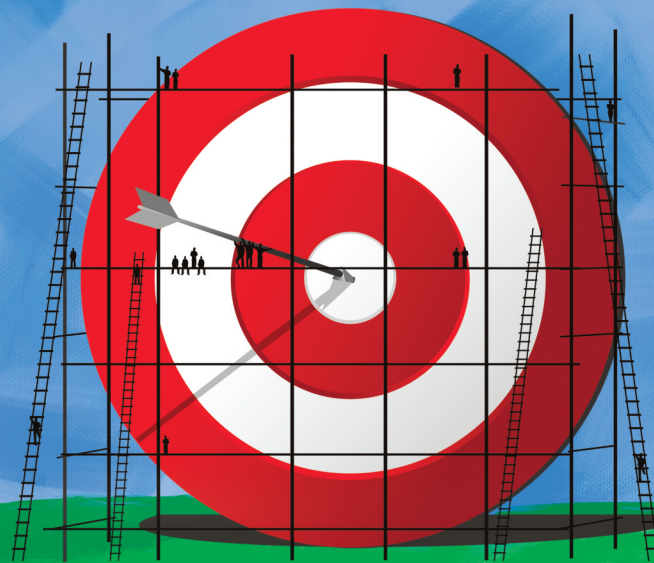


# Ideas to Profits

**Growing your business throughout the cycle**



**O**ur mission is clear—To make your company successful by generating ideas that help you grow regardless of the business environment. This publication will show you our pathway for communicating ideas to profits.

## **A Voice of Reason.**

Never before have you had so many options for delivering your message directly and efficiently to your customers. However, the choices can be overwhelming for you, and the amount of communication can be overwhelming for the customer. Choosing the



right combination of technology, delivery methods and content is critical to the process. As the “voice of reason,” we help our clients focus on telling their story with today’s new communication tools.

In December 2009, internet users in the United States alone conducted approximately 15 billion searches. This year, more than \$23 billion will be spent on internet advertising in the U.S., and 2.4 trillion e-mails will be sent around the world. If your content is not clear, crisp and concise, your message will never be delivered properly, and the bottom-line improvements you seek will not materialize.

Bad content, no matter how widespread it is communicated, will not help you achieve your goals; it could actually do the opposite. Without a strong story to tell and a solid communication plan, your revenues will not grow. We help companies focus on what matters to the customer—honest content that tells your story of leadership and expertise. Market research shows that this is what today’s consumers demand. And history has proven time and again that creative ideas for content generation lead to increased revenues and profitability.

Now is the time.

## **Content is Commerce.**

If you do not tell your unique story, you will not increase profits. The old, tired and traditional ways of describing the features and benefits of your company or products no longer get the job done. In today’s environment of fast-paced information that is available as it happens, companies must connect with their customers on a personal level. You must convey how your product or service will make them feel better or become successful.

Customers have taken control of emotional content through social media and other alternatives. An off-hand remark on Twitter can bring strong financial damage to a company, organization or brand. Customers can see through sales pitches and weak content; what they want to hear is your story. What is it about your product that really matters?

The average customer is saying “Don’t sell me, but help me. Promise me value.” But that promise can only happen with an established emotional level of trust and loyalty—Trust between company and customer or product and consumer. Trust and loyalty are key ingredients to success.

ZANZICO knows the importance of maintaining a sophisticated understanding of media and their effects on the target audience. This knowledge helps us plan so that each message in each medium contributes to a specific company objective. **This also allows us to develop content that will receive maximum impact for minimum cost.**

Every company exists to provide value to its customers. When that value is perceived as unique, the sky is the limit.



## **The Winning Communication Formula.**

We have created a process that we think shortens the distance between idea generation and increased profitability. Since customers demand an emotional link to a company or product, that's exactly what we give them by zeroing in on what we call the "Unique Promise of Value." Simply put, the Unique Promise of Value generates profits by highlighting the core values on which your company thrives.

Reaching and affecting a target audience in today's marketplace is not easy. It requires complex communication strategies involving multiple forms of media in a combination that matches your story and budget. But the Unique Promise of Value and the principles and processes it embodies provides us with the methodology that leads to successful results.

Organizations have long been tempted to cut corners when taking on important strategic issues. That leads to mistakes such as using internal staff to plan and execute advertising strategies. But research tells us that any savings is akin to "fool's gold" for three reasons:

- 1) High-performing staff members get diverted from their important internal roles, which tends to have a negative effect on the core business
- 2) Because experts are not engaged, the final product is not as effective in delivering the desired bottom-line results
- 3) Since staff members typically maintain their primary responsibilities, the project timeline tends to lengthen. This causes frustration, additional expense and less time to reap any business gains

## **A Company With a Promise.**

General Electric is a good example of a company that clearly has reenergized communication with the Unique Promise of Value process.

Through clear and concise communication, General Electric now has a Unique Promise of Value strategy. Imagination. This is GE's unique promise. And their Unique Promise of Value is "Imagination at Work."

GE now IS Imagination at Work. From jet engines to power generation, financial services to water processing and medical imaging to media content. GE people worldwide are dedicated to turning imaginative ideas into leading products and services that help solve some of the world's toughest problems.

General Electric is a worldwide company with many divisions and different products,



and it easily could have pursued the old, tired communication process of describing features and benefits. Instead, the unique diversity of the company now is celebrated with a clear communication process that echoes throughout all their divisions and all their employees.

GE understands that the promise of imagination will lead them for the next decade.

What is your company's Unique Promise of Value?

## **Use the Unique Promise of Value to Your Advantage.**

The Unique Promise of Value is the passion, energy and leadership that you bring to your customers and prospects. It is a statement of leadership that is personal to your customer, and it will help make your customer successful. A very wise quote from former Secretary of State Colin Powell helps explain what your company's Unique Promise of Value should be:

“You have achieved excellence as a leader when people follow you everywhere,  
if only out of curiosity.” –Colin Powell

Will your customers, suppliers, partners and consumers follow you? Do they trust your promise and feel loyalty toward your company?

A Promise of Value is not a description of services. It is a promise of leadership and vision, and the ability to make your customers successful. It is emotional and charismatic, and cuts through the marketing clutter that is so prevalent in today's busy marketplace.

We will lead you toward A Unique Promise of Value that will reach your customers on a personal level.

Is your company aligned and focused on one clear Unique Promise of Value? Is it constantly moving toward achieving the promise? Does the whole organization communicate the same message with passion and energy?

Finally, is your promise consistently reinforced so it is understood across all lines of communications? Let The ZANZICO Agency help you achieve this level of focus.

## **What is Your Unique Promise of Value?**

In practice, a Unique Promise of Value is like a living thing that can only thrive when people at all levels and in all sectors of a company contribute to its care. A company and its managers must exhibit commitment and a certain mental toughness that is always inspired by the original vision of the promise.



The communication work begins when you decide on your Unique Promise of Value. It's a decision that requires an initial "leap of faith," followed by a continued long-term communication commitment from a more conservative mindset.

Several years ago Mary Kay Ash, the president of Mary Kay Cosmetics, was asked, "Tell me about your company. I understand that you sell lipstick, perfume and so on." To this she replied, "Oh no, at Mary Kay, our product is the promise of beauty."

She understands that the company's success rests upon offering a Unique Promise of Value rather than just a mere product. Mary Kay now employs more than one million independent consultants whose wholesale purchases garner more than \$2.6 billion in annual sales around the globe.

When every unit of your company remains centered on your Unique Promise of Value, you have formed a solid leadership mentality throughout the whole company. Your unique message must carry through from product development, production and sales to service, advertising and both internal and external communications.

The Unique Promise of Value is your emotional connection to your customers. It means wrapping your products or services in desirable emotions and reinforcing the universal human need to feel special, unique and successful. It also means listening, growing and changing with your customers while consistently keeping your promise to them.

The rewards are gratifying. You will be better at attracting and keeping customers. You will have a better platform for launching new products. You will have better relationships with your channel partners. Finally, your employees will be more satisfied, and the best people will want to work for your company.

## **Building Your Company With the Unique Promise of Value.**

The most effective approach to finding your Unique Promise of Value is through proactive, offensive planning. Such planning moves you toward success based upon your company's strengths.

Every company must develop effective defensive and offensive strategies. However, the element of vision and the ability to answer the "what if" questions is what makes offensive planning the key to real, profitable success. Offensive planning creates healthy, confident companies that embody leadership in the marketplace and that are the envy of their competitors.

**Leaders in every industry know they must play more offense than defense. And while they move on to the next great idea, competitors are left trying to catch up.**



This competitive nature also makes pinpointing your Unique Promise of Value increasingly important to all companies. Traditional offerings are becoming commodities, and if you try to distinguish yourself with another service, your competitors match it. When you add new features, competitors do, too. Price, service and performance are only an admission ticket in today's marketplace—they carry no guarantee of success.

A Unique Promise of Value is the one thing that your company's competitors can not match. It forms the emotional connection between your company, its products and its customers.

We believe that too many companies have taken the emotional Unique Promise of Value out of their company portfolios.

## **Communicate Your Ideas to Profits.**

The ZANZICO Agency is proud to be an integrated advertising agency. We know exactly how much we can help people achieve their financial goals. We are not the stereotypical advertising agency that is simply a television and print factory, but instead a total communication company. The internet has changed our business model; we are lean, effective and passionate about delivering your story in a cost-efficient manner. Our specialty lies in working with clients' complex communication needs.

We have developed a process we call the Unique Promise of Value that helps standardize our clients' search for positive changes in their company, brand, service or specific project. And it works. The rewards for our clients are increased sales, better margins and the satisfaction of becoming leaders in their categories.

Communicating ideas to increase profits is what motivates all of us at The ZANZICO Agency. What drives your people?

