



For Immediate Release

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LOCAL STRATEGIC MARKETING FIRM INTRODUCES INNOVATIVE BRAND DEVELOPMENT PROGRAM

Chester County, PA – Product messages sometimes miss the mark badly. In fact, brand researchers say some companies promote product “benefits” that actually have a negative impact on sales.

Hunter, a strategic marketing firm based in Chester County, PA has developed an innovative in-depth brand development product called “On-Target Branding™.” The strategic marketing program features a proprietary consumer research method that identifies the most important benefits a brand offers to customers, as well as brand messages that may have a negative influence on brand image.

“Knowing exactly what motivates a consumer to purchase a product is vital information,” said John Willis, president of Hunter. “The On-Target Branding process removes guesswork and subjectivity and allows customers and prospects to tell you exactly what they value in your brand, and in the exact order of their value. The key is the measurability of the information.”

Some of the most useful information is finding out if there are “assumed benefits” that actually hurt the sales process. “You’d be surprised how often companies undermine their own selling message,” claims Willis.

“For instance, a hospital emergency room staff learned it was raising an unnecessary red flag by proclaiming, ‘We get the diagnosis right the first time,’” said Willis. “That message raised a concern that wasn’t on their customers’ radar screen—the problem of accurate diagnosing. Now consumers had a reason to ask, ‘Should I be concerned?’”

The On-Target Branding process begins with a valuation of the current state of the marketplace, including a full review of the company, its customers, products and competition. Then the proprietary research model is used to identify the most important brand benefits, as well as those that send a negative message to customers.

The purpose of the program, say its developers, is to objectively identify and measure consumer response to the brand’s benefits and then develop brand strategies based on this insight.

“The ultimate purpose of the On-Target Branding process is to build an effective strategic marketing plan around a strong and relevant brand and that increases revenue,” said Willis. “It’s a program that is proven effective.”

Hunter is a strategic marketing company that focuses on brand building for the purpose of increasing sales. Hunter works with clients to develop actionable marketing and sales plans that are founded on building a solid brand. The On-Target Branding Process can help any business develop a plan for growth, even in a very competitive marketplace. With 20 years of experience, Hunter has helped local and national brands reach their sales potential.

For more information, please contact John Willis at 877.363.0606.