



# Marketing Mindset

## Today's Trends With Analysis

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*Print this E-zine and use checklists for points of discussion and for your marketing planning.*

### *In This Issue*

Dear Reader,

We hope that 2008 is well underway to becoming a year you achieve improvements in all your marketing benchmarks and performance measures.

To support you in the achievement of your goals, the monthly analysis in **Marketing Mindset** is structured to be comprehensive yet simple to implement in marketing planning and evaluation. This format allows for note taking and assists with tracking action items.

We welcome all feedback and comments. We look forward to any critique that will help make this E-zine a better tool for you.

Wishing you Marketing Success,

**Maria Pinochet**, Publisher and Author  
contact us



## Today's Trends – Reposition Your Brand as a Benefit

Federal Express Corporation, a transportation corporation better known as FedEx, is equated with “overnight” service in consumers’ minds. Early on Fred Smith, CEO and founder, had the vision to establish his brand in the mind of consumers as a company that provided a valuable business solution. Over the years, globalization has redefined the market and FedEx competitors, namely United Parcel Service of America, Inc. (UPS) and DHL International, Ltd., now have service offerings comparable to FedEx’s portfolio. However, FedEx’s consistent brand marketing continues to make it the brand associated in consumers’ mind with overnight delivery.



**Redefine Your Brand to Mean “Benefit”  
to your Customer.**



## Qualifying Question

### Do customers equate your brand with what they need or want?

Yes  No

#### If Yes,

Relevance to your Marketing Strategy:  High  Medium  Low

Priority for your Planning:  Short-Term  Mid-term  Long-Term

When FedEx got started in business in 1973, UPS had been delivering packages in their trademark brown trucks since 1907. Because FedEx targeted air cargo, UPS did not consider them a direct competitor. **How could social, technological or other environmental changes put you in competition with industries and markets not yet on your radar?**

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UPS has successfully established and maintained a strong brand identity with smaller businesses due to its culture of personalized service. Brand differentiation is critical when competitors offer similar products and services. **What strategic advantages can you leverage to differentiate your brand?**

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When DHL, known for its international door-to-door service, wanted to reposition itself three years ago as a competitor to UPS and FedEx, it launched a new marketing campaign: "Competition. Great for you. Bad for them." The advertising showed DHL truck drivers taking the lead. **How can you redefine the way your customers view your solution?**

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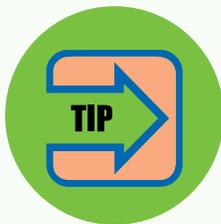
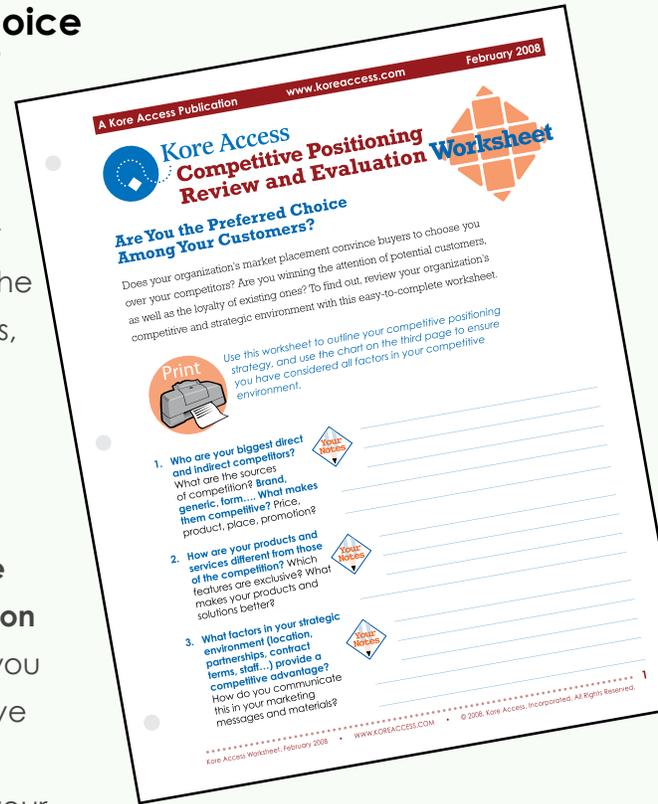
## Checklist



## Recommended Resource

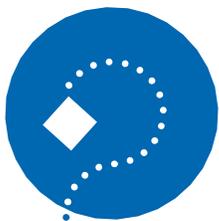
### Are You the Preferred Choice Among Your Customers?

Does your organization's market placement convince buyers to choose you over your competitors? Are you winning the attention of potential customers, as well as the loyalty of existing ones? To find out, review your organization's competitive and strategic environment. With this easy-to-complete "**Competitive Positioning Review and Evaluation Worksheet**" from Kore Access, you can identify areas of competitive differentiation and strategic importance. To get started on your review and evaluation, [click here](#). (A printable PDF will be provided for your convenience.)



In their new book, Al Ries and Jack Trout offer invaluable strategies to consider in your competitive positioning. Read **Positioning: The Battle for Your Mind, 20th Anniversary Edition** to gain insight on how to reach your buyers in an over-communicated society, to learn how to establish and to maintain effective positioning for a product, service, career, place...and much, much more!

*For additional marketing resources, please visit [www.koreaccess.com](http://www.koreaccess.com).*



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