

Corporate Executive Board

Situation For over 25 years, the Corporate Executive Board (CEB) has been helping executives of some of the world's largest companies and non-profits solve their most urgent problems with best practices research, decision support tools, executive education and peer networking. With over 2,400 members, 75% of the Fortune 500 companies are represented in CEB's membership. The organization is now customizing these tools and resources for senior executives in mid-sized companies in marketing, finance, human resources, legal and information technology.

Solution The Design Channel has been contracted by CEB to create a positioning strategy, brand aesthetic and sales support collateral materials for the new series of leadership development programs designed for middle market companies.

The assignment involves the development of a positioning strategy, tagline and branding approach that will be executed in a suite of corporate collateral and sales materials. "This is the first time in the organization's history that we've brought in a professional branding and marketing firm. We're confident that the Channel team will bring a fresh, yet strategically sound perspective to this important growth initiative," said Jill Baranick, Marketing Director for CEB Middle Market Services.

TDC's BrandBuilder™ discovery process included conducting ten interviews with CEB senior executives to understand the company's perceptions of their brand. We audited their existing marketing materials to qualify messaging and visual inconsistencies. We conducted competitive brand benchmarking research to plot how their competitors and similar organizations position and brand themselves. Finally, we used ethnographic research to observe their sales executives in prospecting situations. The discovery yielded findings that were expository to CEB's unique personality traits and value proposition—leading us to a recommended positioning strategy and tagline.

Result After the positioning statement and taglines were approved, we created a set of marketing communications collateral, templates for a series of updatable sales sheets, sales presentations and more.

- o positioning statement and tagline
- o branding details

At the Corporate Executive Board, Middle Market Services, we respond to the tactical and strategic needs of executives by connecting them with solutions their peers have used to solve similar challenges. Drawing on the successes of our worldwide membership of more than 800 organizations, we deliver best practices that are backed by real-world results. By identifying and providing practical, transferable tactics, strategies, and tools, we help our members save critical time and money as they address their top priorities.

Research Modes Used:

- One-on-one interviews
- Competitive brand benchmarking
- Audit of existing marketing communications
- Ethnographic research

Gain Insight. Work Smarter. Execute Faster.

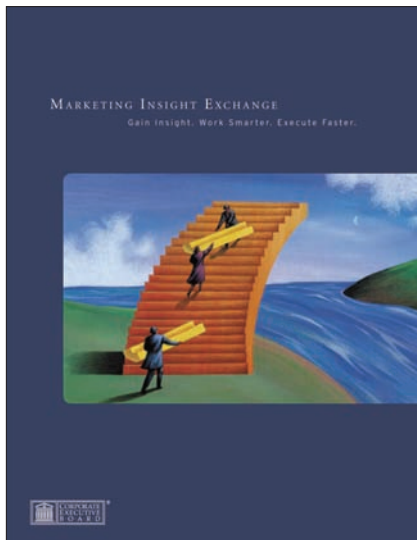
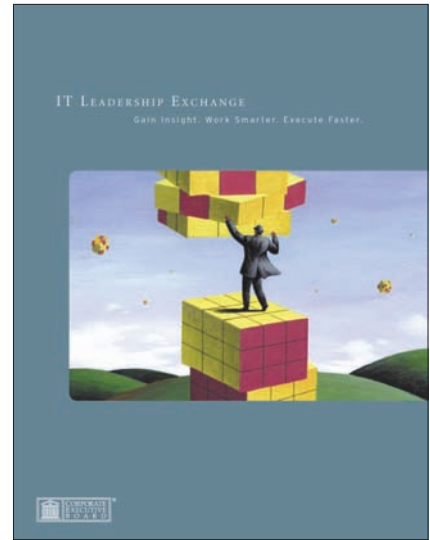
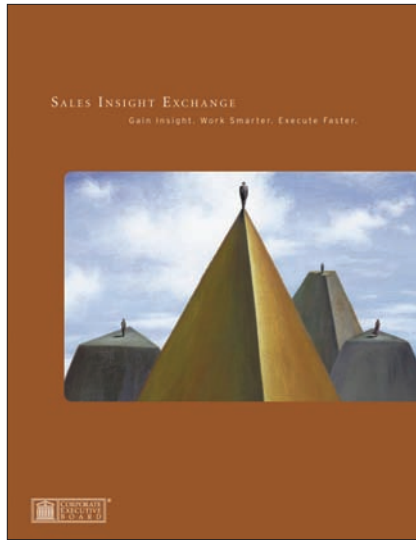
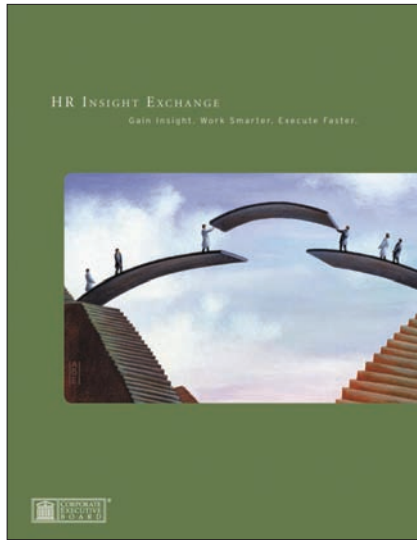


"Your cases formed the foundation of our thinking about brand positioning changes. We saved a significant amount of executive time in strategy development for our new brand campaign."

— Chief Marketing Officer
Global Manufacturer



- o sales support – program brochures



MOVING YOUR ORGANIZATION TO THE NEXT LEVEL.

Corporate Executive Board programs are built on the premise that organizations, regardless of geography, are consistently encountering marketing challenges that hinder their ability to succeed. Delivered through the CMOs and their teams at companies with less than \$1 billion in revenue, the Marketing Insight Exchange is one of more than 90 distinct executive programs developed by the Corporate Executive Board. For more than 25 years, the organization and its distinct, specific programs have earned members the respect and trust that come from experience-based results.

25+ Years of Experience
40+ Distinct Executive Programs
45+ Countries Represented in Our Network
3,700+ Member Organizations (Public and Private)

AT THE MARKETING INSIGHT EXCHANGE, we respond to the tactical and strategic needs of marketing executives by connecting them with solutions their peers have used to solve similar challenges. Drawing on the successes of our worldwide marketing membership of more than 800 organizations, we deliver best practices that are backed by real-world results. By identifying and providing practical, transferable tactics, strategies, and tools, we help our members save critical time and money as they address their top priorities.

The Marketing Insight Exchange assists to:

- 1. IDENTIFY** your challenges and understand what makes them difficult to solve
- 2. UNCOVER** solutions and share examples of the best solutions to these challenges
- 3. PROVIDE** you with tools and templates used for implementing proven solutions
- 4. FACILITATE** the sharing of ideas and tactics among leading marketing professionals

"I kept a yellow sticky note on the bottom of my computer monitor that said 'Welcome to Marketing Insight Exchange!'"
— Brian Egan, Senior Vice President and President (U.S. Division) External Composites, Inc.

Your Top Priorities Are Our Top Priorities.

We work with thousands of marketing executives every day and continuously assess their biggest challenges and concerns. We then address these challenges by placing relevant, actionable solutions at their fingertips. Here is just a sampling of common marketing challenges we help our members address:

"How can we more effectively impact sales force productivity in a measurable way?"
"How do we link customer insight more directly with our solutions offerings?"
"How do we achieve a consistent brand message in a more complex environment?"

Examples of available resources to address sample marketing challenges:

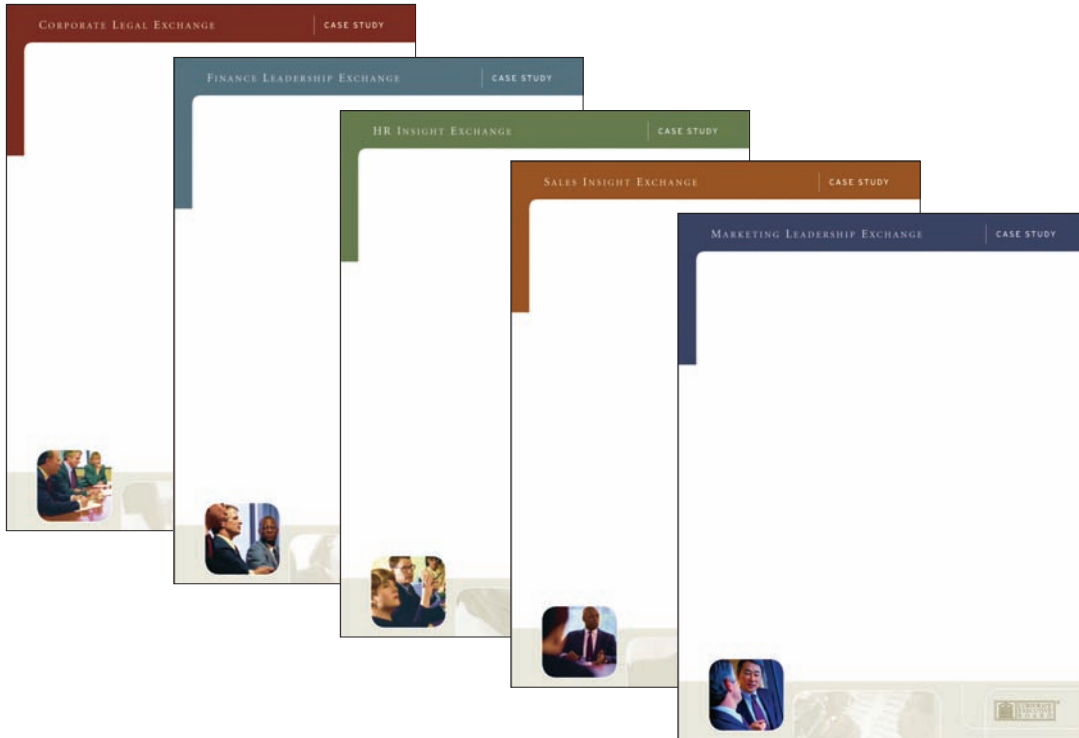
ISSUE: Integrating Sales and Marketing				
Resources	Strategic	Executive Profile	Demographics	Demographic Data
Lead generation worksheet and lead tracking strategy 90	Jointly Marketing an Upper Sales Funnel Product for both levels of marketing	Company Overview	Account Types	Accounting Data
		Customer Needs	Customer Needs	Customer Needs
				Program Development
ISSUE: Achieving Brand Consistency				
Resources	Brand	Brand	Brand	Brand
Brand map for driving customer demand	Making Word of Mouth Marketing Work on Your Site for the next election	Company Brand	Company Brand	Company Brand
		Advertising and Promotion	Advertising and Promotion	Advertising and Promotion
				Brand Consistency

Your only task as a member is to have goals and objectives for the year.

"How do we identify the metrics that best demonstrate an accurate return on marketing activities?"
"How can we systematically incorporate voice-of-customer into the new product development process?"

The image shows a large hand in a suit sleeve reaching out from the right side of the frame. On the palm of the hand, a tiny figure of a person is standing on a narrow ledge or edge of a cliff, looking out over a vast, hazy landscape.

- o sales support – data sheet templates
- o portfolio folder



MARKETING INSIGHT EXCHANGE

Gain Insight. Work Smarter. Execute Faster.

Jessica Moreland

Presented to:

Presented by:

Date Here



MARKETING INSIGHT EXCHANGE



CORPORATE EXECUTIVE BOARD

Section Title Lorem ipsum Dolor Sit Amet.

A Wealth of Resources for you and Team

Benchmarking Data <i>Prioritize Investments</i> • To Come • To Come	Execution-Support Tools <i>Save Time on Execution</i> • To Come • To Come	Research and Analysis <i>Identify Best Practices</i> • To Come • To Come
Executive Forums <i>Frame Thought and Stimulate Ideas</i> • To Come • To Come	Peer-to-Peer Networking <i>Discuss Challenges with Your Peers</i> • To Come • To Come	Staff Development and Resources <i>Expand Productivity and Support Your Team</i> • To Come • To Come

MARKETING INSIGHT EXCHANGE

CORPORATE EXECUTIVE BOARD

MARKETING INSIGHT EXCHANGE

CORPORATE EXECUTIVE BOARD