



# best practices whitepaper: 6 steps to a winning brand launch



Launching a new brand is a critical moment for any marketer. When you debut your new brand or product to the market, you want to ensure it resonates with your audience. However, all too often, brand launches stall.

Only 2 percent of new consumer packaged goods introduced in 2012 sold more than \$50 million – a common measure of a highly successful launch, according to The Nielsen Company.<sup>1</sup> Clearly any brand launch is risky, whether it involves a new product, new version of an existing product, product line extension, or an entirely new business. The average short-term return on any dollar invested in marketing is 9%, reports The Nielsen Company.<sup>2</sup> As you face stiff competition in an increasingly fragmented media market, you can improve your odds of success through solid planning and execution. The best marketers plan first to avoid the “failed to consider” trap. Too many product developers fail to consider marketing early enough; too many marketers fail to adequately consider their customers; too many creative teams fail to consider production requirements. These can trip up even the best brand. To avoid this, we recommend the following six steps to build the best possible launch pad for your brand.

**1 ESTABLISH A CORE VALUE PROPOSITION**  
How can your brand resonate with consumers and stand out from the competition? Start brainstorming, conduct market research, and test how your core values can be conveyed in words, images, and materials.

**2 PREPARE YOUR LAUNCH STRATEGY**  
Build your go-to-market plan to intersect with your audience before, during, and after transactions at all of the critical touch points in the buying process. Don't forget to incorporate an ethos of quality from the start and establish a framework to monitor and react quickly to consumer feedback.

**3 CREATE COMPELLING MESSAGING AND MATERIALS**  
Remember all customer insights and touch points as you balance print and digital content. Be creative – develop that “big, long idea” that addresses all audiences with longevity to endure many campaigns. Be consistent – keep records of messaging and brand standards and make them available company-wide. Bring production in early for flexibility and ideal pricing for your brand's launch.

**4 EXECUTE ACROSS ALL TOUCH POINTS**  
Track timing and distribution across your marketing supply chain and customer touch points. Communicate closely with suppliers and agencies. Align plans for printed material with online, social media, and any in-person events.

**5 MONITOR AND EVALUATE**  
Listen to how the market responds. Use social media to listen, interact, and adjust messaging. What is the sales department hearing from the market? Use your marketing asset management system to monitor which materials work well.

**6 PREPARE FOR THE UNEXPECTED**  
Develop scenarios for different situations – expected, best case, and worst case situations. What would you do in each case?

**Sources:**

1. [http://www.millerzell.com/wp-content/uploads/2012/03/mz\\_capturing\\_shoppers.pdf](http://www.millerzell.com/wp-content/uploads/2012/03/mz_capturing_shoppers.pdf)
2. [http://www.nypost.com/p/news/business/impulse\\_buying\\_has\\_its\\_price\\_OjUwwSiLE4fHQROkE6iyUL](http://www.nypost.com/p/news/business/impulse_buying_has_its_price_OjUwwSiLE4fHQROkE6iyUL)

## hitting the mark

Planning is vital to launching your brand well. Savvy marketers tap into their audience and their sales teams to best demonstrate value, nail their messaging, and gain control of their marketing supply chain. They also solicit feedback and adjust their brand accordingly as they prepare for future growth.

### about innerworkings, inc.

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 500 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the company leverages proprietary technology, an extensive supplier network, and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is based in Chicago, Ill., employs approximately 1,500 individuals, and maintains 67 global offices in 30 countries. Among the many industries InnerWorkings serves are: retail, financial services, hospitality, consumer packaged goods, not-for-profits, healthcare, food & beverage, broadcasting & cable, and transportation. For more information visit: [www.inwk.com](http://www.inwk.com).