



# Longstanding Challenges

UNDERSERVED BRANDS  
NON-PERFORMING BRANDS  
PRODUCT LAUNCHES  
TIGHT MEDIA DEADLINES  
REBRANDING

# A New Solution

REV: The catalyst for the rapid evolution of your marketing.

Insights Strategy Creativity

# What is REV?

REV is a fresh set of eyes that takes an “outside in” approach to help differentiate your brand, service or product. Our marketing sessions combine strategy and creative to deliver an actionable, tangible solution to your challenge in just five days.

# Benefits of REV

REV's innovative 5-day schedule allows you to:

- **REVITALIZE**  
brands instantly
- **ADAPT AND ADJUST**  
to market changes before competition
- **INCREASE**  
ROI vs. traditional marketing
- **DECREASE**  
time to market
- **SAVE**  
time for internal team

# By Completion of Friday, You Will Receive:

- Fully executable marketing plan draft
- Creative brief
- Creative concept
- Media strategy

## With the option to:

- Execute the plan internally
- Use your existing agency
- Hire the REV team to complete the execution

# The REV Team

## IMPACT PLANNING

Partner & Facilitator

## RESPONSE MARKETING

Partner  
Strategist  
Creative Director  
Copy Writer  
Account Management

## CLIENT (AS NEEDED)

Marketing and/or Brand Director  
Marketing Associates/Brand Team  
Cross-Functional Managers

# Overview of Topics

## I. DEFINING MARKET OPPORTUNITIES

Examine existing market vs. potential market (current trends, 3-5 years into the future)

Build out planning assumptions to better inform future creative and strategies

## II. CUSTOMER DEFINITION & ANALYSIS

Create an influencer map to discover targeted audiences/influencers and how best to reach them

Define customer wants and needs and how they relate to the product, service or business platform

Create Need-based Customer Segment that will service as the base for differentiation and defining messaging and media tactics

## III. COMPETITIVE ANALYSIS

Clearly define all direct and indirect competition within the market

Assess our strengths and weaknesses

Leverage market opportunities/insights to expose and overcome competitor's marketing

## IV. STRATEGIC POSITIONING

Pinpoint exact differential advantage  
Analyze existing information to foment positioning awareness

Identify areas of strength within the brand to leverage for potential wins

## V. VALUE & PROPOSITION & POSITIONING

Develop and deliver a value proposition based on key insights and findings

Examine the viability of the determined value proposition

Create a final positioning statement

## VI. EXECUTIVE SUMMARY

Create GOST (Goals, Objectives, Strategic Initiatives, Tactics) Chart

Reexamine analysis for gaps in information

Build creative brief to hand off to creative team

## VII. CONCEPT DEVELOPMENT

Leverage creative brief to create multiple concept options and master creative

Present concept options for client sign-off

Revise and refine creative for purposes of getting it to at least 80% completion by final day

## VIII. MEDIA STRATEGY (SIMULTANEOUS TO VII)

Explore target audience and best media practices

Brainstorm comprehensive media strategy

Present media options for client sign-off

## IX. EXECUTABLE ELEMENTS / MEASUREMENT

Refine strategy for execution, including implementation plan

Identify key metrics for success

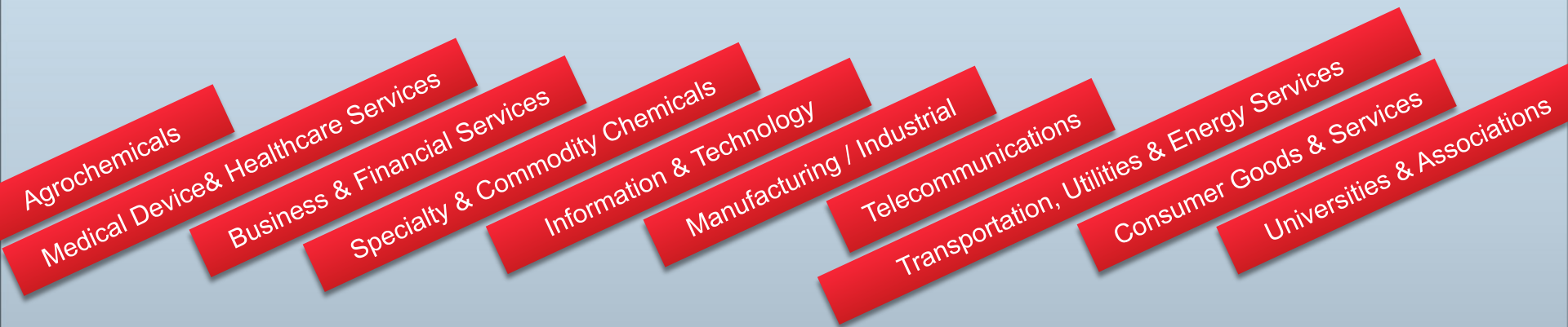
Client sign-off on strategy and metrics



# Examples Of Schools And Companies We Help

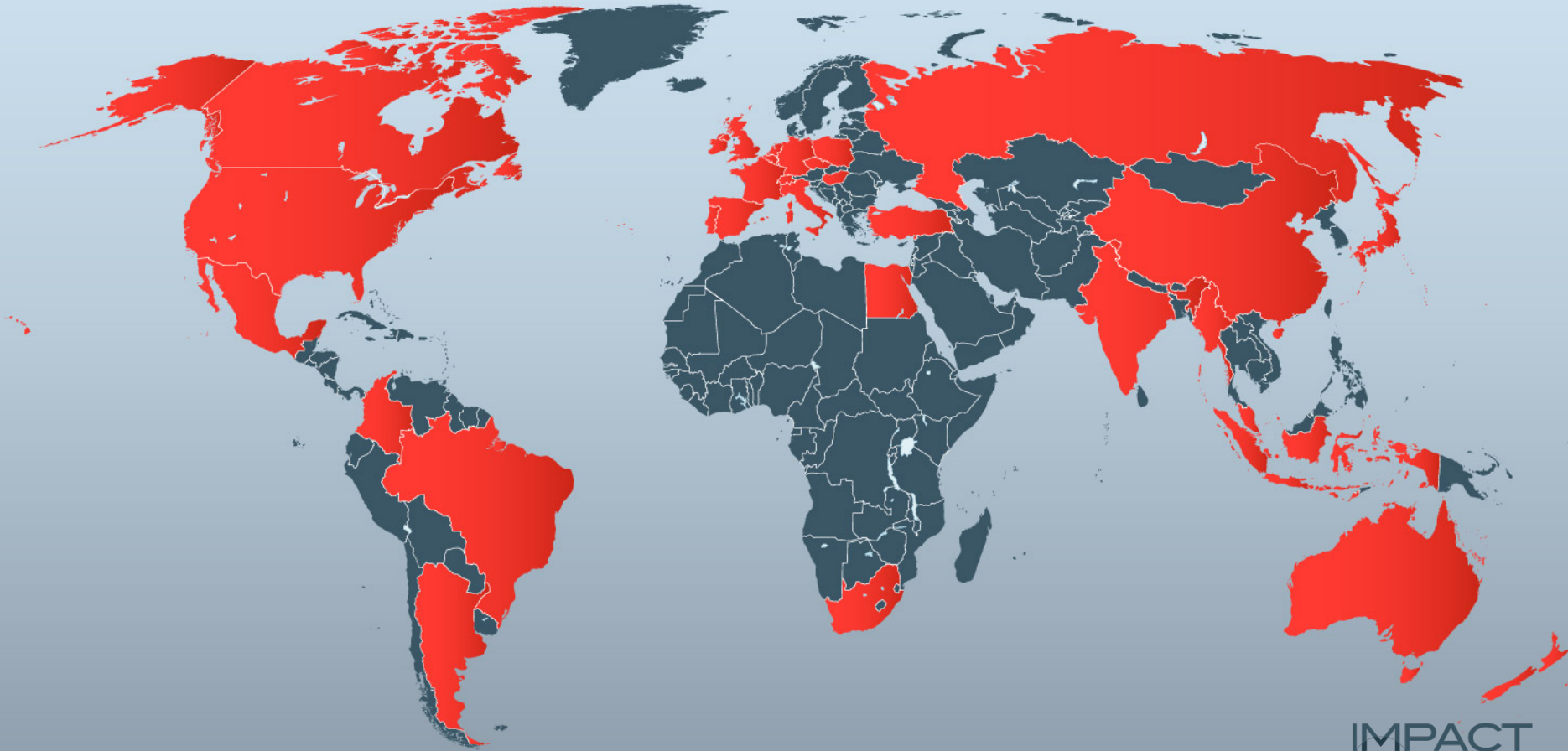


# Some Industries We Serve



# Where We Work

All countries highlighted in red



# Our Services



# We Work With National Brands



# Our Work

Recognized nationally & internationally for creativity & results



## WORK

Whether it's to increase awareness or move products off the shelf, our work get results – and the occasional award or two.





Carolyn Walker

[cwalker@thepowertoprovoke.com](mailto:cwalker@thepowertoprovoke.com)

+1 (203) 687-6494 Mobile



Mary Abbazia

[mabbazia@impactplan.com](mailto:mabbazia@impactplan.com)

+1 (203) 722-0908 Mobile