



Sample Case Study Premium Brand Spirits Target

(Information has been altered to maintain confidentiality of the ad agency and prospect)

Agency Goal

This particular ad agency has expertise in marketing premium spirits. They very much wanted to work with a particular client that markets specialty premium liquor brands.

M2M Assignment

M2M was asked to provide a complete dossier about the company. The objective was to identify the key contacts and learn about the marketing challenges they face. The *M2M Prospect Profile* was deployed to provide the agency information needed to develop a sales approach.

Summary of Information Delivered

The *M2M Prospect Profile* resulted in an eight-page report plus over 20 relevant articles published about the company and their brands. The report included contact information for the key decision makers. A section of the report provided an overview of the target's major brands including spending and sales figures. Detailed information about the target audience for each brand was also included.

Most importantly, the *M2M Prospect Profile* delivered verbatim comments from the marketing executives about their top-of-mind goals and challenges. Here's just a small sample of the comments:

Brand Manager #1 *"We need to reposition (tequila brand) and take it up a notch?"*

Marketing VP *"...digital online interaction is key. We have to keep them (consumers) looking for the next crazy thing, the next crazy flavor, the next compelling idea. Blogging. We need to figure out how to reach bloggers and have them spread the buzz. User generated content is big. People are very savvy – they make better marketers than marketers do, as shown by You Tube."*

Brand Manager #2 *"We want to position (premium vodka brand) similar to liqueurs."*

Marketing VP wants to learn more about mobile event marketing but *"not sure it can reach a large enough audience."*

"Surprise people to get noticed, need to provide overwhelming reason to buy product."

"Avoid being "beige."

You want to set the trends and make it a bigger experience, a lifestyle choice rather than just a drink

M2M Recommendations

These key insights about the brands and the marketing executives uncovered by the *M2M Prospect Profile* provides the knowledge the agency needs to attract the client's attention. The recommended sales approach is based on specific concerns/challenges key executives expressed during the research process. The agency will create sales approaches based on these specific concerns using the prospects language. The likelihood of generating that all-important first meeting increases dramatically by using the prospects own words. During a telephone conversation the prospect may very well jokingly ask, "Have you been reading my mail?".