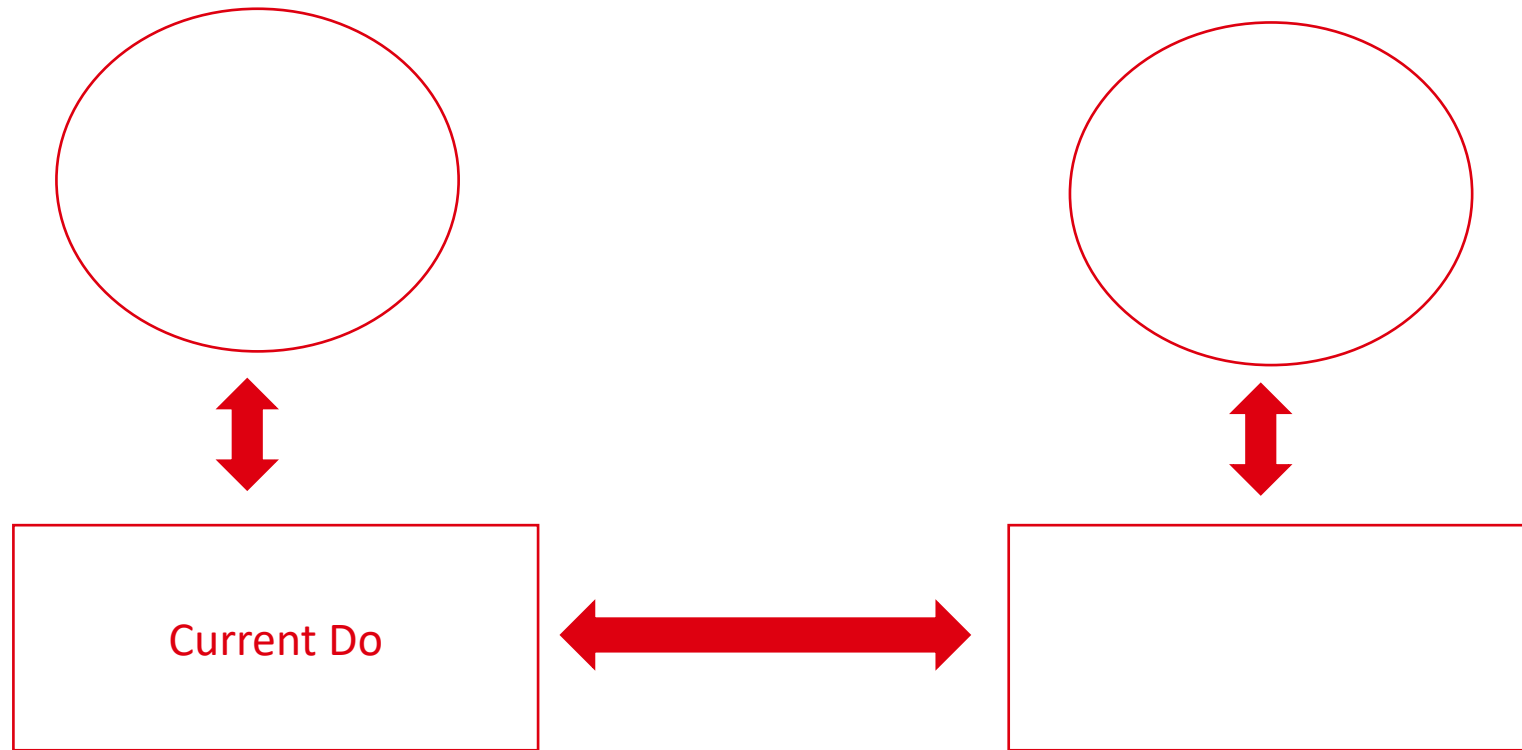
2. To Deliver Against A Pre-Determined Objective.....

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THEN THE
SHOES

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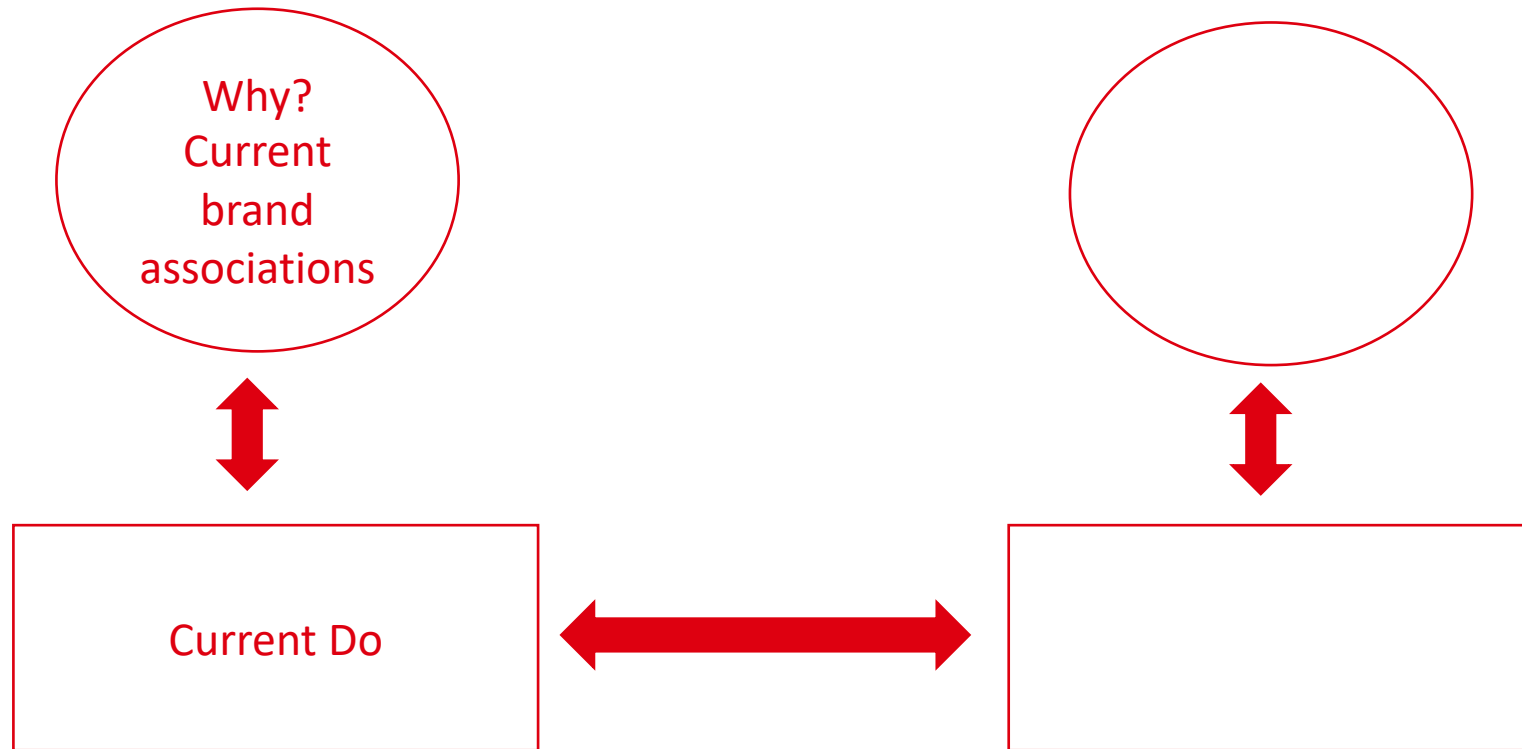
**Here Is A Simple Framework That Allows You To Do Just That
& An Example**

A Simple “Objective Setting” Framework



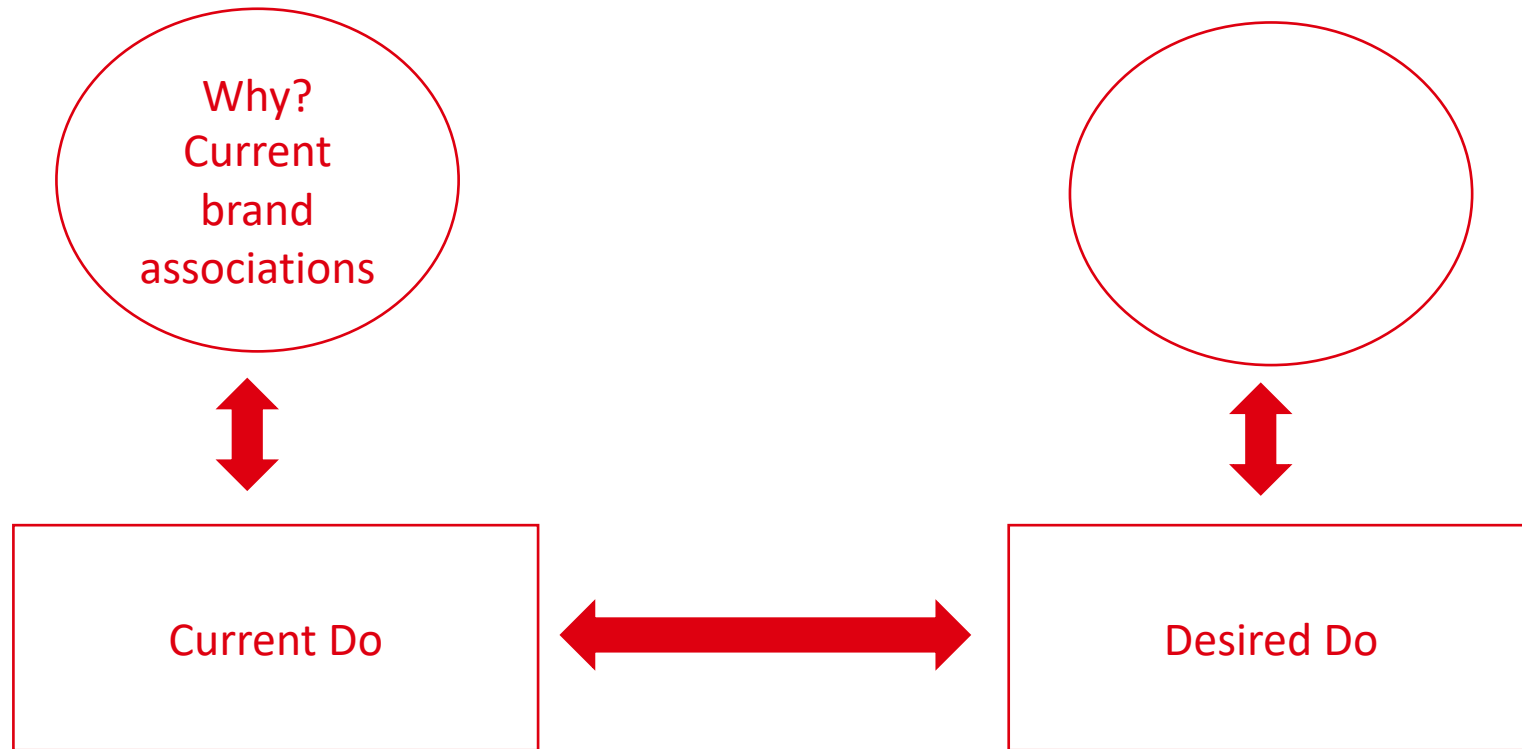
1. Focus on behavior first

A Simple Framework



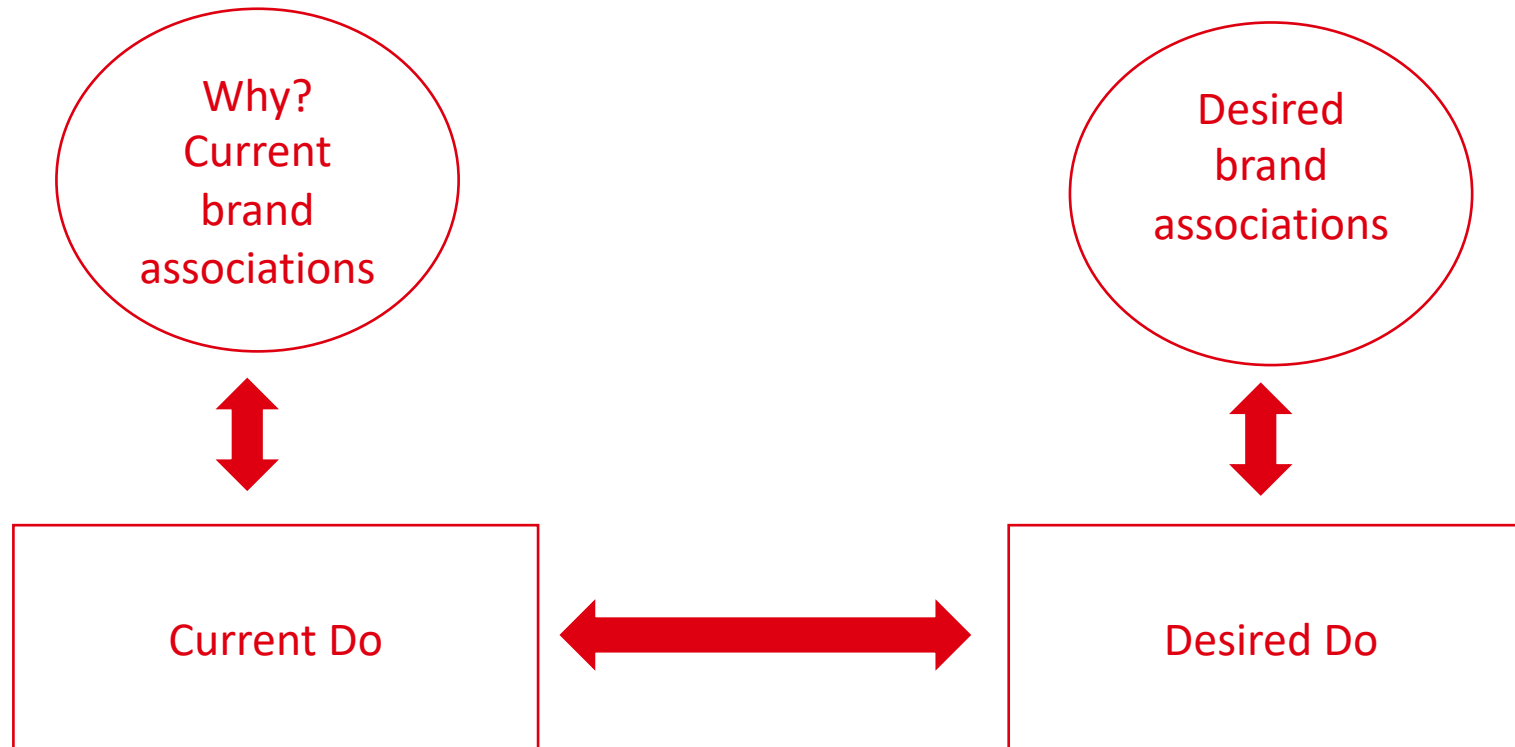
1. Focus on behavior
2. Understand what Associations drive that behavior

A Simple Framework



1. Focus on behavior
2. Understand what Associations drive that behavior
3. Determine desired behavior

A Simple Framework



1. Focus on behavior
2. Understand what Associations drive that behavior
3. Determine desired behavior
4. Identify desired associations to drive that behavior

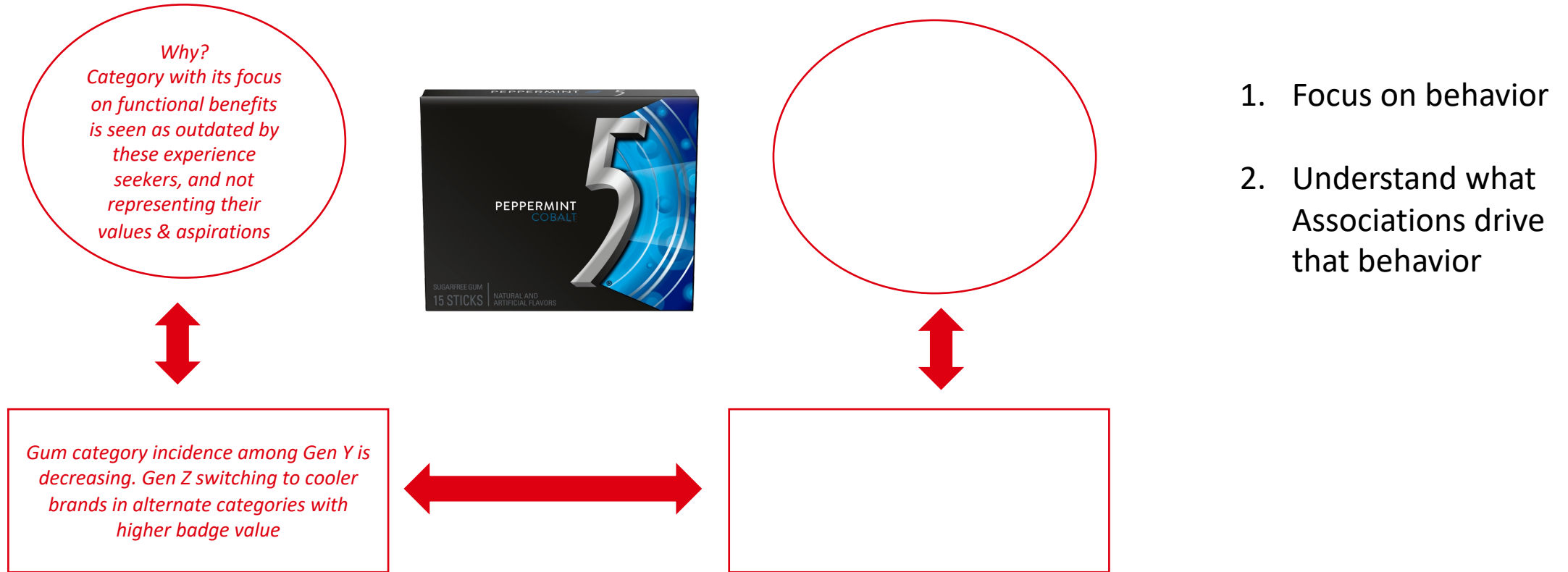
Example 1: 5 Gum



1. Focus on behavior

Source: Effie.org

Example 1: 5 Gum



Source: Effie.org

Example 1: 5 Gum



1. Focus on behavior
2. Understand what Associations drive that behavior
3. Determine desired behavior

Source: Effie.org

Example 1: 5 Gum



Source: Effie.org

Example 1: 5 Gum



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