



The CWD Creative Approach

We believe the brand is the relationship between your company and the customer. It is the very essence of every interaction, every emotional connection, every experience (good, bad or great) between the two of you. And as such, it has the power to turn into a loyal, lasting relationship. But only if you get to know them, make them laugh and are there for them when it really matters, whether it's having a reassuring conversation or as part of a profound, memorable experience. Because those acts define a loyal relationship. And together—you can keep that relationship alive, relevant, exciting and satisfying, and only then will the customer value it.

To accomplish this we work through our 4 stage process:

EXPLORATION STAGE:

Boil it down to true intentions.

1) What is the intent of the campaign?

This will be established in the single-minded proposition of our Creative Brief.

2) Which emotions do we intend to evoke?

That is, how do we want your customers to feel before, during and after they connect with your company.

3) What do we intend this campaign to do for the relationship?

Start it, enhance it, repair it, move it to the next level.

DEVELOPMENT STAGE:

Brand the Ideas.

Develop ownable ideas that make the loyalty intention known. Then we put those ideas through our brand filter:

- The ideas must bring the brand personality to life and tie in with the corporate positioning to optimize all awareness.
- The ideas must deliver (over-deliver, if possible) on the brand promise.
- The ideas must work to build equity in the brand.
- The idea must have a "citizen brand" component, i.e., it does something good for others. (It can be anything from printing a postcard on recycled paper to giving back to the community.)

Face the influencers.

We look at how the ideas measure up against all the influencers your customer is facing during a buying decision.

- Consumer trends
- Traditions (family, community)
- Habits
- World happenings
- Local events
- Buzz
- Deep Metaphors
(how they see their interaction with you, as control, balance, journey, etc.)

Create the context.

(As part of a really good story—yours)

We determine why the interaction is taking place. What is the mutual benefit? And what needs to happen to make the interaction successful, that is fulfill the intention.

Within the context is:

- Great conversation
- Reason to continue the relationship
- Tools needed to participate

IMPLEMENTATION STAGE:

Build the experience by:

- Timing it right.
- Choosing a comfortable venue (their living room, the store, online, out with a friend)
- Packing it with emotional satisfaction.

Then we craft messaging that allows your story to come to life.

That is, we let the customer interact with the brand. In store, at home or in their minds when planning their next trip or project.

REFINEMENT STAGE:

Strengthen the relationship with:

- Surprise and delight aspects.
- Enhanced communications with more relevant messages and offers the more we know about your customers.
- Ask them to join your social community.

Once completed your customers will come back for another story, and another and another.

And once we've really succeeded, they'll tell a friend and even bring a friend.

After 25 years of working in the creative departments of many direct marketing agencies we can spot a trendy creative approach (if we see one more *Brand DNA* or *Brand Essence* approach we'll... well never mind). The point is, we've crafted, perfected and used this approach to strengthen connections between our clients and their customers resulting in increased revenue, loyalty and even brand advocacy.

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