

The image features three incandescent light bulbs hanging from above against a dark, gradient background. The bulb in the foreground on the right is illuminated, casting a warm, yellow glow. The other two bulbs, one in the upper center and one in the background on the left, are unlit and appear as soft, out-of-focus shapes. The text is overlaid on the left side of the image.

TO BE  
**BRILLIANT**

YOU MUST LIVE OUT

YOUR BRAND STORY

**LITERALLY**  
EVERY DAY



Literally Brilliant is a strategic marketing consultancy business that focuses on helping companies to understand their essence and giving them a unity of purpose that is all about delivering value to their customers.

We work mainly at the business owner, board of directors, or “C-Suite” level. Although we have a range of specific service offerings, our most successful engagements are as highly trusted strategic advisors engaged on a long-term continuous basis.

Engagement levels can be tailored to meet the size and needs of individual businesses. Our clients include large and complex organisations as well as small family businesses.

Literally Brilliant draws on a wide experience base across a number of industries with a very strong reputation around food and wine, education and technology. However, we have demonstrated clear value in helping companies from a diverse range of industry backgrounds by incorporating thought leadership and “value added” concepts as part of their fundamental offering to their customers.

Developing strategy is a complex process that involves strong communication and mutual trust. This is the hallmark of how we do business. Our skill and experience is underpinned by proprietary intellectual property that we have developed over the past years.

Implementing strategy successfully is just as important as developing strategy. Sometimes knowing what to do is easy but working out how to do it successfully is the difficult part.

Literally Brilliant draws on years of experience of strategy development and implementation to help companies turn good thinking into great results.

Further, strategy is not a fixed construct. It needs to be updated and amended on a constant basis to respond to changes in the marketplace and responsive initiatives from competitors. We do not see strategy as a destination but as a journey. Our desire is to walk alongside you on that journey.

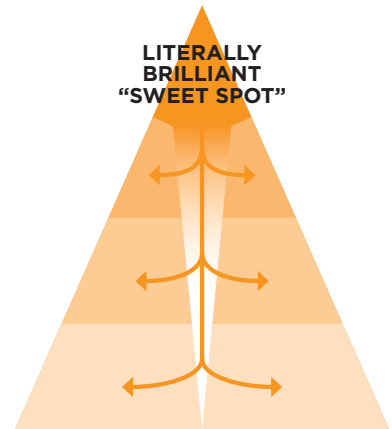


Literally Brilliant sits at the nexus point between business strategy and marketing initiatives. A significant proportion of what we do is help align marketing initiatives to the strategy of the business. However, more importantly, the needs of the market must inform business strategy and this is where Literally Brilliant plays a key role.



### Literally Brilliant and the strategic marketing process

The marketing function is performed at many levels within an organisation ranging from the basic marketing services up through to campaign management, corporate marketing management, and all the way to strategy development at the highest level. Literally Brilliant is not a marketing services company. It can provide insight and evaluate performance at all levels of marketing within a business but our real value sits at the strategy development level.



# How we can help you

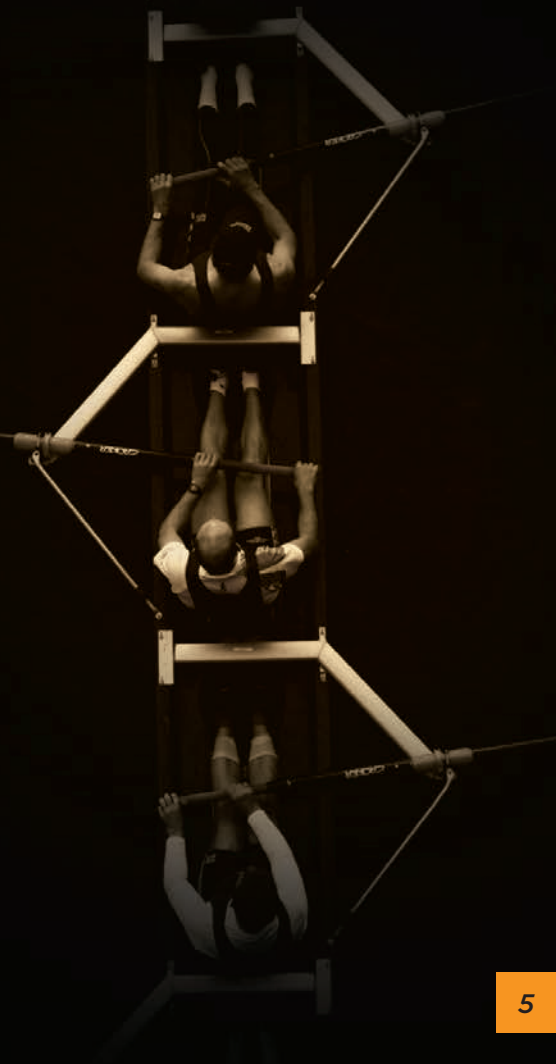
Literally Brilliant can help your company:

- + Understand your brand promise (what makes your company “brilliant” in the eyes of your customers)
- + Set up your business to deliver your promise consistently (being “literal” in your commitment to the brand promise)

The Literally Brilliant™ Process will help you to:

- + Articulate your company’s long-term goals, medium-term objectives and short-term priorities (and the link between them)

- + Understand your company’s brand promise in narrative form
- + Identify ways that your company can add value to what you do for your customers
- + Discover ways to protect what makes your company different
- + Provide a roadmap for implementation that ties initiatives to issues and outcomes
- + Get you started from a Zero Base and build up



# Modes of Engagement

The background of the slide features a high-angle view of a city skyline from a high-rise office. Three business professionals are silhouetted against the window, looking out at the city. The scene is lit with a warm, golden light, suggesting either sunrise or sunset. The office interior is dark, with a large cylindrical object, possibly a piece of art or a structural element, visible in the foreground.

You can engage Literally Brilliant either to undertake a specific service or to provide you with general ongoing support services in the area of strategic marketing. Quite often, engagements commence with a specific project to change some aspect of the business, address an issue or transform an aspect of the business from good to exceptional. These engagements can then transition into a regular, lower intensity engagement to ensure that strategy is implemented and the company responds to competitive market pressures.

Specific services have been developed around key deliverables from the Literally Brilliant™ Process.

## STRATEGY DEVELOPMENT

The Literally Brilliant™ Process helps companies to understand what makes them “brilliant” in the eyes of their customer. We help them to articulate that brand promise in a narrative form and then organise their business to deliver that brand promise with literal focus.

The process commences with helping the business understand its long-term goals and how it can reach them through medium-term objectives and short-term priorities. This planning process is conducted using our TenTwoSix™ model.

The long-term planning from the TenTwoSix™ feeds into the narrative development process as the “narrative of mission”. The narrative development also considers the “narrative of culture” (what the business is saying about itself through content analysis of existing collateral and listening to the staff) as well as the narrative of the customer. We look at existing resources or commission market research if required, to gain a deep understanding of what makes the business “Brilliant”. We also explore any negative narrative identified.

This process identifies four to six aspects of the brand narrative that underpins the brand promise which is distilled down to a single idea around which the focus of all marketing initiatives can be built.

## STRATEGY IMPLEMENTATION

Implementation of a marketing/brand strategy requires the activation of a string of initiatives that will result in the desired strategic outcome in the longer term. As quickly as possible, these initiatives should be measured to determine if they are going to achieve the outcome desired. But how can the implementation of strategy be set up in such a way as to measure outcomes and respond? This is a key to success – and the idea behind our ZBOO™ (Zero-Based Outcome-Orientated) marketing planning and budgeting tool.

Marketing return on investment has always been an issue for companies regardless of size. Company Directors and Chief Financial Officers struggle to understand the return they get from marketing expenditure. They know they need to spend money on marketing but they don't know how to keep the Chief Marketing Officer accountable for how the marketing budget is discharged.

Beyond the cash flow management benefits of better marketing visibility, ZBOO™ plays a key role in ensuring marketing initiatives are investments in successful strategy implementation.





## THOUGHT LEADERSHIP & ADVISORY BOARDS

We believe that good strategic marketing consultants should be heavily invested in thought leadership. This does not just mean keeping up with the latest thinking, it means shaping and contributing to the latest knowledge.

Literally Brilliant is committed to investing in thought leadership both on behalf of clients' specific needs and, most importantly, so that we can be confident that our consultancy services are constantly evolving to offer our clients a leading and unique offering of world class.

We can bring thought leadership models into your business to help you find ways to stay ahead of your competition by out-thinking them.

Our thought leadership experience and international connections allow us to build high-performance global advisory boards to help our clients:

- + Access new external thinking, intelligence and ideas to help build and maintain leadership
- + Gain insights into industries and trends in commercial arrangements
- + Accelerate product, process and business innovation
- + Gain deeper insight into customer needs
- + Identify potential risks to leadership positions
- + Characterise and model best practice
- + Grow insight and inspiration
- + Add a global perspective



## CoP CULTURE™ (COHESION OF PURPOSE)

Too often, companies implement strategy in fragmented ways – brand promise unrelated to company mission statement, vision statement, values, sales priorities or a multitude of other initiatives that are implemented depending on who read the latest management best seller!

We believe that the risk here is that the staff do not know what they should be focusing on. The risk is that there is a loss of unity of purpose; a lack of cohesion.

At Literally Brilliant, we believe that company culture is central to sustained success. Good company culture is characterised by “Cohesion of Purpose”. That cohesion of purpose needs to focus on the promise to the customer.

Our CoP Culture™ process helps companies to understand and communicate its purpose to the team in a way that is engaging and meaningful. This is based on the company’s brand story; the promise you make to your customer. The process then helps the team to identify behaviours that are consistent with purpose and will deliver the promise.



## CREATIVE THINKING

Literally Brilliant helps organisations with creative thinking services.

Sometimes organisations are constrained by the inability to think outside of the existing paradigm. This is not a result of a lack of creativity but rather the lack of ability to focus their minds on being creative.

In these situations, it is often useful to inject input from an external third party who is removed from the pressure and prejudice of the everyday operations of the business. The third party should be a significant creative thinker but ultimately that creative input acts as a catalyst to help release the creative problem-solving power of the existing management team.

Literally Brilliant is perfectly placed to provide this creative thinking input.

## CHANNEL & GROWTH STRATEGIES

Literally Brilliant can provide assistance in exploring all of the traditional growth opportunities open to a business:

- + Penetration
- + New Product Development (NPD)
- + Market Extension
- + Diversification

Assistance with growth strategies include top level strategic assistance such as evaluation of alternatives and assistance with risk assessment. Literally Brilliant can also provide implementation assistance such as implementation of NPD processes.

We help businesses find a route to market that is consistent with the needs of the brand, the business and the customer. We can help you with all of the complexities of your channel strategy – at every stage helping you think through:

- + How does this help your customer do business with you?
- + How can you get a closer understanding of your customer?

We can help you to think through the pros and cons of different channels to help you to determine the best route to market. We can also provide assistance with sales strategy and key account management strategy.

## MARKETING REVIEWS

Literally Brilliant can provide third party assessments of external and internal teams delivering marketing and sales functionality to your business.

We review marketing services agencies from a commercial/strategic perspective rather than a creative perspective. This helps you to maintain strategically focused and successful long-term relationships with your marketing services providers. We align selection criteria to strategy and then assist you to evaluate your agency options in a way that is fair, transparent and cost effective for all involved.

Literally Brilliant has experience in helping you get the most out of your internal sales and marketing team. We address structure, skills and performance. This can include the crucial relationship between the sales team and the marketing team within your organisation.

## ONGOING STRATEGY LEVEL SUPPORT

Literally Brilliant offers three levels of standard support, usually through the provision of set meetings and other communication between meetings where appropriate.

LEVEL	MEETINGS	SUPPORT	IP MATERIALS
<b>Upper Bespoke</b>	As agreed	As agreed	Bespoke IP
<b>Upper</b>	One two-hour meeting per fortnight or one longer meeting (four hours) monthly	Telephone, email, some additional project work and occasional additional meetings	Some customised IP
<b>Mid</b>	One two-hour meeting per month	Telephone, email and some additional project work	Some customised IP
<b>Base</b>	One two-hour meeting per quarter	Telephone and email support	Basic IP materials provided



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