Touching the intangible

Smart manageable tools for smart management thinking

1. The business strategy
   (branding and positioning)

2. The products

3. Completing the mktg-mix
The business strategy

The Endorser Brand

manage't

touch the intangible
1 The business strategy

Positioning strategy

> Differentiation Strategy
> Swiss Made

> Segment: Firms, Individual Managers

Allows to brainstorm, discuss and interact with a physical tool.

> Communication Mix, Attributes being communicated

young, innovative, aggressive, pro-active, professional
known for its efficacy and efficiency
Planning tool

O’clock
The Organization’s clock

The products
A visual metaphor of an agenda, which also incorporates a clock. Each circle is broken down according to the dimension of time: months, weeks, days of the week, where one is able to indicate several duties and assignments.
An old alternative to the Gantt' solution: "organization ‘clock’" for scheduling your professional year.

Astronomic clock in Strasburg Cathedral (1842)
The "organization ‘clock’" for scheduling Catholic liturgical calendar. (Saints’ name like meeting)
2 The products

Planning tool

O’clock

The Organization’s clock
Memo chip

**Targe’t**

Define the goal and evaluate its “state of the art”
Magnetic re-writable board:

> One core point
   Key word for the core concept

> 4 parameters
   Key words for the parameters

> 3 “state of the art” sticks (removable)
   Three main colours:
   - **Green**: ok, go on with that aspect
   - **Yellow**: pay attention, be aware
   - **Red**: danger, more efforts needed
Idea evaluator

> One core point

Idea to evaluate: “evaluator system”

> 4 parameters

Flexibility, Utility, Feasibility, Originality

3 “state of the art” sticks (removable)

Three main colours:
Green: ok, go on with that aspect
Yellow: pay attention, be aware
Red: danger, more efforts needed
Marketing Mix

> One core point
Name product/service: “Business Idea”

> 4 parameters
4P

> 3 “state of the art” sticks (removable)
Three main colours:
Green: ok, go on with that aspect
Yellow: pay attention, be aware
Red: danger, more efforts needed
Memo chip

**Target’t**

Define the goal and evaluate its “state of the art”
The products

Magnetic Matrix

Place’t

Combine the chips with biz matrix
**One board, many matrix.**

<table>
<thead>
<tr>
<th>Axis X/Y</th>
<th>Chip</th>
<th>Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>effort / impact</td>
<td>&gt; balanced score card</td>
<td>Finance, Marketing, Budgeting</td>
</tr>
<tr>
<td></td>
<td>&gt; brand management chip</td>
<td></td>
</tr>
<tr>
<td>market share / market growth</td>
<td>&gt; mktg mix chip</td>
<td>Marketing, Corporate Communication…</td>
</tr>
<tr>
<td>time/cost</td>
<td>&gt; mktg mix</td>
<td>Marketing, Finance, HR, PR</td>
</tr>
<tr>
<td></td>
<td>&gt; communication mix</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; brand management chip</td>
<td></td>
</tr>
<tr>
<td>effort/risk</td>
<td>&gt; mktg mix chip</td>
<td>Marketing, Finance, HR, PR</td>
</tr>
<tr>
<td>knowledge / Involvement</td>
<td>&gt; Public and relative issue</td>
<td>Crisis management, PR</td>
</tr>
</tbody>
</table>
2 The products

Magnetic Matrix

Place’t

Combine the chips with biz matrix
2 The products

Planning board

Plann’t

Combine the chips with a planning scheme
2 Planning board

Plann’t

Who, When, What...

> Who is interested
  Write in the framework the person, the team or the division interested…

> When – project milestones
  The long side of the board is a timeline

> What is next step. - Chips
  Issues and 3 “state of the art”
  Three levels of priority:
  Green: ok, go on with that aspect
  Yellow: pay attention, be aware
  Red: danger, more efforts needed
2 The products

Planning board

Plann’t

Combine the chips with a planning scheme
The products

Tasks controller

Task’t
Visualize critical factors, timing and relevance of an issue.
The ideal promotional gadget...
The products

Tasks controller

Task’t

Visualize critical factors, timing and relevance of an issue.
Packaging & Pricing

Metal pack
Targe’t - 3 pc.
250x250 mm
Delux edition
CHF 160 - 180

Bundle pack
Targe’t (5 pc.) + Place’t + Plann’t
500x350 mm
Delux edition
CHF 280 - 320

Metal pack
O’Clock
500x500 mm
Delux edition
CHF 240 - 260
3 Completing the mktg-mix

Promotion

Traditional media in order to promote the website

> Marketing Content:

   Emphasis on product attributes:
   
   **efficiency** and **efficacy** of the tool;

   **Improving** your career through the use of the tool.

   Great **argumentation** means. Brainstorming **facilitator**.

> People:

   **PR** efforts to get **testimonials** such as Samy Liechti,
   Otto Ineichen and other Marketing and Business **Personalities**.

Samy Liechti
CEO of Blacksocks.com
Swiss Marketing Award Winner 2005
Completing the mktg-mix

Distribution

> Internet: a web site, using the partner web site

> Direct Marketing: contact to companies (mailing)

> Dedicated Magazines

> Try & Buy – Free distribution of Task’t as gadget
Completing the mktg-mix

Ideas

> Airports: having advertising on the business class

> Partner shops (Eg. Orange)

> Magazines/Newspapers:  
  CASH, Bilanz, Edicom, Kmumanager  
  (Die unternehmer-Zeitung)

> Exhibitions:  
  «Marketing und Kommunications Messe Zürich»  
  EXPO ‘06
Touching the intangible
Smart manageable tools for smart management thinking

Thanks for your attention.