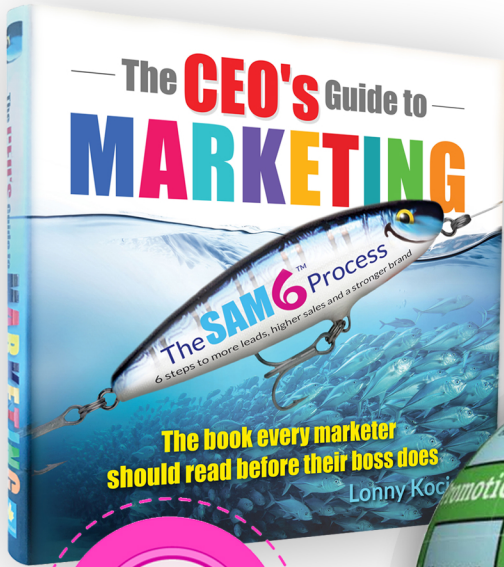


The SAM6[®] Process

Team assessment



STEP 1 COMPETENCE

We understand marketing terms and concepts so well we could teach them.

Grade yourself

Your internal team

Your external team

STEP 2 CODE

We have a brand playbook that documents key communication elements for each product and each of its submarkets. Everyone has access to our brand playbook and uses it.

Grade yourself

Your internal team

Your external team

STEP 3 CHANNELS

We have a document that lists the pros and cons of each promotional mix channel. Everyone knows where to find it and uses it.

Grade yourself

Your internal team

Your external team

STEP 4 CALENDAR

We schedule our promotions based on key messages, positioning, profitability, etc. Our creative talent has access to this calendar.

Grade yourself

Your internal team

Your external team

STEP 6 CREATIVE

We have assembled or have access to a creative team with talents that match our scheduled promotions.

Grade yourself

Your internal team

Your external team

STEP 5 CONTROL

We provide clear, written direction that guides our writers, designers, and other creative staff.

Grade yourself

Your internal team

Your external team