



Advertising
Specialty
Institute®

**Client 360: Own Your Client's Brand
To Expand Your Business**

Bill Petrie

A LITTLE ABOUT ME



BILL PETRIE

Founder & Creative Director
brandivate



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OWNING A CLIENT'S BRAND IS NOT EASY

WHAT THE WORLD FEELS LIKE



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NO SEAT AT THE TABLE

THE WORLD VIEWS YOU AS THIS



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TWO TYPES OF SALESPEOPLE



TWO TYPES OF SALESPEOPLE

Solution Salesperson
Consultative Salesperson

**YOU DON'T
KNOW WHAT
YOU DON'T
KNOW**



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CHANGING THE DYNAMIC



Advertising
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CHANGING THE DYNAMIC

DEFINE your audience



Advertising
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CHANGING THE DYNAMIC

DEFINE your audience



Advertising
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CHANGING THE DYNAMIC

DEFINE your audience



FIVE GUYS[®]
BURGERS and FRIES



SHAKE SHACK 
SHAKE SHACK



MOOYAH[™]
BURGERS · FRIES · SHAKES



 **BURGERFI**



hopdoddy
BURGER BAR [®]



Advertising
Specialty
Institute[®]

CHANGING THE DYNAMIC

DEFINE your audience



FIVE GUYS[®]
BURGERS and FRIES

GORDON
RAMSAY
BURGER



SHAKE
SHACK 

THE
CAPITAL[®]
G · R · I · L · L · E



MOOYAH[™]
BURGERS · FRIES · SHAKES

Del
Frisco's
DOUBLE EAGLE STEAK HOUSE



 **BURGERFI**

SMITH & WOLLENSKY
— 1854-1977 —
AMERICA'S STEAKHOUSE



hopdoddy
BURGER BAR [®]



CHANGING THE DYNAMIC

DEFINE your audience

Column 1



Column 2



Column 3



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you
- Departmental focus



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you
- Departmental focus

ESTABLISH credibility



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you
- Departmental focus

ESTABLISH credibility

TAKE the unpaid job





THE UNPAID JOB

Understanding Your Client's Brand

PRODUCTS & SERVICES

Target **AUDIENCE**

GOALS & Objectives

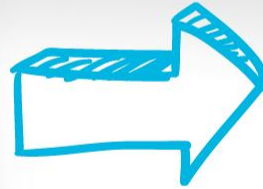
How they go to **MARKET**



THE UNPAID JOB

Understanding Your Client's Brand

**B
R
A
N
D**



MISSION

PURPOSE

VOICE

DIFFERENTIATION

CONNECTION

OWNING A CLIENT BRAND

M
A
P
P
E
D



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OWNING A CLIENT BRAND

Messaging

A P P E D



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CRITICAL QUESTION: MESSAGING

"Why would your target audience choose to buy from you over your competition?"



OWNING A CLIENT BRAND

Messaging Approach

P
P
E
D



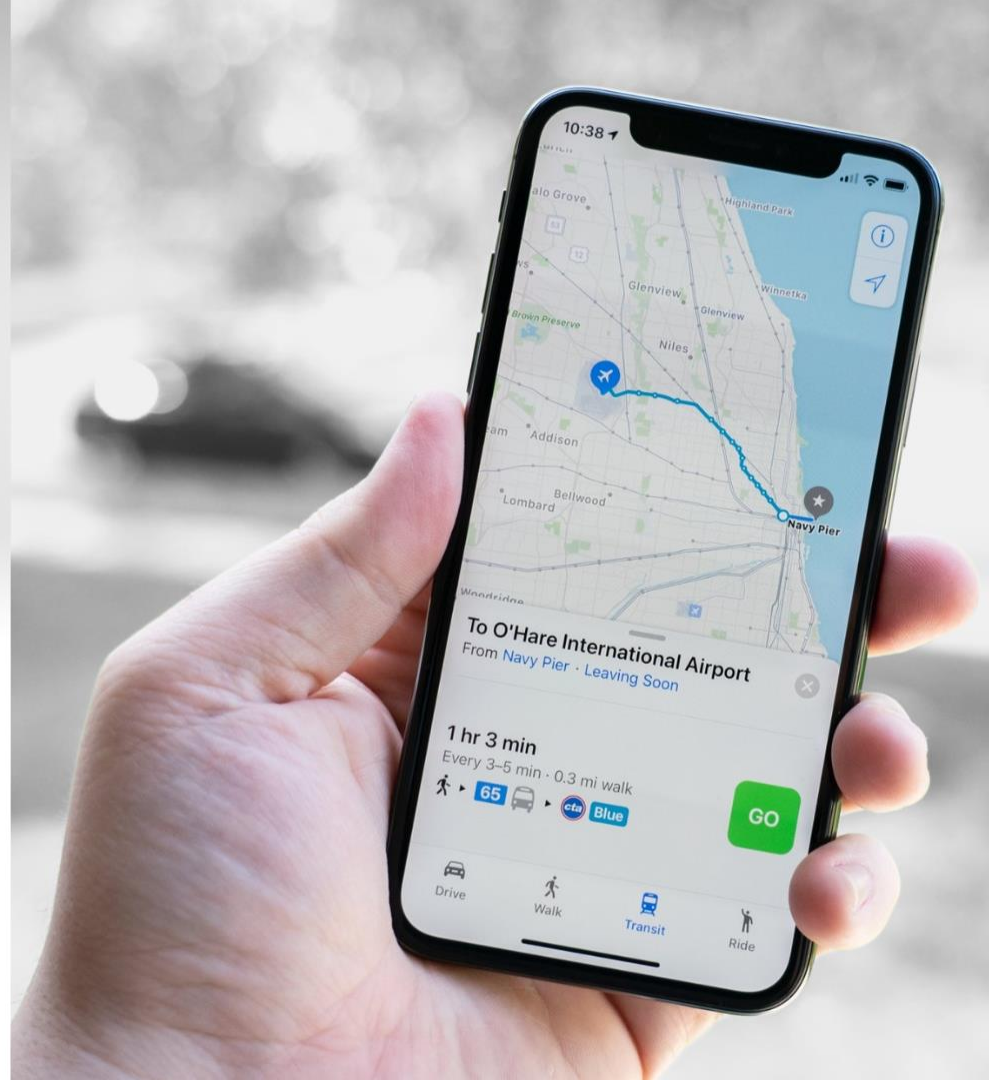
CRITICAL QUESTION: APPROACH

"What does your competition do that makes you insanely jealous?"



OWNING A CLIENT BRAND

Messaging
Approach
Print
P
E
D



CRITICAL QUESTION: PRINT

"How WILL printed products increase engagement, tell your story, inspire the audience, and move them to action?"



OWNING A CLIENT BRAND

Messaging
Approach
Print
Promo
E
D



CRITICAL QUESTION: PRINT

"How will printed products increase engagement, tell your story, inspire the audience, and move them to action?"



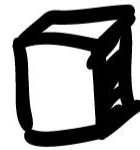
OWNING A CLIENT BRAND

Messaging
Approach
Print
Promo
Experience
D



CRITICAL QUESTION: PROMO

"What is the
overriding emotion
you want your
audience to FEEL
when they see or think
of your brand?"



OWNING A CLIENT BRAND

Messaging
Approach
Print
Promo
Experience
Dialog



CRITICAL QUESTION: DIALOG

"How did we do?"



CRITICAL QUESTION: DIALOG

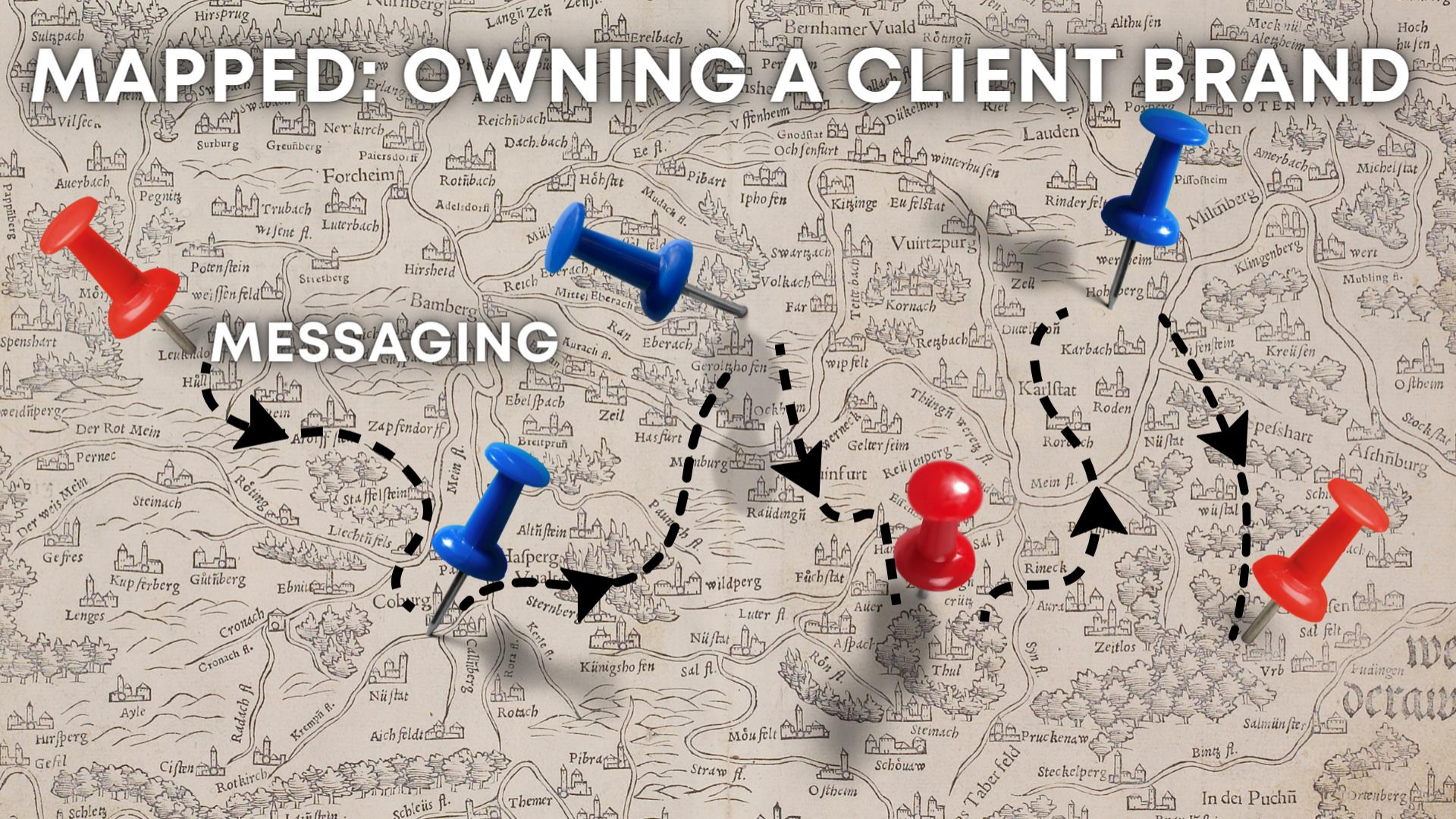
"How did we do?"

**AND DON'T ACCEPT
"FINE" AS AN ANSWER**



MAPPED: OWNING A CLIENT BRAND

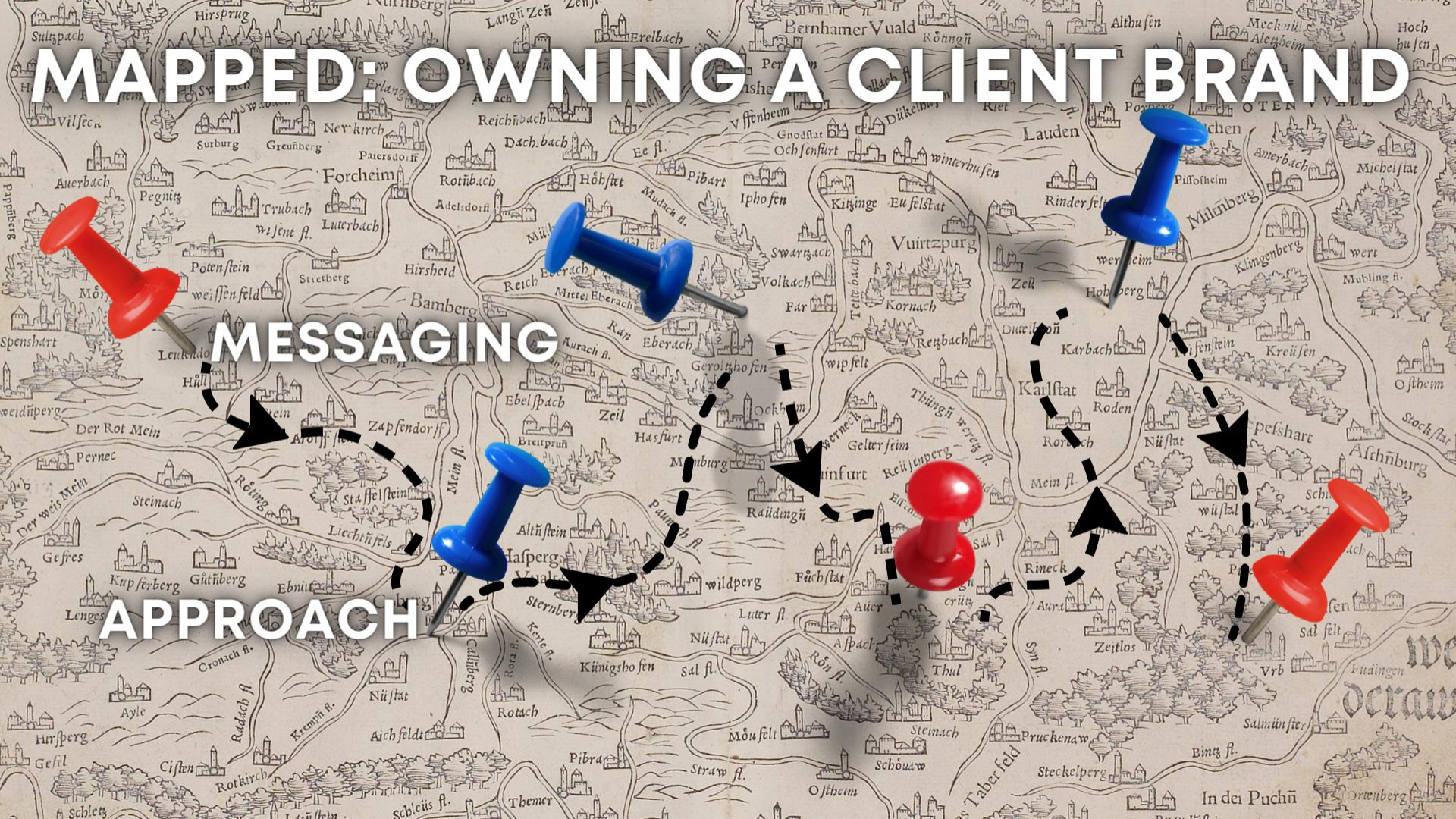
MESSAGING



MAPPED: OWNING A CLIENT BRAND

MESSAGING

APPROACH



MAPPED: OWNING A CLIENT BRAND

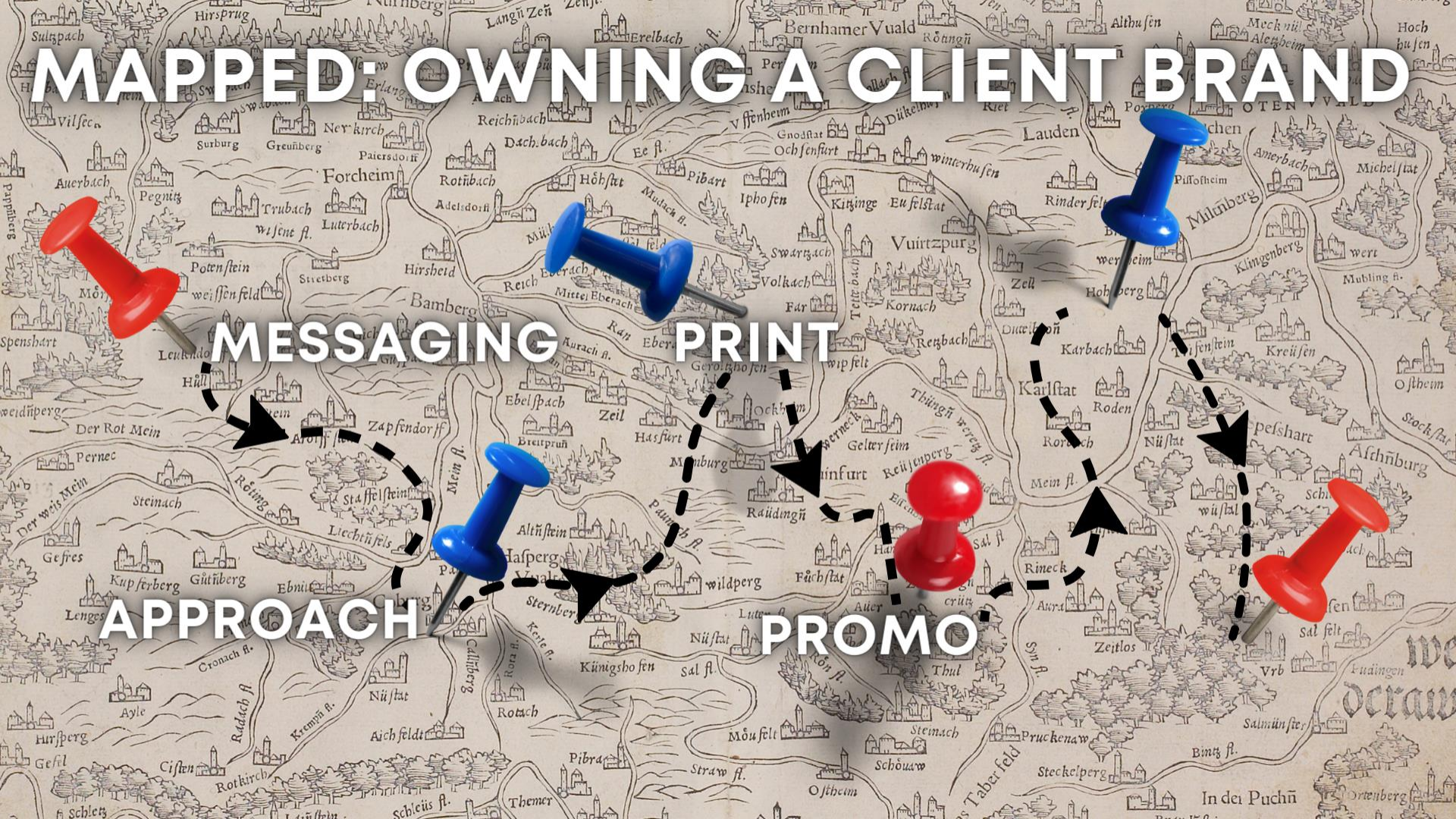
MESSAGING PRINT

APPROACH

MAPPED: OWNING A CLIENT BRAND

MESSAGING PRINT

APPROACH PROMO



MAPPED: OWNING A CLIENT BRAND

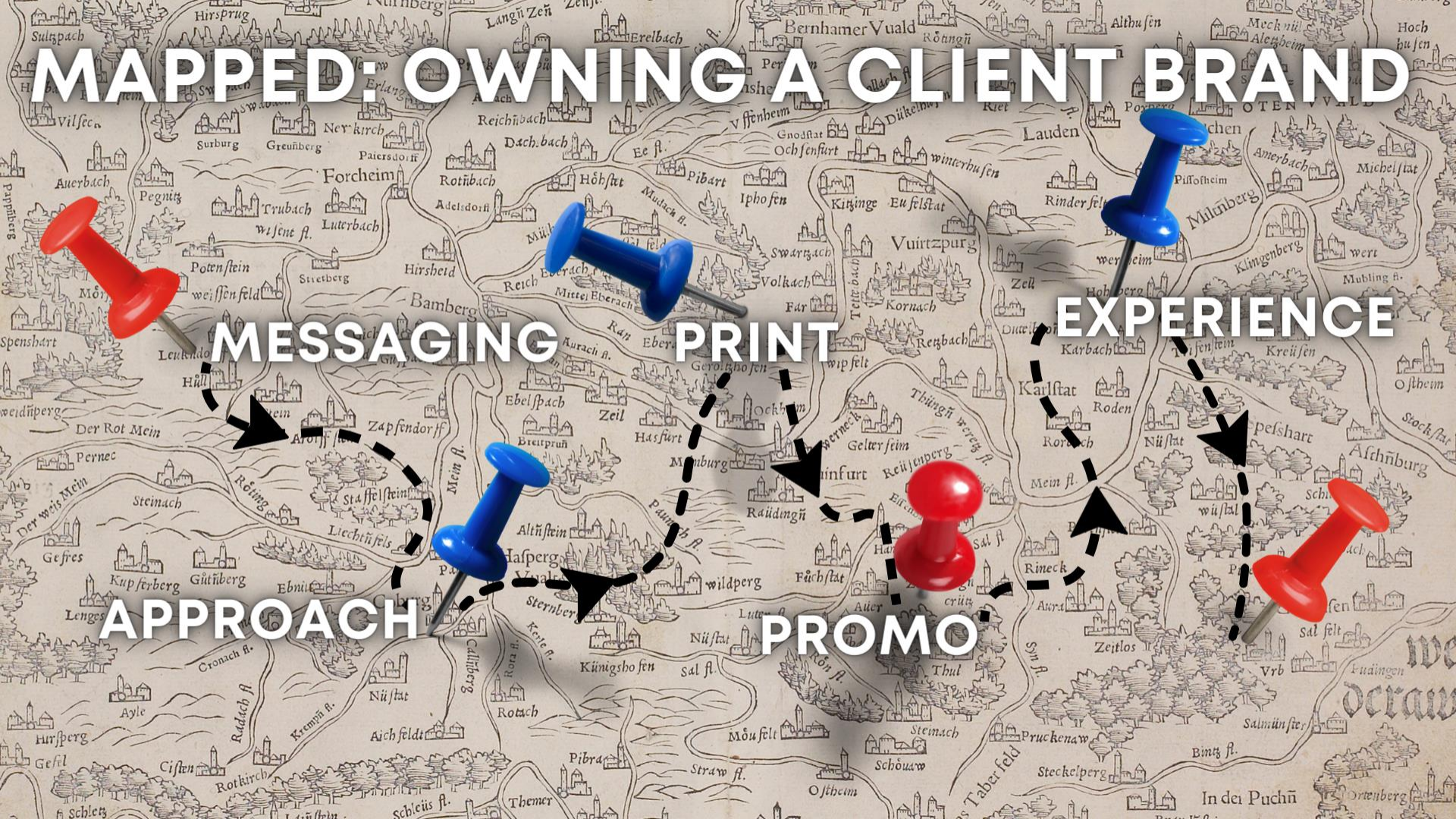
MESSAGING

PRINT

EXPERIENCE

APPROACH

PROMO



MAPPED: OWNING A CLIENT BRAND

MESSAGING

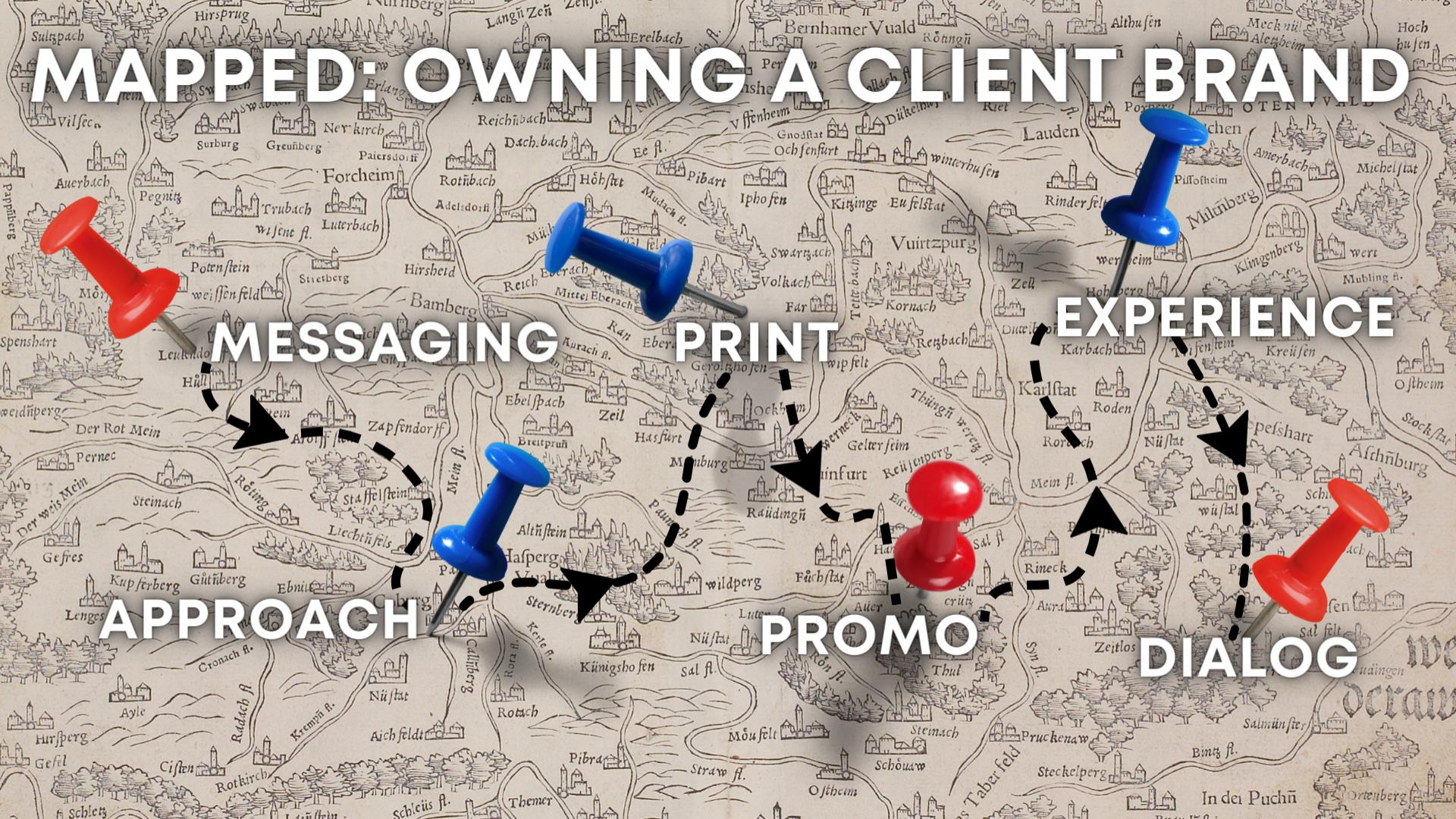
PRINT

EXPERIENCE

APPROACH

PROMO

DIALOG





YOUR SEAT AT THE TABLE

KEY TAKEAWAYS

CHANGE the dynamic

DO the unpaid work

Ensure your course is **MAPPED**

ASK critical questions

CLAIM your seat at the table



One more thing...



STOP THINKING LIKE A SALESPERSON



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START THINKING LIKE A MARKETER.





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