

WHITE PAPER SERIES

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Emphasizing Brands the M4siz way

At M4siz we approach emphasizing brand value through an eight point process we call our **Brand Equity Logical Listing** or **BELL** report. This framework will act as the bellwether plan for the future performance of the brand and allows us to help you identify the key drivers for your brand and business strategy. From this we develop a logical listing of the phasing and deliverable outcomes that are required to deliver true brand equity.

The BELL report will become the strategic platform for the brand strategy and develop key performance outcomes that guide the operational action plan to deliver the brand strategy.

While all the stages of the plan will be covered it may be that your own brand strategy and marketing and communications strategy has defined many of the areas to a level that we will only audit and confirm these as current and effective.

Bell Report Client Feedback Framework

The **Framework** document provides a summary of the activities and outputs from an M4siz review of your branding requirements. Each section is a detailed and prioritised action plan that forms the basis of M4siz activities on your behalf.

Included in the prioritisation process is the grouping of activities within the headings:

- Within scope
- Proposed for inclusion at extra cost
- Potential additional work outside the scope of the quote.

This process allows you to see how your branding activities will develop and be tailored to your timeframe and budget.

Five tips to retain brand value through a recession

How has the recession affected your brand and its reception in the market? Many companies batten down the hatches and attempt to see themselves through any recession quietly and on maintenance marketing budgets. However, most researchⁱ about marketing through a recession identified companies continuing to invest in marketing activities gain additional market share when they enter the boom period at the expense of those that did not.

Additional researchⁱⁱ highlights the growing belief that during a recession a strong brands will benefit from the “flight to quality” migration of customers. Therefore, it is important to maximise the results from your marketing budget across a range of conventional and digital media.

Through a range of simple activities you can build brand loyalty and improve your conversion rates.

Creating Value and Growth through GOAL Analysis

There are many elements to becoming a growth business. Some elements clearly relate to the commercial environment you are operating in; others relate to vision for the potential that might be achieved or how you view the risk : reward profile of moving from an existing market sector into another new product area.

The M4siz approach to the challenge of creating a growth business through an operational and strategic planning process using a development tool is called **GOAL** analysis [Goal Orientated Action List].

GOAL is a system that can be used at a corporate or personal level to drive your goals and ambition.

From Browser to Bottom Line

M4siz offers a revolutionary product query tool that simplifies navigation through your web site for your clients and customers.

Customers can find your products more quickly and make their purchasing decisions more easily.

Our patented technology allows customers to enter a plain text search query into the browser address bar after your corporate domain.

View some of our Web Site and Collateral Designs

- 1 E-ducational.com offers strategic business transformation training and consultancy services.
- 2 LVTXT.co.uk are an on line text messaging service.
- 3 AlchemistNet.com offers support and development to CEOs seeking to develop and grow personally and their business opportunities.
- 4 Companybrand.co.uk is the test site for exploring the benefits of M4siz technology through various virtual stores
- 5 Fosteringpartnership.co.uk is a media agency supporting the fostering sectors recruitment of foster carers and media campaign requirements.
- 6 Field Design advisers and general brand visualisations
- 7 Copywriterevephellas.co.uk offers copyrighting services to the third and public sectors
- 8 Are you boom ready campaign brochure for E-ducational.com
- 9 Are you boom ready campaign advertisement for E-ducational.com
- 10 Campaign letter head for E-ducational.com “Are you boom ready” campaign
- 11 M4siz Company Brochure for M4siz Limited

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- 12 [AlchemistNet.com leaflet](#) for “Growing CEOs : Growing Business” campaign
- 13 [M4siz Limited](#) magazine enclosure
- 14 [M4siz Limited](#) flash demo of technology
- 15 [E-ducational.com](#) web banner advert in flash
- 16 [M4siz Limited](#) banner advert in flash for Google campaign
- 17 [M4siz Limited](#) letterhead
- 18 [Price List](#) brochure
- 19 [Barnet College](#) re-branding and web site design advisers

ⁱ Alexander L Biel, “Converting Image into Equity” in Brand Equity and Advertising, ed. David A Aaker and Alexander L Biel (Hillside, NJ: Lawrence Erlbaum Associates, 1993), 67-82.

ⁱⁱ Pam Withers, “The importance of brands in a downturn” in ReMarks, IP update (Marks & Clerk LLP, 2009) 1.