

RIES & RIES

The Positioning Pioneers

Objective.

While the ultimate objective of a Ries & Ries consulting program is to develop a visual hammer and battlecry for your brand, that's not the place to start.

Almost every brand is too broad in scope to lend itself to a visual. Most brands have too many features, too many benefits and appeal to too many market segments.

How can you develop a visual hammer for a brand like Chevrolet which has 18 different models, including sedans, trucks, SUVs and sports cars?

You can't. You first need to focus the brand.



1. Focus.

Most marketing consultants have no coherent strategy themselves. They are perfectly willing to tell you what to do, but they seldom take their own advice. We do.

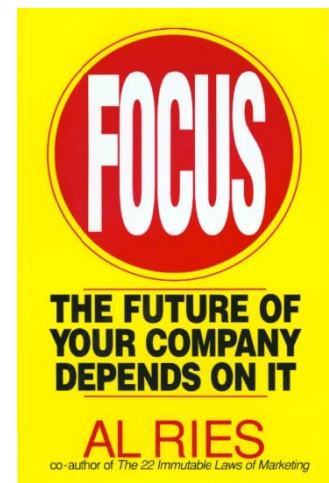
Our approach is called "Focus," the subject of a book we wrote 20 years ago.

We call ourselves "focusing consultants" and we help clients build or refocus their companies around a singular idea. If you study successful companies in the past, that's exactly what they did.

Dell Computers sold direct to business.

Zappos . . . Free shipping. Both ways.

FedEx . . . Overnight delivery.



2. Category.

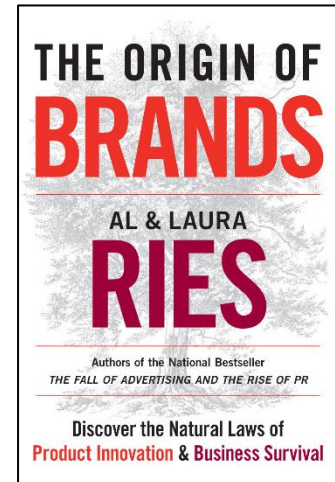
Every brand needs two names: A brand name and a category name. Marketing people often overlook the opportunity to create a new category. Yet many brands owe their success to this strategy.

Chobani . . . The first Greek yogurt.

Red Bull . . . The first energy drink.

Activia The first probiotic yogurt.

In our book, “The Origin of Brands,” we explain how divergence is creating endless opportunities to create new categories. The first companies to launch new brands to exploit these new categories will likely become the long-time winners.



That’s what Apple has done with the iPod, the iPhone and the iPad.

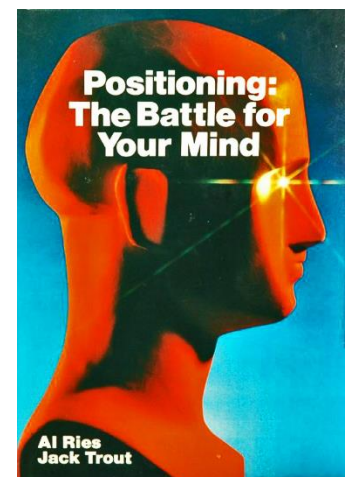
3. Verbal nail.

Al Ries wrote “Positioning: The Battle for Your Mind,” the book that revolutionized the field of marketing. The concept: Own a word in the mind.

In today’s overcommunicated society, that’s not nearly enough. Words are weak and don’t have the emotional power of visuals.

But this is the more important point. While the visual hammer is more powerful than the verbal nail, the place to start is with the verbal. Not the visual.

It’s like building a house. The hammer is just a tool. It’s the nails that hold the house together. It’s the verbal nail that holds the brand together. You need to determine what nail to use before selecting your visual hammer.



4. Visual hammer.

When you combine a verbal nail with a visual hammer, you can build a brand that can be exceptionally powerful. Some examples.

Marlboro, Masculine cigarette & the cowboy.

Coca-Cola, The real thing & the contour bottle.

Tropicana, Not from concentrate & the straw-in-the-orange.

Visual Hammer, a new book by Laura Ries, explains the 10 different ways to create a visual that can hammer your verbal concept.

Our philosophy is simple: never settle for just a verbal approach. Rather, try to find the right combination of a visual hammer and a verbal nail.



5. Battlecry.

Every brand needs one more thing. The verbal nail needs to be converted into a memorable slogan as outlined in Laura's new book "Battlecry." Some examples.

Ace Hardware: Ace is the place with the helpful hardware man.

M&Ms: Melts in your mouth, not in your hands.

BMW: The ultimate driving machine.

How do you convert an ordinary slogan into a memorable battlecry?

There are five techniques you could use: Rhyme, alliteration, repetition, reversals and double-entendre.



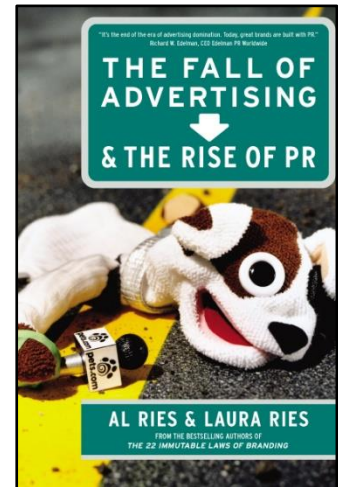
What else?

In addition to developing an overall visual/verbal strategy, our consulting sessions include discussions about executing the strategy.

For example, it's usually a mistake to try to put a new idea into prospects' minds with advertising. Advertising doesn't have the credibility to do that. Rather, a company should use PR, or public relations, to establish the position. At some point in time the company can switch to advertising to maintain that position.

PR first, advertising second is what we recommend in our book, "The Fall of Advertising & the Rise of PR."

But PR is just one of the ways to execute a new strategy.

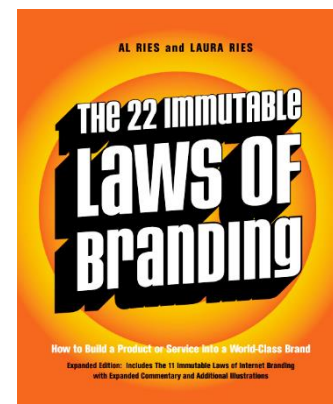


Other recommendations.

There are many other ways to build strong brands. Packaging, trademarks, distribution, pricing, websites, social media. These and other issues will also be explored during the one-day consulting session.

Our branding philosophy is outlined in our book, "The 22 Immutable Laws of Branding."

The book covers such issues as the use of second brands, the shape and color of logotypes, techniques for online branding and other issues often overlooked by marketing people.



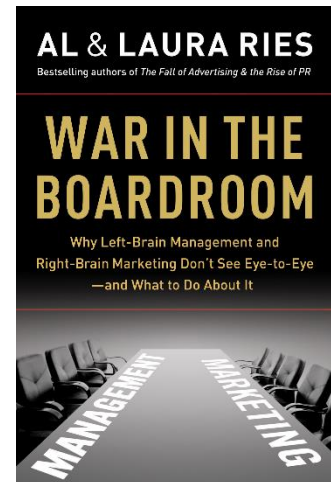
Who should attend?

We suggest the entire top-management team (up to 8 or 10 people) attend the session. Every company has people who literally think differently, as explained in our book, “War in the boardroom.”

There are right brainers (visual, intuitive, holistic) and there are left brainers (verbal, logical, analytical.) In other words, free thinkers and button-down practical types. Both types should attend the consulting session.

One of the purposes of a strategy session is to assure that everyone participates in developing the company’s visual/verbal strategy and that everyone enthusiastically supports the strategy that is developed.

If at the end of the day everyone doesn’t agree on the proposed strategy, then Ries & Ries will have failed in its duties.



Written report.

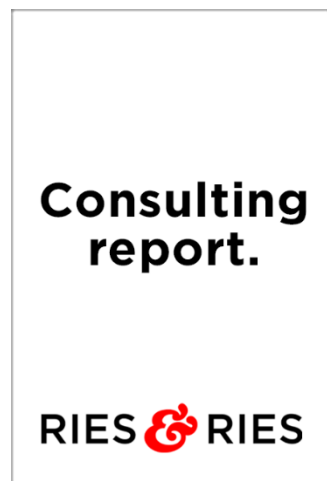
A week or so after the session is completed, Ries & Ries will send the client an eight to ten-page report summarizing the recommendations made at the consulting session.

In addition, at no additional charge, we are always available via phone or email to answer any questions you might have.

Email us to discuss pricing and availability.

Laura Ries . . . Laura@Ries.com.

Al Ries Al@Ries.com.



RIES & RIES

The Positioning Pioneers

Why Hire Ries & Ries

Clients hire us based on our global reputation and decades of experience. Most find us after reading one or more of our bestselling books such as *Positioning*, *The 22 Immutable Laws of Branding*, *Focus* and *Visual Hammer*. Leaders like how we approach marketing strategy based on our books and then bring us in to work on their brand. The laws of branding and marketing are easy to learn, but applying them to each individual client's situation takes skill, that where Ries & Ries comes in.

The One-Day Difference

We work effectively and efficiently together with you and your team in a one-day interactive session. Having everybody take a day out of their regular routine to devote exclusively to marketing strategy is essential. Marketing is important to your company's success, yet often there are internal disagreements about strategy and direction. Our day together is meant to get everybody's ideas on the table. Ries & Ries, as outsiders and strategy experts, guide the process and discussion. During the session led by Al Ries, we delve into your issues and develop the best strategy to take you forward. You are the experts on your company, brand, category. Ries & Ries provides the marketing advice to best focus, verbalize and visualize who you are and what you do. At the end of the day the goal is to have the strategy outlines and to have the team unified and enthusiastic about the direction.

The Deliverables

The deliverables of our work vary for each client. Most need a focus, visual hammer and battlecry. Many need to define or redefine a category. Many need help with their PR strategy or advertising program. Some need a new name. And others need it all. But you don't decide to make any changes until you first decide what your focus is. We call ourselves "focusing consultants" because focusing a brand on a singular idea is the key to building a brand. The first order of business with all our clients is to focus on a singular idea/word/category the brand can own in the mind. Once that is decided, we figure out the best way to drive that idea into the mind using your name, visuals, taglines, spokesperson etc. At the end of the day the deliverable is the marketing strategy designed to drive your brand into the mind.

Ries & Ries wrote the best books ever on Marketing

Ries & Ries have written several of the books considered to be among the best books on marketing ever written. **Positioning**, first published in 1981, has sold over 1 million copies worldwide. It continues to be used by marketing executives around the world. It was named the best book readers of Advertising Age have ever read of marketing. The number 3 book, was *The 22 Immutable Laws of Branding* also written by Al Ries along with his daughter Laura Ries.

Advertising Age

MARCH 2, 2009
U.S. \$4.99, CANADA \$4.99, U.K. £3.95
ADAGE.COM

WHAT YOU SAY

THE QUESTION: WHAT'S THE BEST BOOK YOU'VE EVER READ ON MARKETING?

READERS GIVE RIES AND TROUT TOP 'POSITIONING'

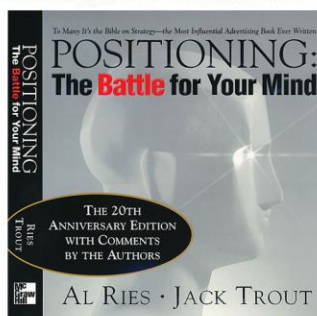
Ad Age wanted to create a definitive reading list for the marketing and media business, but we didn't know whether the editorial team could pull it off on our own, so we turned it over to the wisdom of crowds.

Actually "The Wisdom of Crowds," James Surowiecki's treatise on the benefits of collective thinking, got only one vote. But more than 300 people took the time to list their favorite books, either in comments in our online Bookstore (AdAge.com/bookstore), on LinkedIn, or via e-mail.

Mr. Surowiecki kept pretty good company among those who didn't make your top 10. The brilliant William Gibson got a handful of votes for "Pattern Recognition" but just missed the list. Other tomes with multiple mentions but not enough to make the cut: Marshall McLuhan's "The Medium Is the Message," "Ted Levitt on Marketing," and Michael Lewis' "Moneyball."

The ad-focused classics won the day, with Al Ries and Jack Trout's "Positioning" narrowly defeating "Ogilvy on Advertising" for the top spot. Mr. Ries snared the No. 3 spot, too, this time with his daughter, Laura, and "The 22 Immutable Laws of Branding." And just behind them, "e," by Matt Beaumont, a work of fiction, albeit a one that several people noted closely resembles reality. "The characters are deliciously right on the money," said Carol Phillips of Oak Park, Ill. "I knew someone like everyone in the book. How could it be that all agencies have the same stereotypes?"

So here they are, your top 10 media and marketing books of all time.



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|---|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| 1 |  | "POSITIONING: THE BATTLE FOR YOUR MIND,"
Al Ries and Jack Trout | 6 |  | "WHERE THE SUCKERS MOON: THE LIFE AND DEATH OF AN ADVERTISING CAMPAIGN,"
Randall Rothenberg |
| 2 |  | "OGILVY ON ADVERTISING,"
David Ogilvy | 7 |  | "GOOD TO GREAT: WHY SOME COMPANIES MAKE THE LEAP AND OTHERS DON'T,"
Jim Collins |
| 3 |  | "THE 22 IMMUTABLE LAWS OF BRANDING,"
Al Ries and Laura Ries | 8 |  | "THE BOOK OF GOSSAGE,"
Howard Luck Gossage, Jeff Goodby and Bruce Bendinger |
| 4 |  | "E,"
Matt Beaumont | 9 |  | "INFLUENCE: THE PSYCHOLOGY OF PERSUASION,"
Robert B. Cialdini |
| 5 |  | "HEY, WHIPPLE, SQUEEZE THIS: A GUIDE TO CREATING GREAT ADVERTISING,"
Luke Sullivan | 10 |  | "BLINK: THE POWER OF THINKING WITHOUT THINKING,"
Malcolm Gladwell |

We'll put up the list in our Bookstore—where, of course, you can also buy any of these tomes you might not have read. And we'll leave the list open to comments so you can continue the argument, if you feel the need. But for now, you've crowned Al Ries and Jack Trout the reigning champions among marketing and media authors.

OTHER RIES & RIES BOOKS:

Other Ries & Ries books:

Focus: The future of your company depends on it. This book outlines the core concept of Ries & Ries. Without a focus, it's almost impossible to build a brand no matter what other laws you follow.

The 22 Immutable Laws of Branding. This book covers every aspect of branding from the name to the category, from expansion to contraction, from the use of PR and advertising, to the shape and color of logotypes. Known as the Branding Bible.

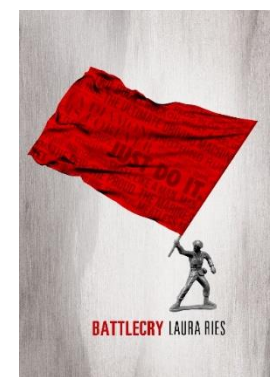
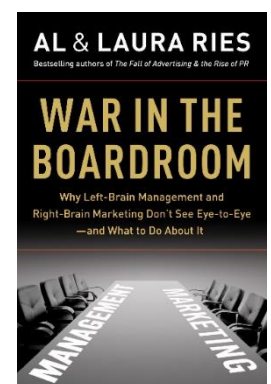
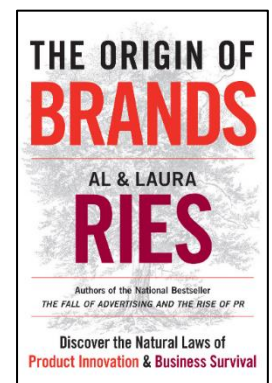
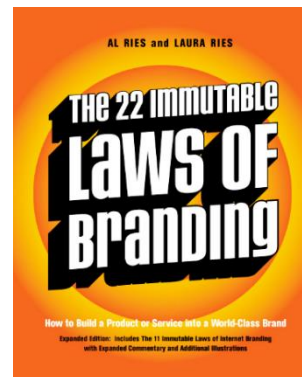
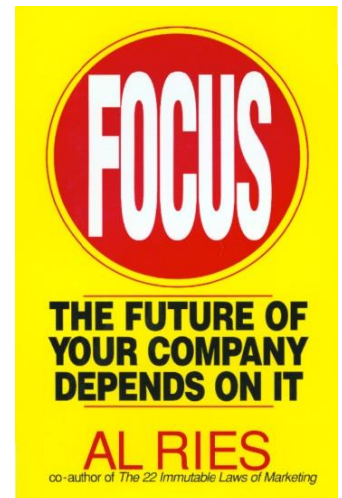
The Fall of Advertising & the Rise of PR. This book contradicts traditional wisdom that calls for new brands to be launched with a big-bang advertising campaign. PR first to establish credibility, advertising second to maintain market share.

The Origin of Brands. Divergence, an idea borrowed from Charles Darwin's Origin of Species, creates endless opportunities to build new brands. Every brand needs to evolve, but new brands should take advantage of divergence to create new categories.

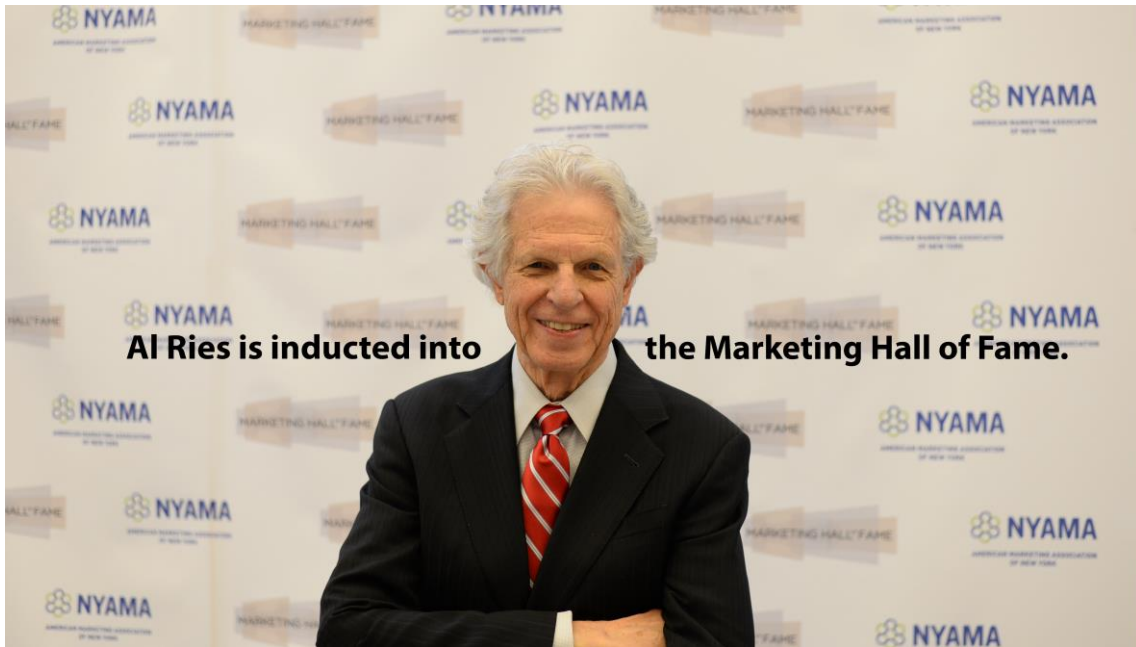
War in the Boardroom. Management people tend to be left brainers: Verbal, logical and analytic. Marketing people tend to be right brainers: Visual, intuitive, holistic. This book helps both sides better understand each other by explaining how each views critical marketing concepts.

Visual Hammer. The critical missing piece in most marketing programs is a powerful visual that can drive a brand into the mind. This book outlines the steps a brand needs to take to develop a visual hammer.

Battlecry. To turn an ordinary slogan into a powerful battlecry, there are five techniques you can use: Rhyme, alliteration, repetition, reversal and double-entendre. A diamond will live forever and so can a powerful battlecry.



MARKETING HALL^{OF} FAME



Al Ries is inducted into the Marketing Hall of Fame.

In 2016, Al Ries was inducted into the Marketing Hall of Fame. However, he is not retired. Al continues to enjoy what has been his life's work, helping companies develop powerful brands using his concepts such as Positioning, Focus and Visual Hammer. Since 1994, he has been Chairman of Ries & Ries, the Atlanta-based consulting company he founded with his daughter, Laura Ries.

For more information visit: www.Ries.com

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The Positioning Pioneers

Some Recent clients include:



RIES & RIES

The Positioning Pioneers

About Ries & Ries

Al Ries & his daughter Laura Ries have been working together as focusing consultants for 22 years. Ries & Ries was founded in New York in 1994. Three years later, Al & Laura relocated to Atlanta, Georgia. But the Ries team spends most of its time of the road consulting with top corporations around the world from Microsoft to Ford, Disney, Merck and Frito-Lay.

The dynamic duo and bestselling authors have been profiled by Business Week, Marketing News, Advertising Age, The Wall Street Journal, Atlanta Journal-Constitution, and countless other publications.

Al first rose to fame when a series of three articles on a new concept called “Positioning” authored by Al Ries & Jack Trout appeared in Advertising Age in 1972. The positioning idea took the ad world by storm and was voted by AdAge as one of the 75 most important advertising ideas of the past 75 years.

In 1981, the **Positioning** book was published and has since sold well over 1 million copies. The book has sold over 400,000 in China alone. The two authors also wrote **Marketing Warfare**, **Bottom-Up Marketing**, **Horse Sense** and **The 22 Immutable Laws of Marketing**.

More recently, Al & Laura have written seven books together and have continued to rattle the establishment by breaking with traditional conventions.

