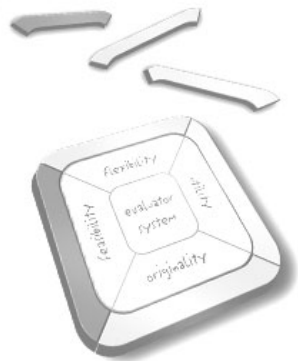


Touching the intangible

Smart manageable tools for smart management thinking



- 1 The business strategy
(branding and positioning)
- 2 The products
- 3 Completing the mktg-mix

The Endorser Brand

manage^t
touch the intangible

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

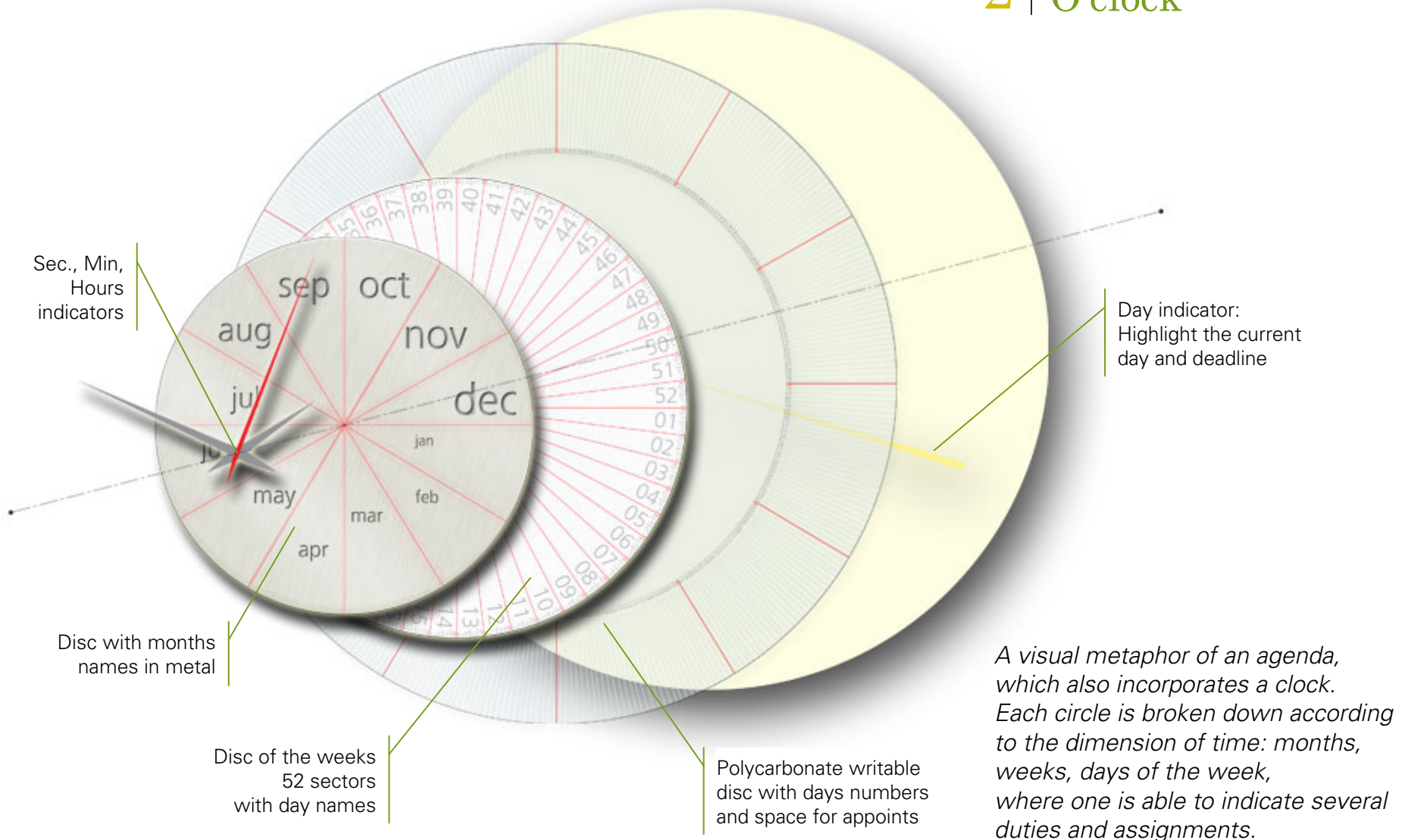
2 | The products



Planning tool

O'clock

The Organization's clock





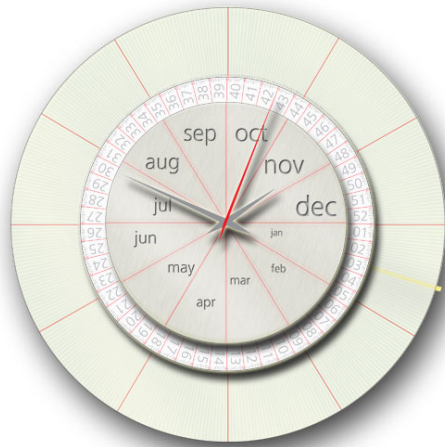
An old alternative
to the Gantt' solution:
“organization ‘clock”
for scheduling
your professional year.



Astronomic clock
in **Strasburg Cathedral**
(1842)

The “organization ‘clock”
for scheduling Catholic
liturgical calendar.
(Saints' name like meeting)

2 | The products

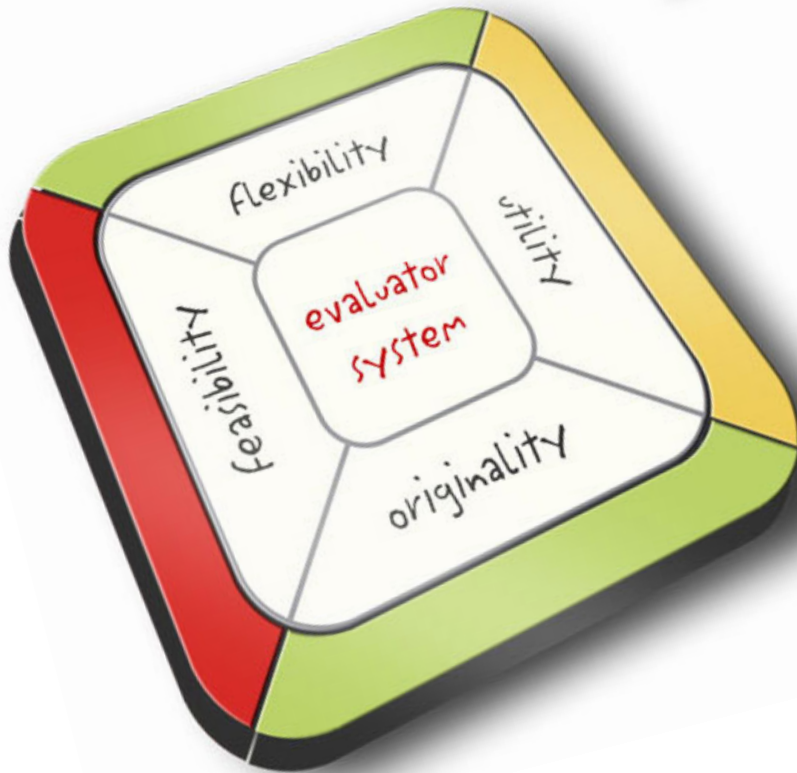


Planning tool

O'clock

The Organization's clock

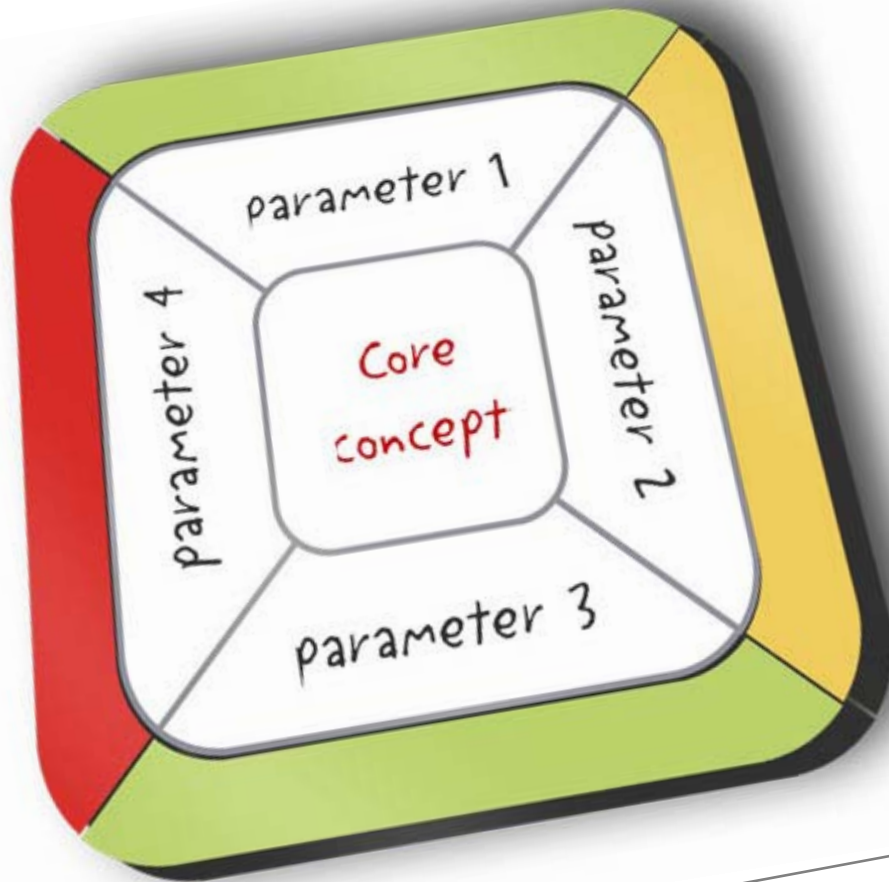
2 | The products



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

80 mm

Idea evaluator

- > One core point

Idea to evaluate: "evaluator system"

- > 4 parameters

Flexibility, Utility, Feasibility, Originality

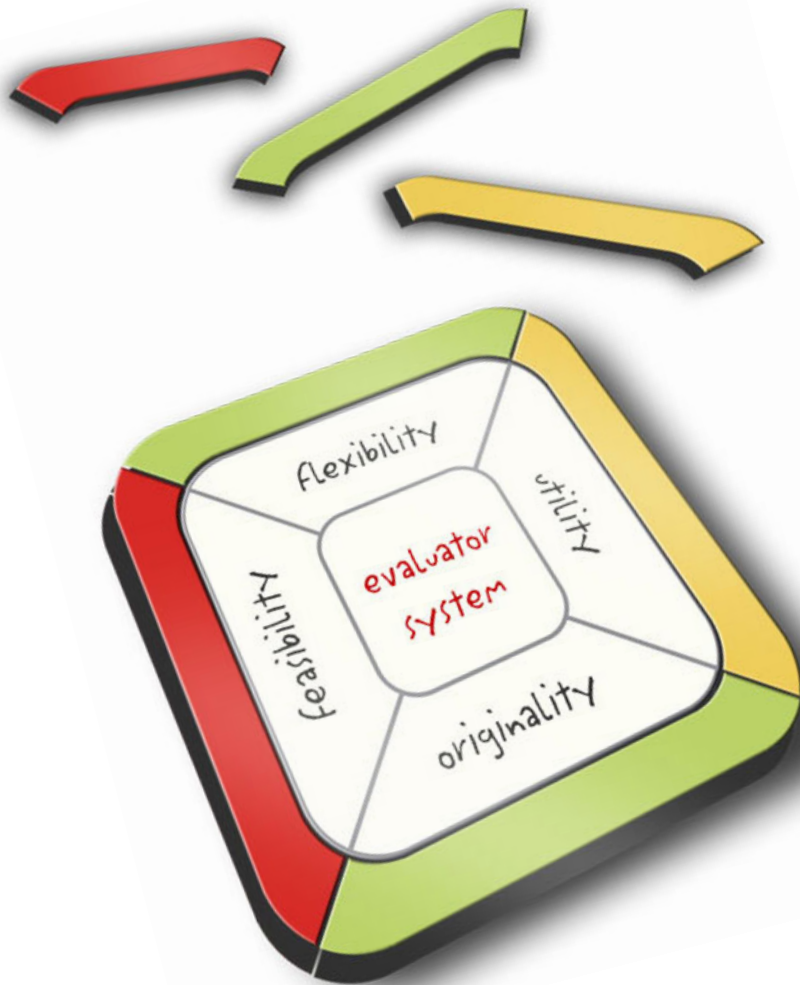
- 3 "state of the art" sticks (removable)

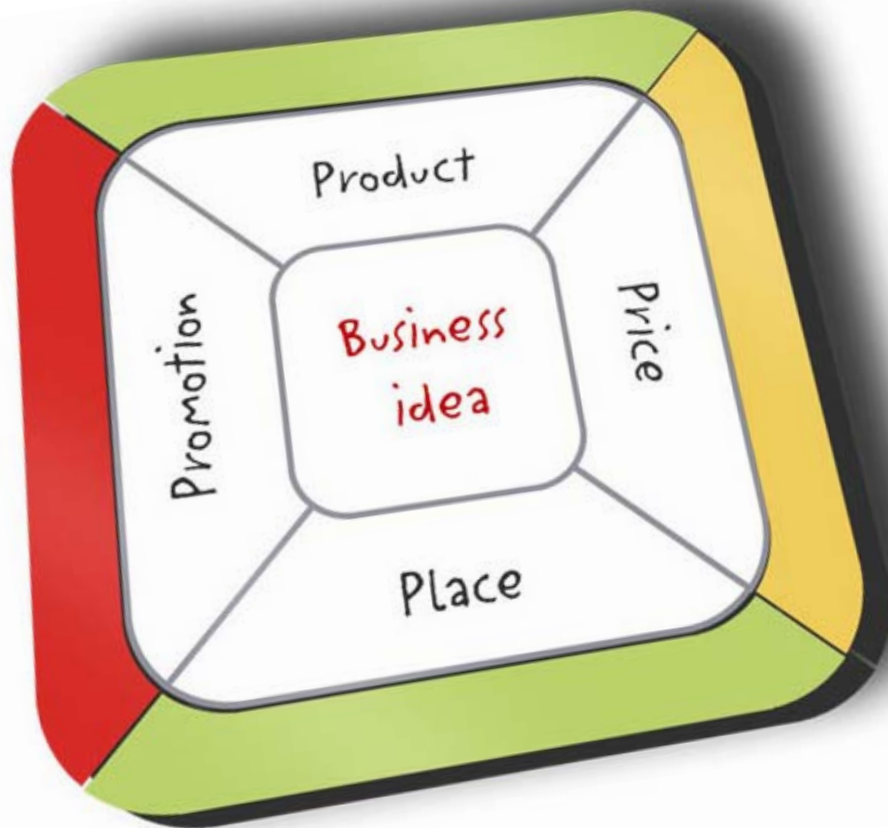
Three main colours:

Green: ok, go on with that aspect

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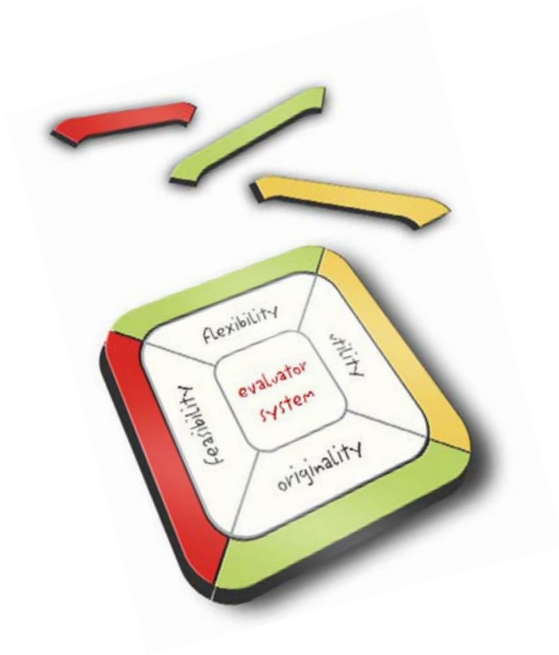




Marketing Mix

- > 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

2 | The products

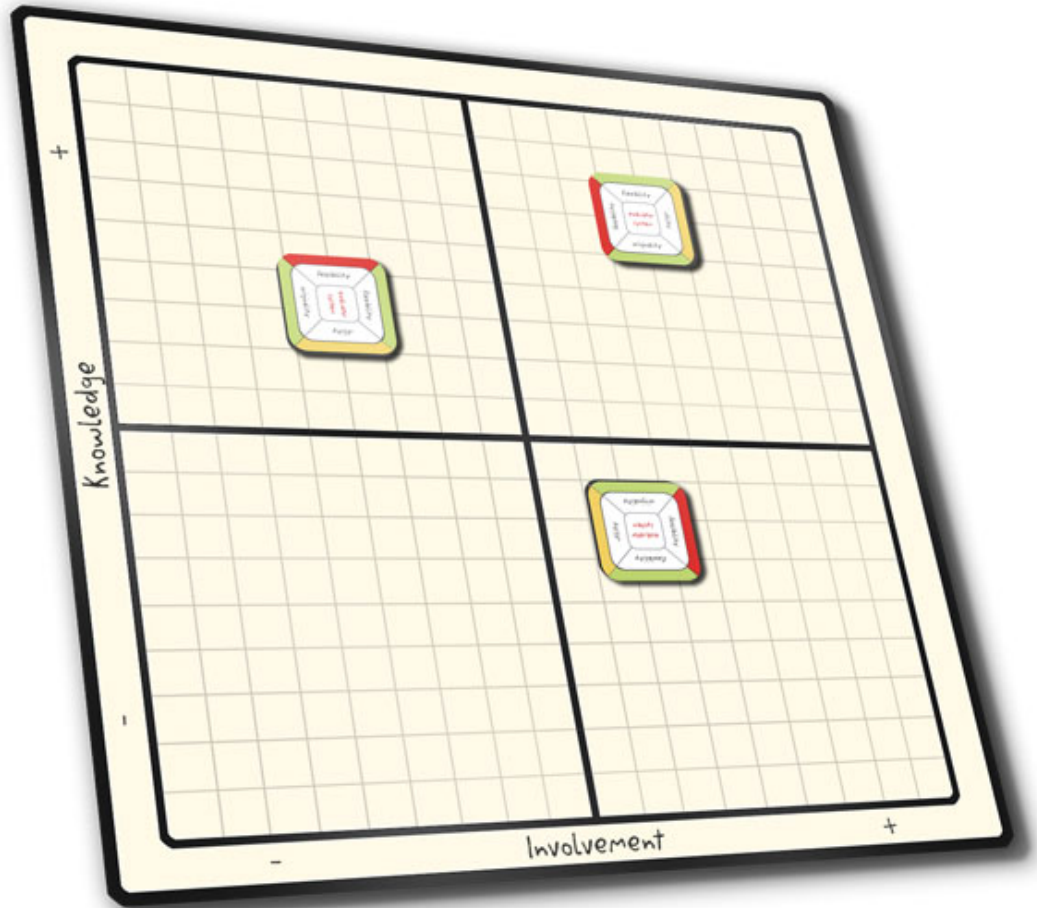


Memo chip

Targe't

Define the goal and evaluate its "state of the art"

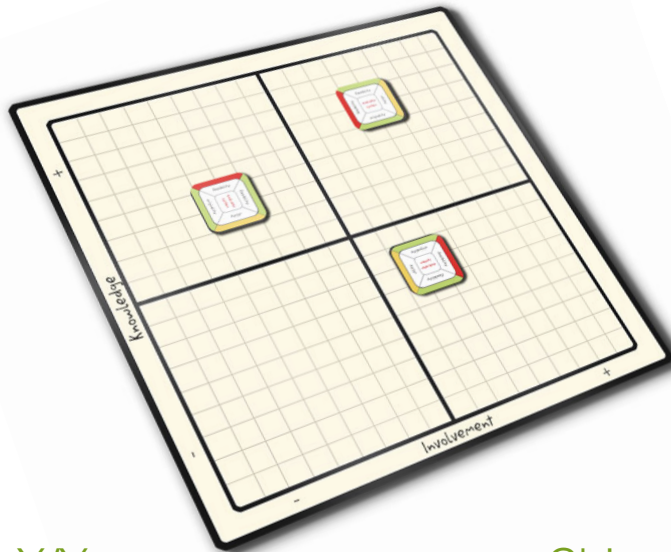
2 | The products



Magnetic Matrix

Place't

Combine the chips
with biz matrix



One board, many matrix.

Axis X/Y

Chip

Field

effort / impact

- > balanced score card
- > brand management chip

Finance,
Marketing, Budgeting

market share / market growth

- > mktg mix chip

Marketing,

time/cost

- > mktg mix
- > communication mix
- > brand management chip

Marketing, Finance, HR, PR,
Corporate Communication...

effort/risk

- > mktg mix chip

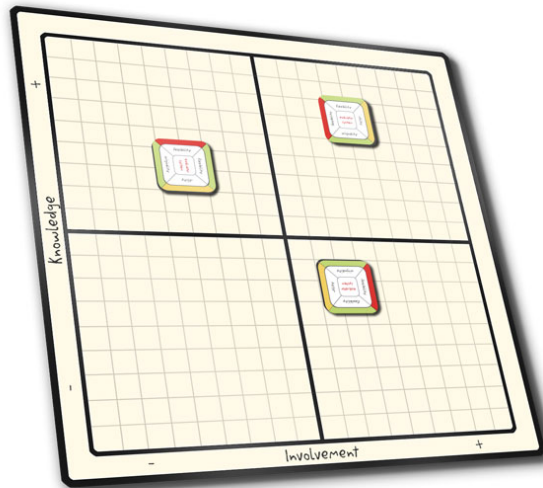
Marketing, Finance, HR, PR

knowledge / Involvement

- > Public and relative issue

Crisis management, PR

2 | The products

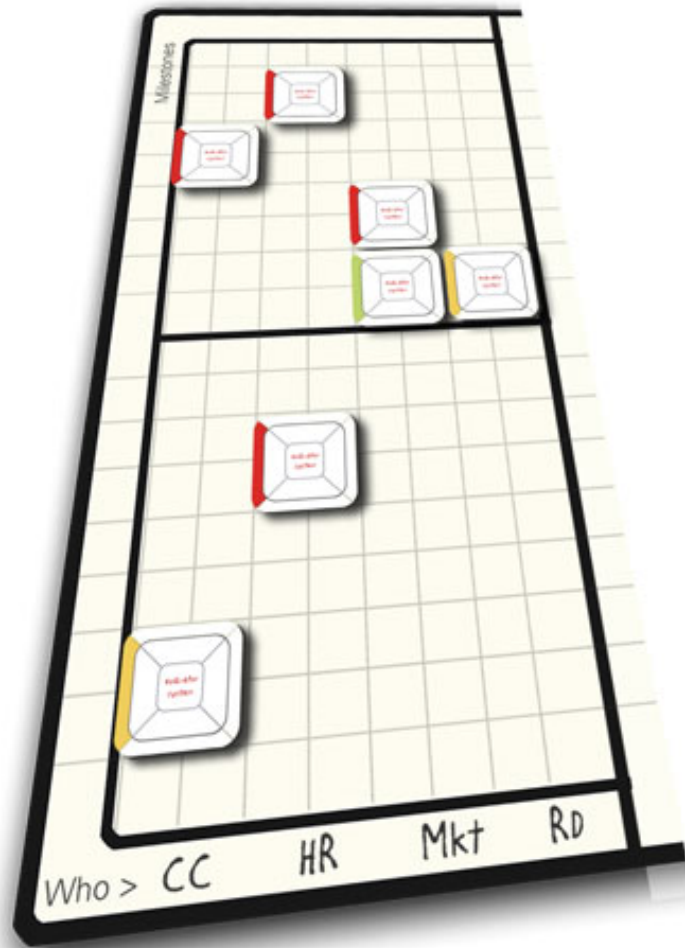


Magnetic Matrix

Place't

Combine the chips
with biz matrix

2 | The products



Planning board

Plann't

Combine the chips
with a planning scheme

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

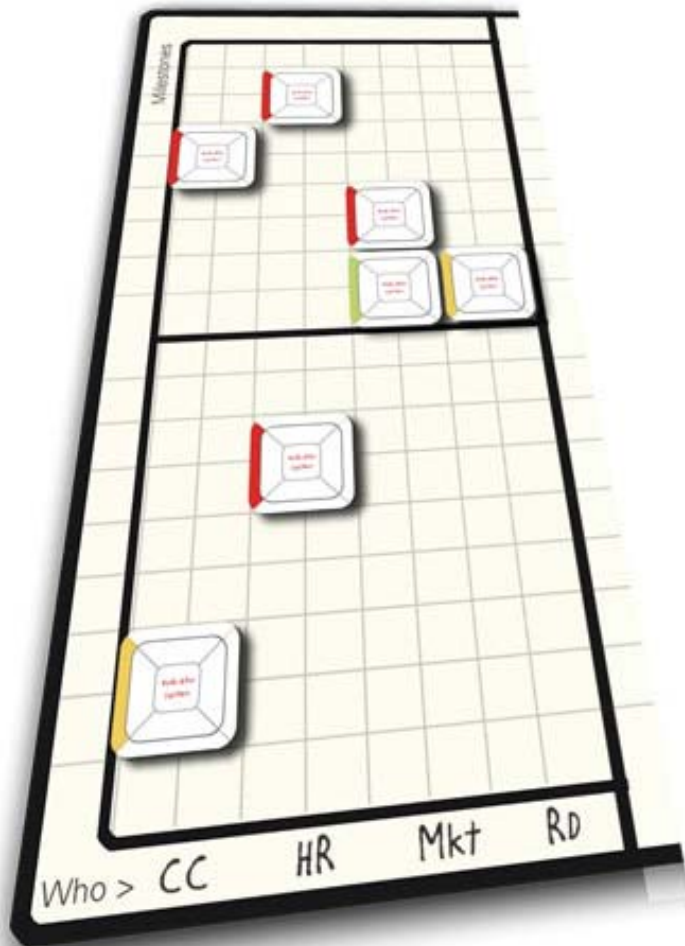
Issues and 3 “state of the art”

Three levels of priority:

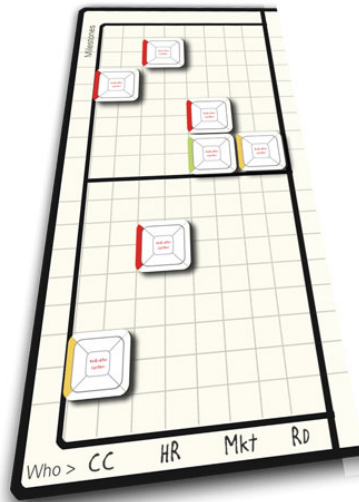
Green: ok, go on with that aspect

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2 | The products

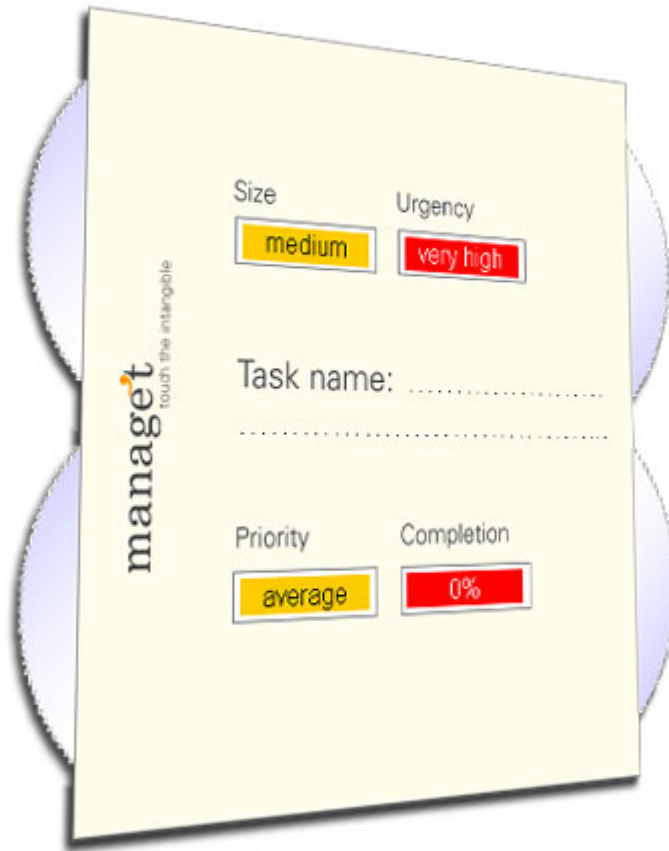


Planning board

Plann't

Combine the chips
with a planning scheme

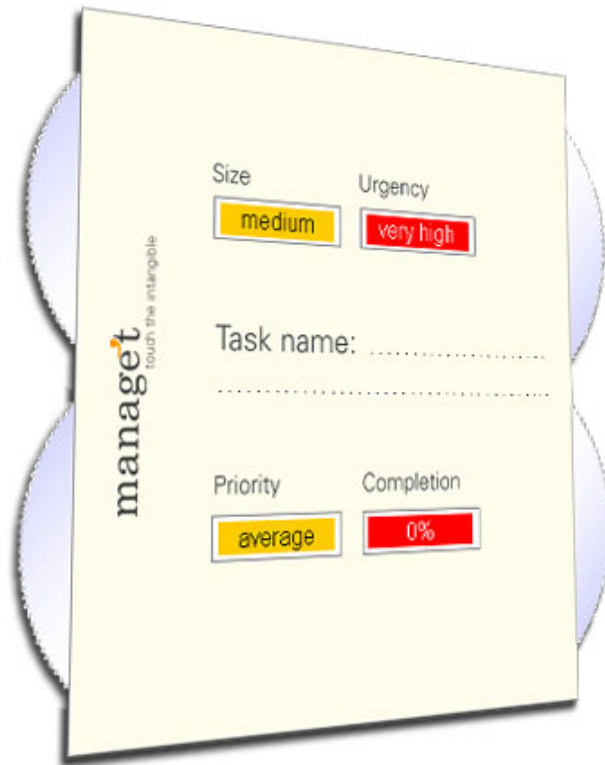
2 | The products



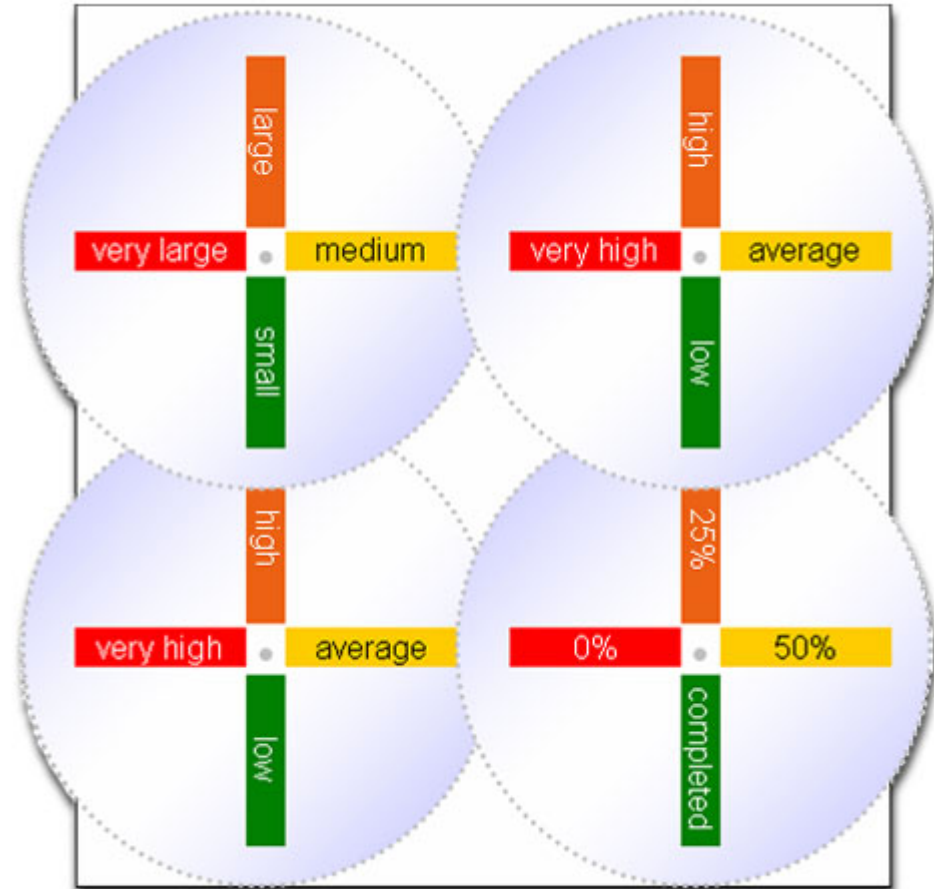
Tasks controller

Task't

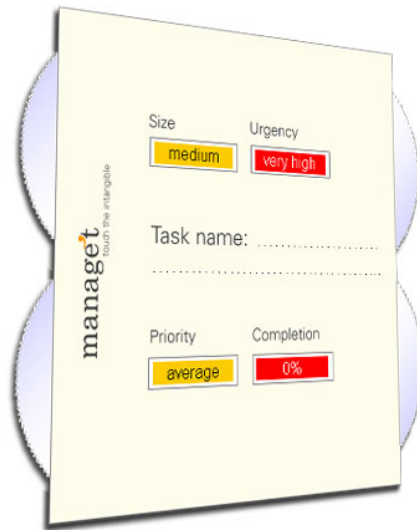
Visualize critical factors,
timing and relevance
of an issue.



The ideal promotional gadget...



2 | The products



Tasks controller

Task't

Visualize critical factors,
timing and relevance
of an issue.

Packaging & Pricing

Metal pack
Target't - 3 pc.
250x250 mm

Delux edition
CHF 160 - 180

Bundle pack
Target'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

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

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**

3 | 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 Kommunikations Messe Zürich»
EXPO '06

Touching the intangible

Smart manageable tools for smart management thinking

manage^t
touch the intangible



Thanks for your attention.