

[From Quadrant - we have to do better than one in four](#)

A new year is a classic time for business and personal reviews. No different for Quadrant, we've been thinking hard about what we should do differently and better in 2015, and how best to communicate this.

Whilst finalising our evolving proposition, of which more later, we were struck by a press release from the Fournaise Marketing Group, headlined 'Marketers made 3 Effectiveness Mistakes in 2014'. [Fournaise claim that 75% of marketing strategies and ad campaigns underperformed*](#) last year and failed 'to deliver the positive business results their management expected them to deliver'. (*based on 2.5 m strategies, campaign and adverts evaluated)

The most prevalent mistake was weak and unattractive Customer Value Propositions, according to Fournaise. This means we are all doomed, or must try harder! CVP development has long been a core capability at Quadrant. Many of you will recognise our three part process – a rock solid foundation, if done well.

From our own experience, organisation or brand CVPs can 'underperform' in terms of their strength and attractiveness; typically, falling short in one or more of three areas:



- **Being better or different;** not distinguishing sufficiently well between **proposition**, which we define simply as 'what can you (organisation or brand) do for me (target audience)?', and **positioning** – 'what is different about you (organisation or brand)?' – and therefore lacking clarity and focus when it comes to communicating CVPs
- **Inside Out;** CVPs being largely developed from the inside: out (internally focused on believed capabilities) rather than the outside: in (based on customer expectations and perceptions). This tends to lead to a features rather than benefits approach, a classic problem with some CVPs

- **Two out of Three;** our Quadrant CVP works when all three parts or pillars are present and equally addressed; the Need, the Doability, and the sustainable Value. Too often we, and Fournaise it seems, see ideas go to market short in one area.

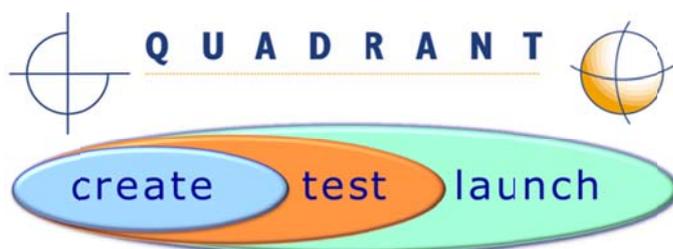
Today, when all the talk is about digital and disruptive, there is also an increasing call for 'minimum viable products/propositions' or MVPs, where speed to market, agility and 'modify as you go' are the watchwords (Google Glass is a good current example). This approach short cuts robust CVP development, as it's only intended to satisfy and gain feedback from early adopters. The product or service is then adapted through multiple 'releases' during its lifecycle (or withdrawn, like Google Glass, to fix issues).

Back to Quadrant, what will we be doing differently and better in 2015?

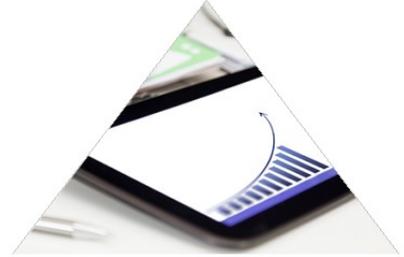
Our work will continue to be customer-oriented and span the full range of insight, strategy, marketing, communications, and business development. The emphasis, in particular, will be on supporting our clients in developing and launching, or relaunching, products and services. This includes, given five years of navigating austerity, the highlighting and promoting underutilised assets with latent potential.

In terms of benefits to our clients, it means delivering the positive business results that Fournaise and clients themselves see as lacking; related to marketing and sales operations, as well as through communications.

'Delivering breakthroughs' has been our enduring proposition and individual passion; feedback from our clients suggests they would like us to commit more than ever to achieving breakthroughs on their behalf. We have built a delivery offering, with hand-picked partnerships, to do this, enabling us to go further than before, across all channels.



We summarise this offering as Create → Test → Launch, with our proposition now evolving to **'Delivering breakthroughs, from inspiration to impact'**.



If this sounds timely and interesting in principle, why not contact us for an initial discussion about how we can help you achieve valuable and possibly overdue breakthroughs?