

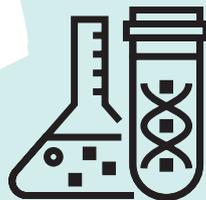


PDF

Please open in Acrobat Reader for interactive functions on pages where you see this symbol.

ONE
EARTH

FIND YOUR FORMULA
(FYF)
POSTER PACK



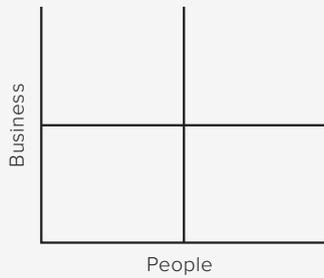


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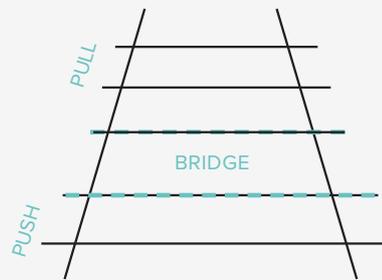
A CODING SYSTEM FOR GROWTH

BRAND

Brand choices

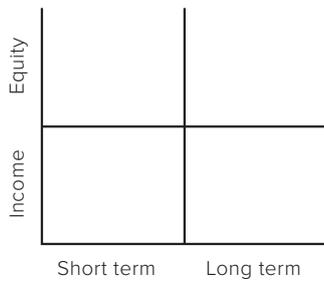


Brand ladder

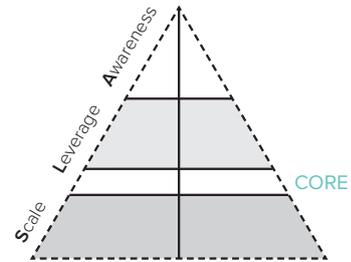


PRODUCT

Product Portfolio

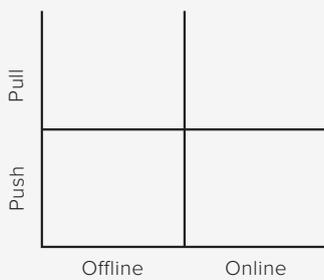


Product Architecture Pyramid

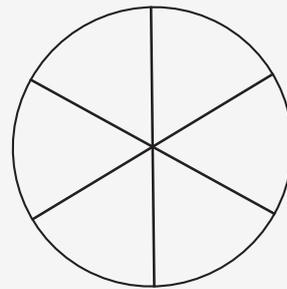


CHANNEL

Push v Pull

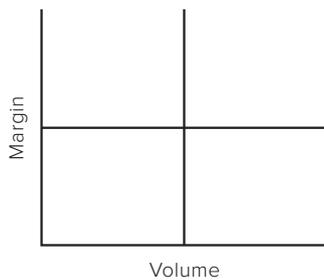


Channel Dial

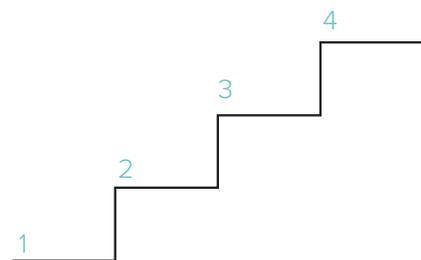


SALES

Business Models



Campaign Ladder

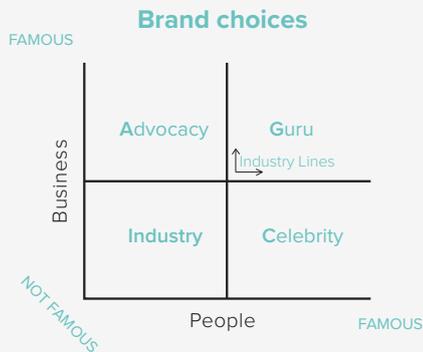




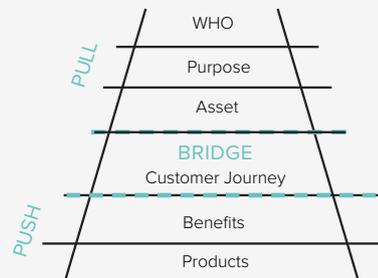
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A CODING SYSTEM FOR GROWTH

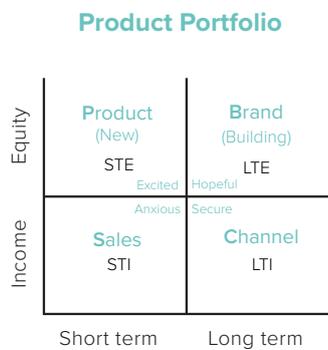
BRAND



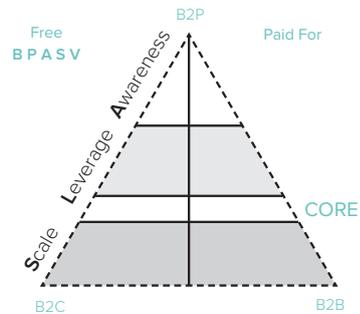
Brand ladder



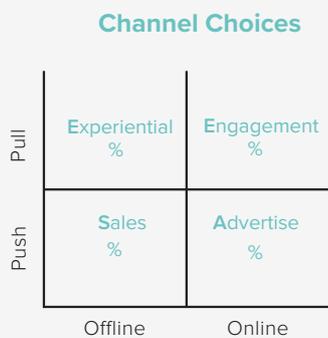
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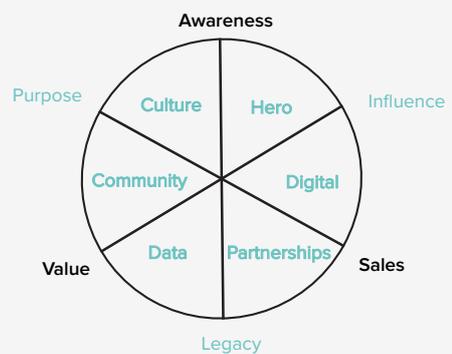
Product Architecture Pyramid



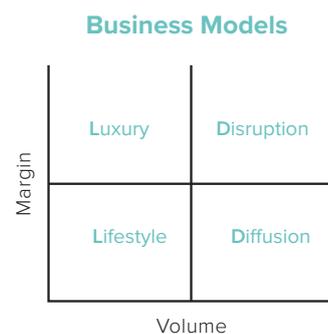
CHANNEL



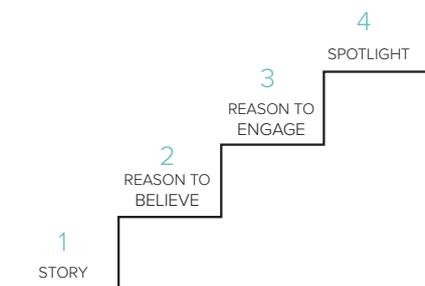
Channel Dial



SALES



Campaign Ladder



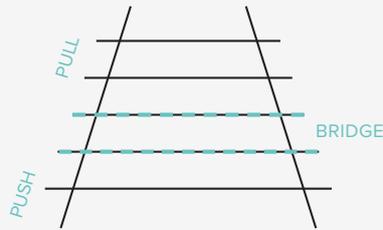
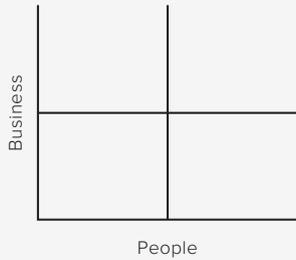


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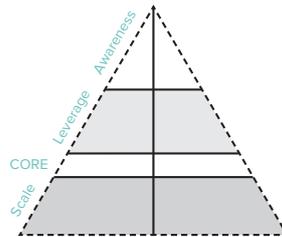
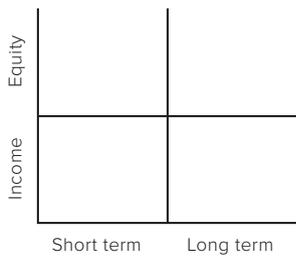
A CODING SYSTEM FOR GROWTH

BUSINESS NAME

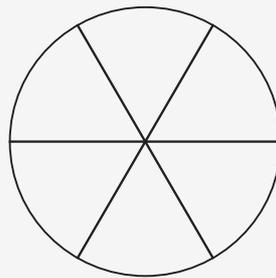
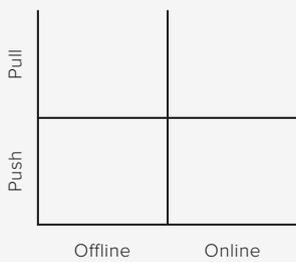
BRAND



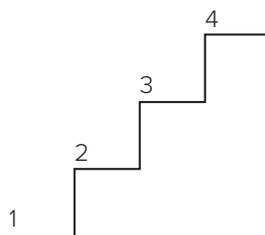
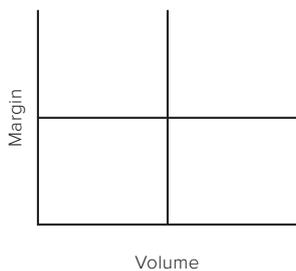
PRODUCT



CHANNEL



SALES





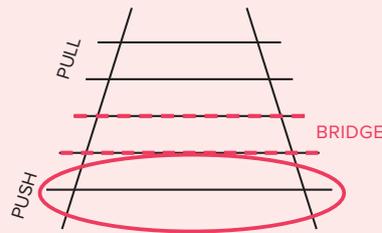
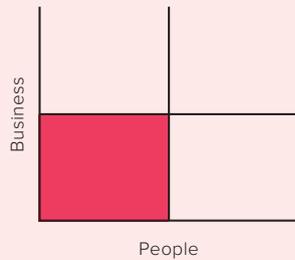
COMMON BUSINESS MODEL: **PUSH**

READ IN THE ORDER OF NUMBERS TO COMPREHEND THESE DIAGRAMS.

3

Your brand is product-based i.e. industry box limiting scalability

BRAND



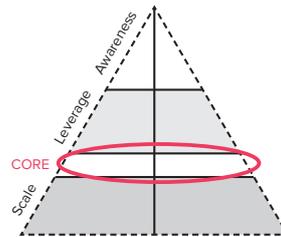
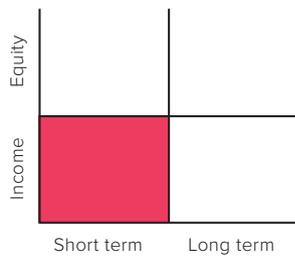
1

If you lead with your product/benefits = push

4

This keeps you anxious in the short-term income box

PRODUCT



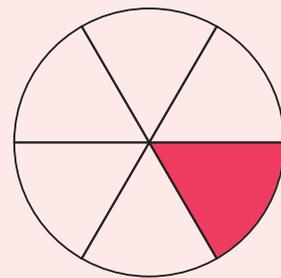
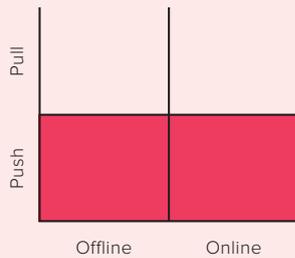
5

Unable to lead with Awareness and Leverage Products

2

This restricts you to pushing On + Off-line. Sales teams + advertising

CHANNEL



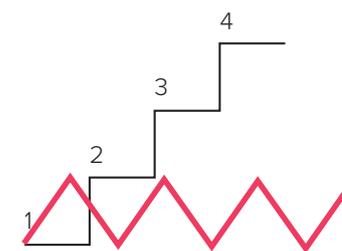
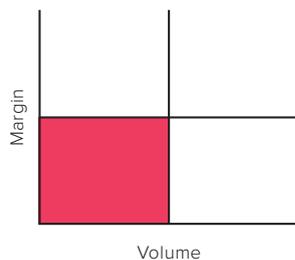
6

Limits you to 1-2 channels to market

8

Restricting the business model to lifestyle. Unable to turn up the volume

SALES



7

The output is SPIKES/DIPS in revenue/activity

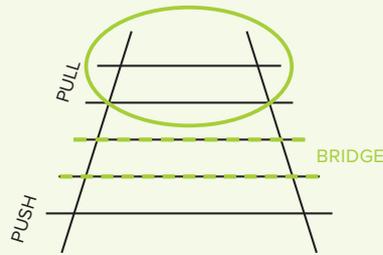
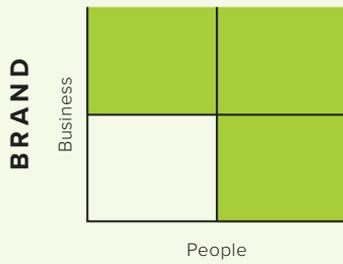


DESIRED BUSINESS MODEL: **PULL**

READ IN THE ORDER OF NUMBERS TO COMPREHEND THESE DIAGRAMS.

3

Which opens up your Business choices

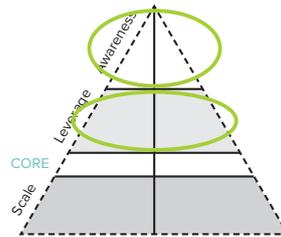


1

If you lead with your brand and not your products you pull the market to you

4

Giving you the financial freedom to invest in products and channels

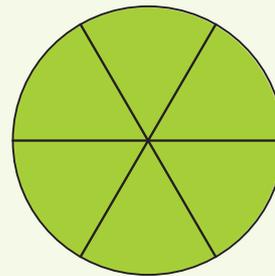
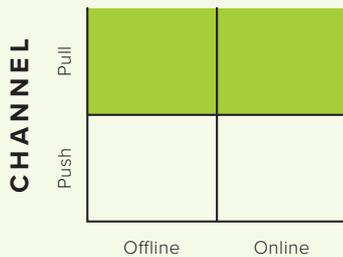


5

Which allows you to lead with awareness and Leverage products instead of your core

2

This opens up the channel experience and engages the customer in deeply

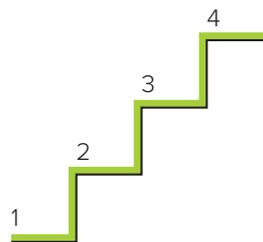
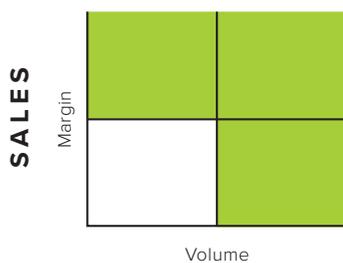


6

Which opens up all six channel options

8

Creating the financial outcomes of luxury disruption or diffusion business models



7

Giving you the freedom to grow the business sustainability

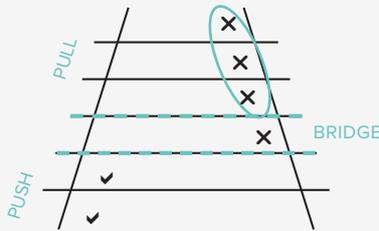
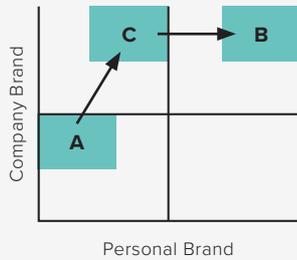


FIND YOUR FORMULA AUDIT

A CODING SYSTEM FOR GROWTH

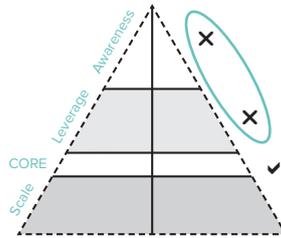
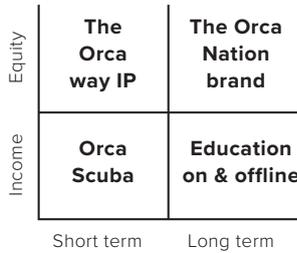
EXAMPLE

BRAND



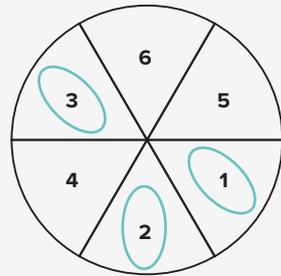
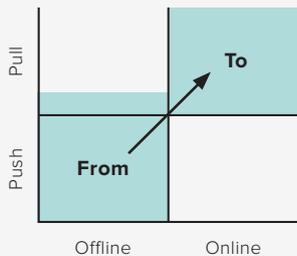
Pathway to B is via C - Showcase Advocacy, leveraging off other brands. Need: Who, Purpose, Asset defined into a campaign to pull the market in. And Personal Brand, minimum search capability on Google.

PRODUCT



Need Product and Brand to demonstrate asset value increase. Need Awareness and Leverage product investment to: (a) pull the market in and (b) create asset value. Scale products to attract partners.

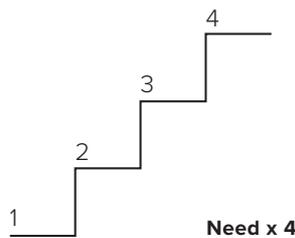
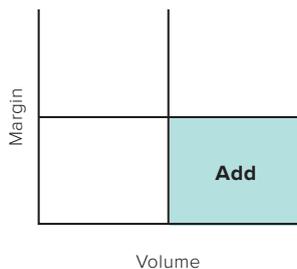
CHANNEL



- | | |
|---------------------|---------------------|
| 1. Sales | 1. Influence |
| 2. Value | 2. Purpose |
| 3. Awareness | 3. Legacy |

Need to demonstrate Online Pull to prove scale-ability of the business model. Channel strategy requirements: (a) Digital - pull market in and support campaigns. (b) Partnerships - for speed. (c) Community - for value uplift.

SALES



Needs proper Brand Campaign to pull the market in and demonstrate growth. Key strategy: Pricing & Halo product.