

**alderandalder**

# **How your brand can drive success in 2023**

23 March 2023











Mercedes-Benz

**amazon**

The Amazon logo, featuring the word "amazon" in a bold, dark grey sans-serif font. Below the word is a thick, orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.







5

# How your brand can drive success

# Good times

**Good times**

**Bad times**



**Good times**

**Bad times**

**The next 12 months**

GOOD  
times

**Price**

**Quality**

**Accessibility**

**Availability**

**Choice**

# Price

---

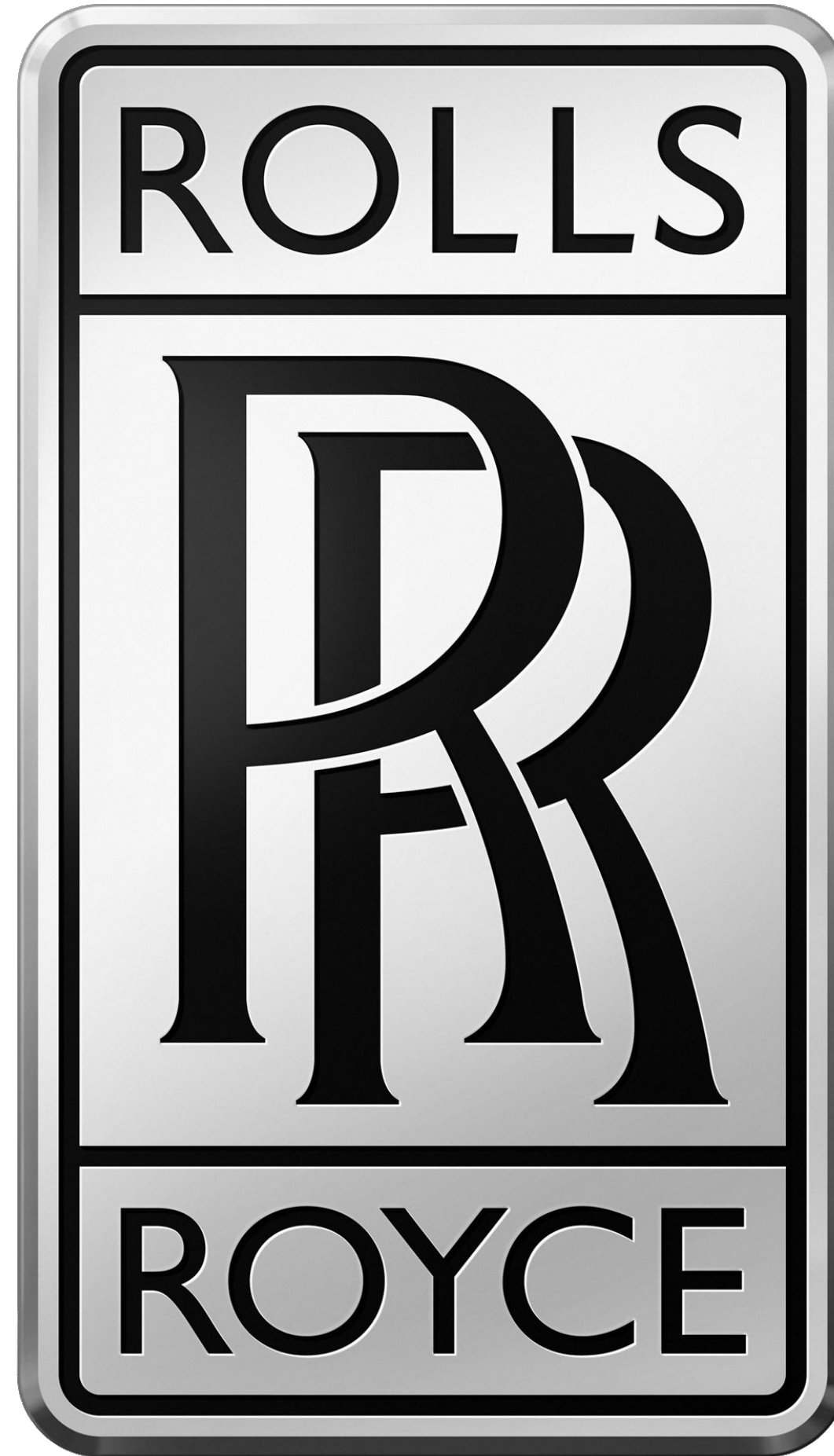
**The cost to your customers of the products and services you deliver.**



# Price

---

Priority for companies that want a  
*“premium”* or *“budget”* market position.





# Quality

---

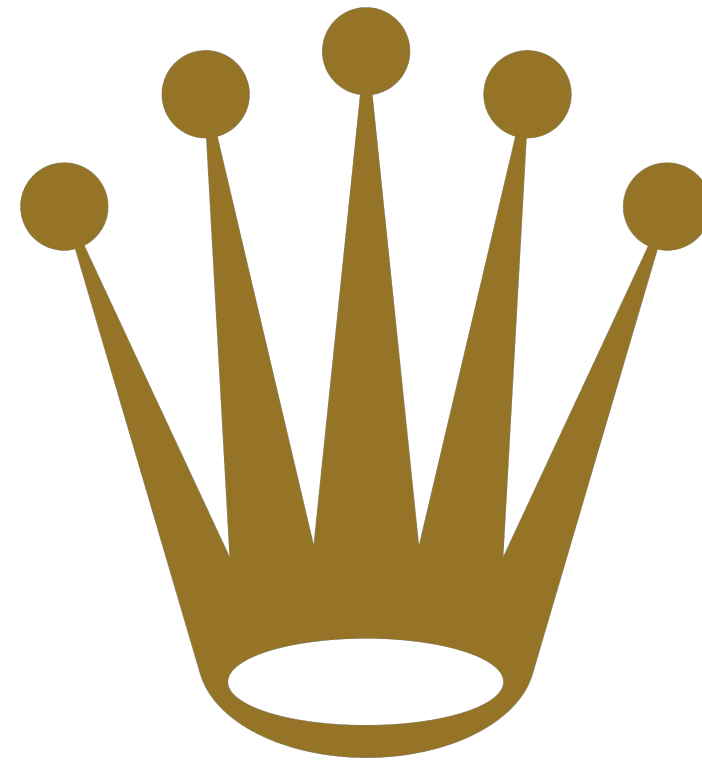
**The perceived standard of the products and services you deliver, in the eyes of your customers.**



# Quality

---

**Priority for companies offering a premium or high-end product.**



ROLEX

PRIMARK®

# Accessibility

---

**Your customers' ability to buy or use your products and services.**



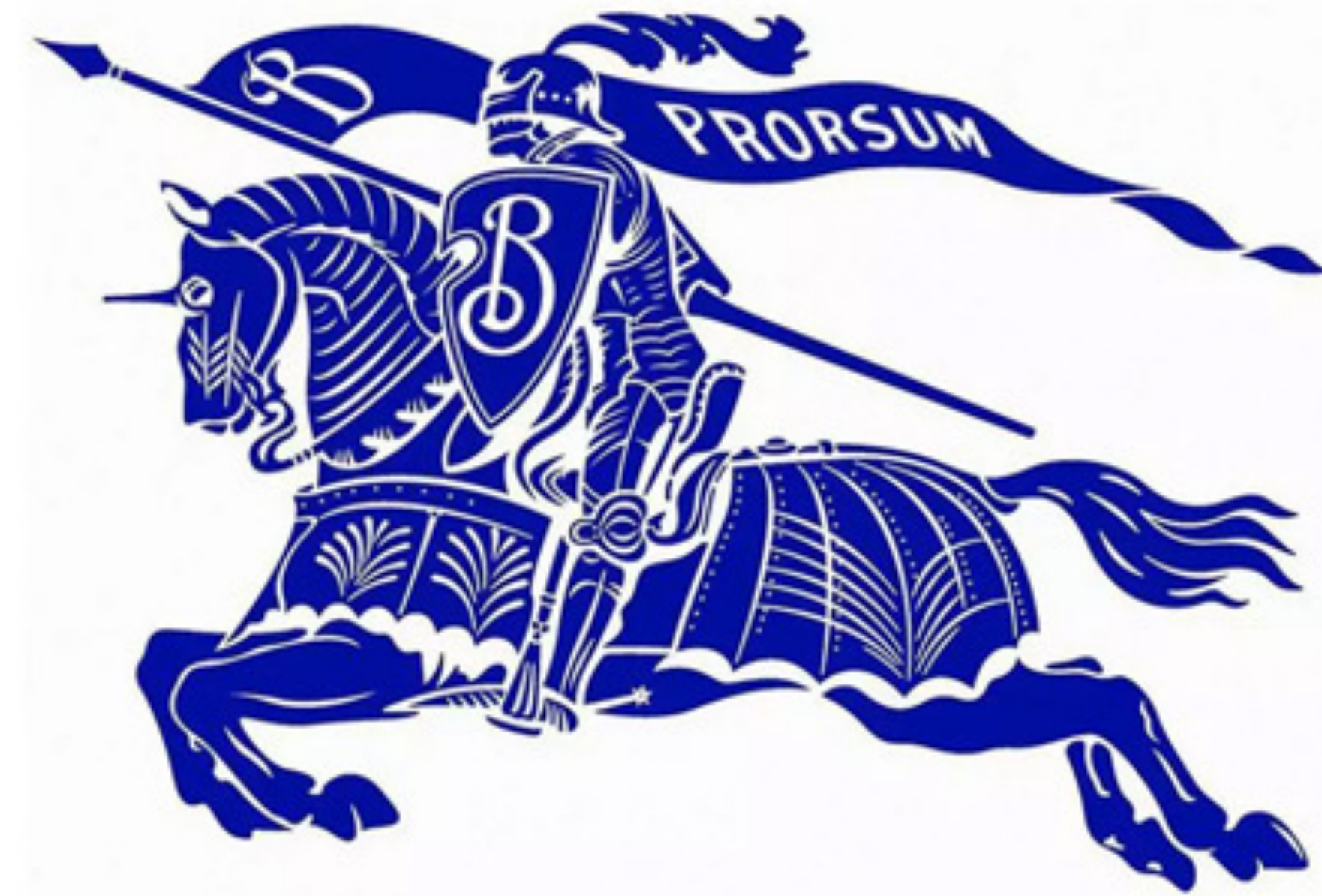
# Accessibility

---

Priority for companies that want to be  
*“mass market”*.

amazon

The Amazon logo, featuring the word "amazon" in a dark grey, sans-serif font. Below the word is a thick, orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.



BURBERRY

# Availability

---

**The volume or capacity that you are able to deliver to your customers.**

# Availability

---

**Priority for companies that want to achieve scale.**

**HEINZ**  
**ESTD 1869**





**HIUT  
DENIM  
CO.**

# Choice

---

**The range of product or service options you offer to your customers.**

# Choice

---

**Priority for ecommerce businesses and companies delivering digital services.**





**Price**

**Quality**

**Accessibility**

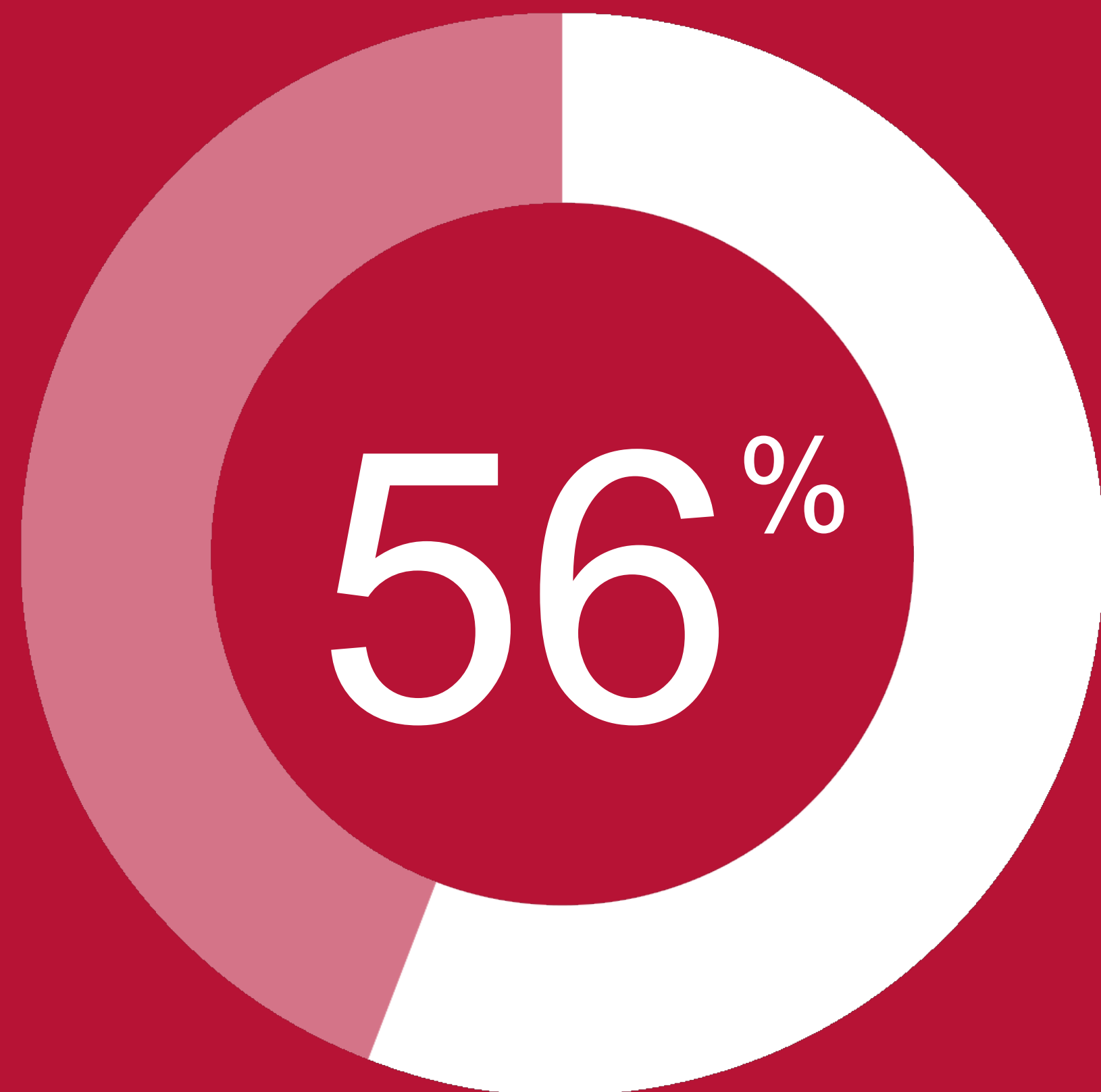
**Availability**

**Choice**

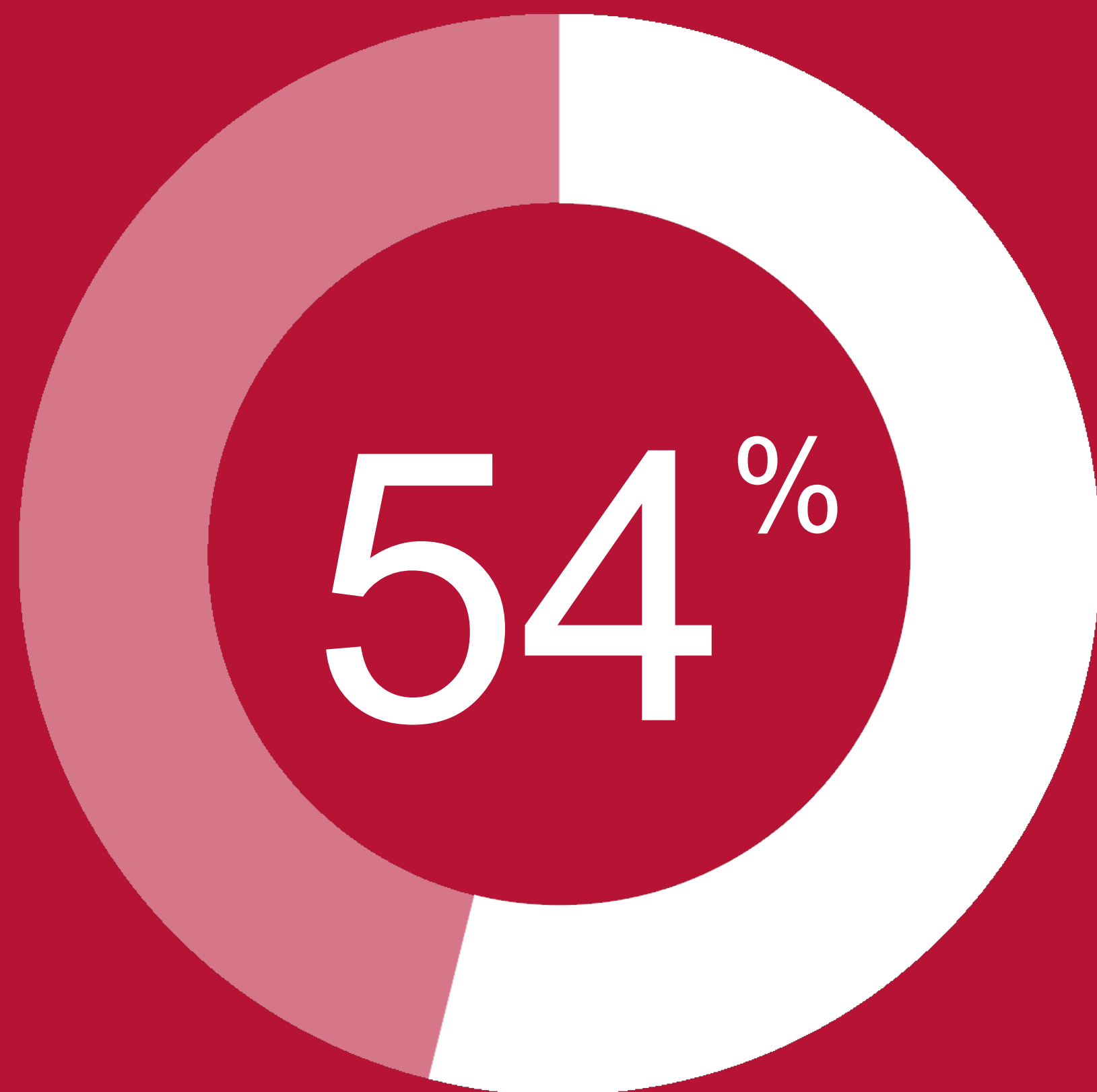
**BAD**  
**times**



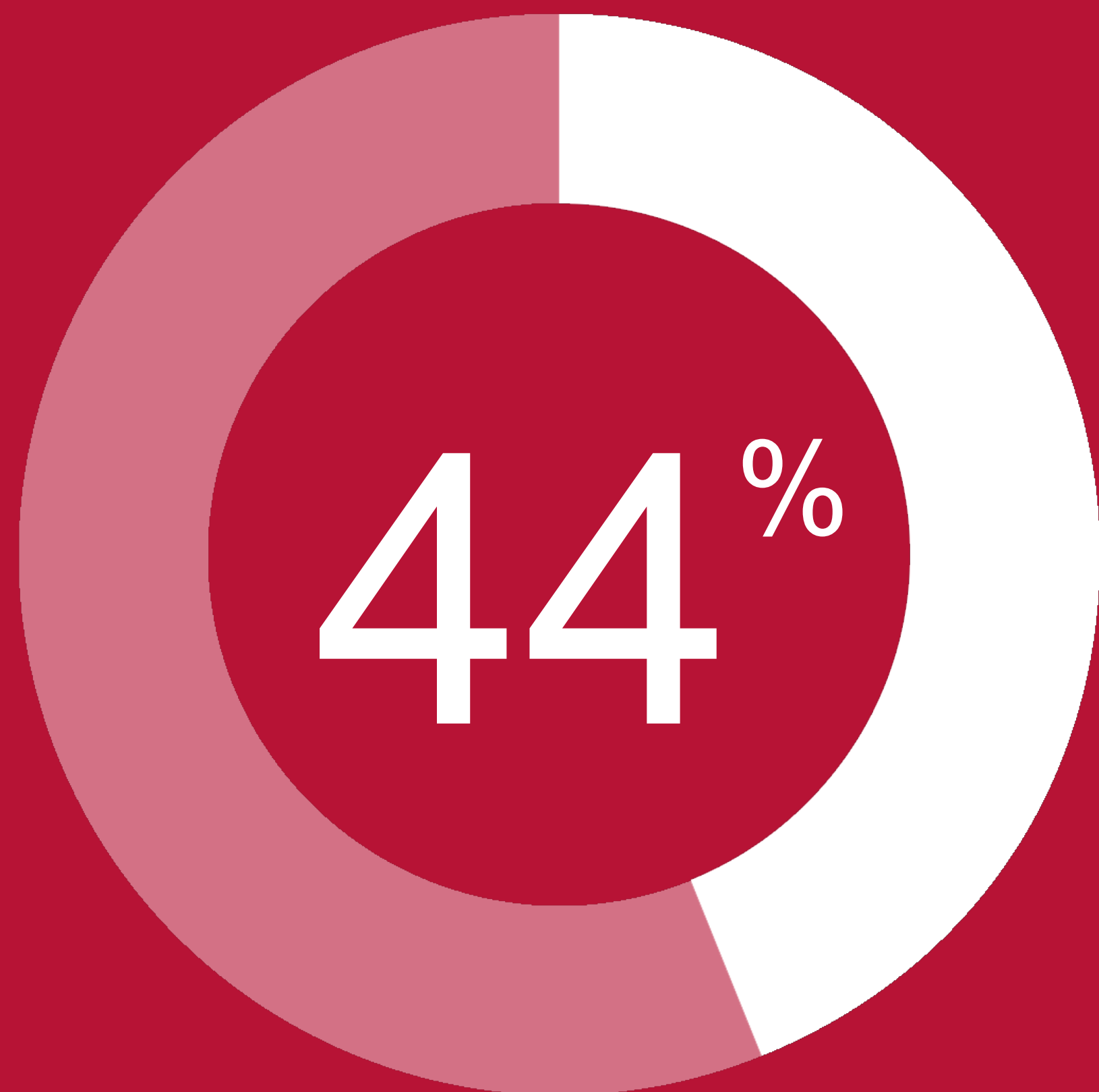
**Customer behaviour  
is changing**



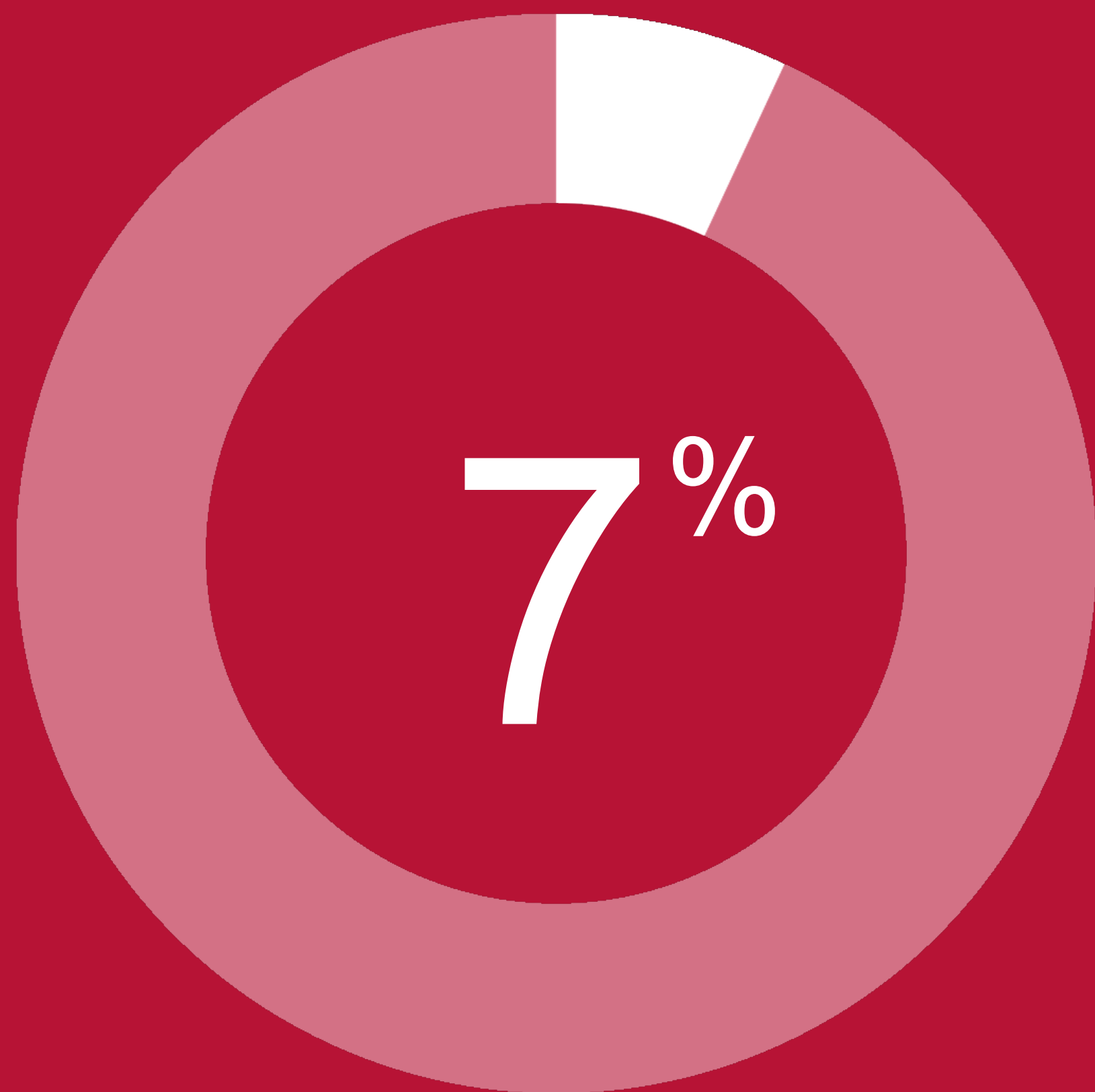
**Buy fewer items /  
Shop less.**



**Buy less  
expensive option.**



**Buy need-to-haves,  
not nice-to-haves.**



**No change in how  
they shop.**

**Customer priorities  
are changing**

# What do customer want?

---

## 1. Lowest price

---

## 2. High quality

---

## 3. Free / quick shipping

---

## 4. Free / easy returns

---

## 5. Product reviews

---

# What do customer want?

---

1. **Price**

---

2. **Quality**

---

3. **Accessibility**

---

4. **Free / easy returns**

---

5. **Product reviews**

---



# Customers are changing:



**Behaviour**



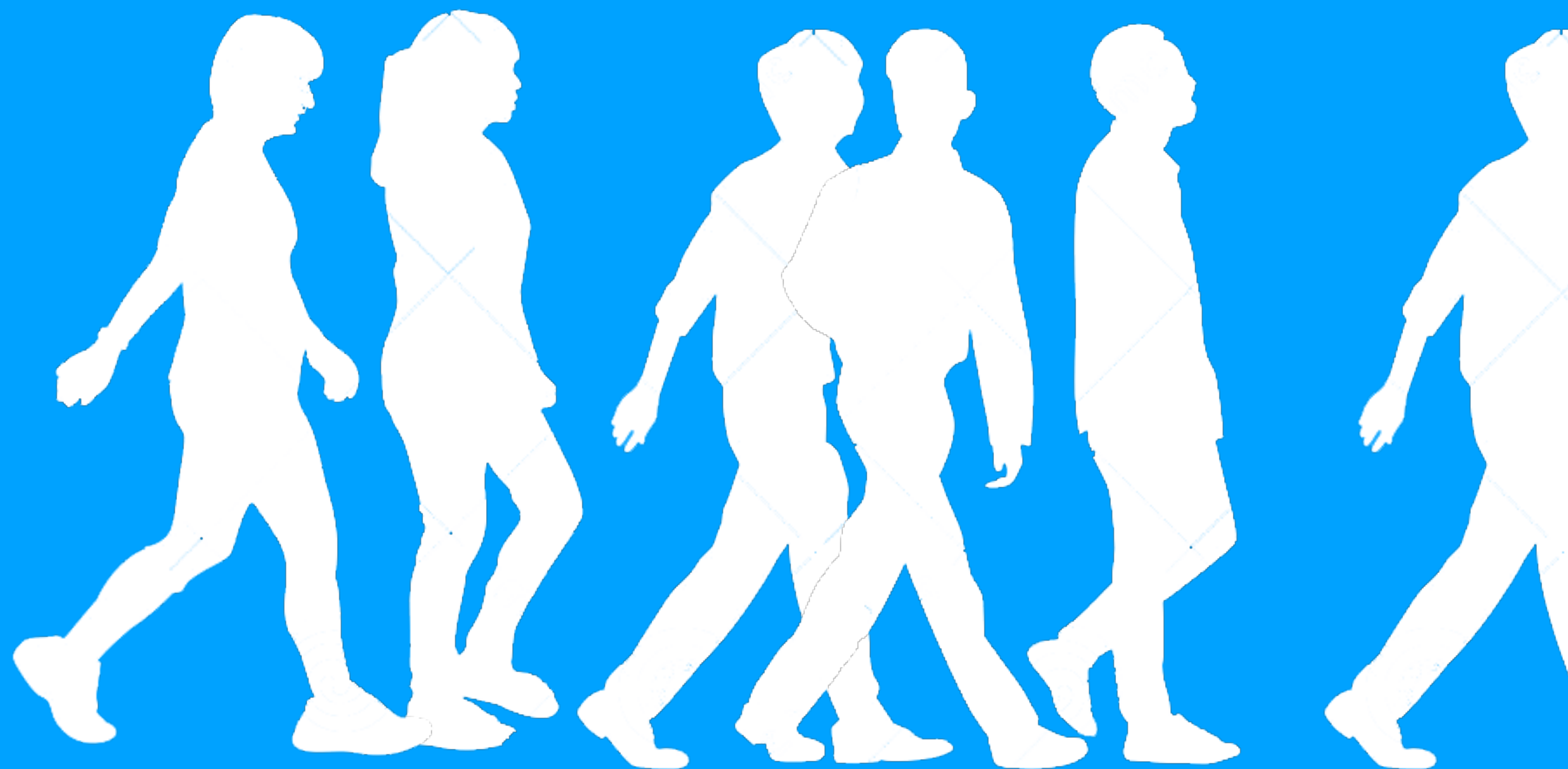
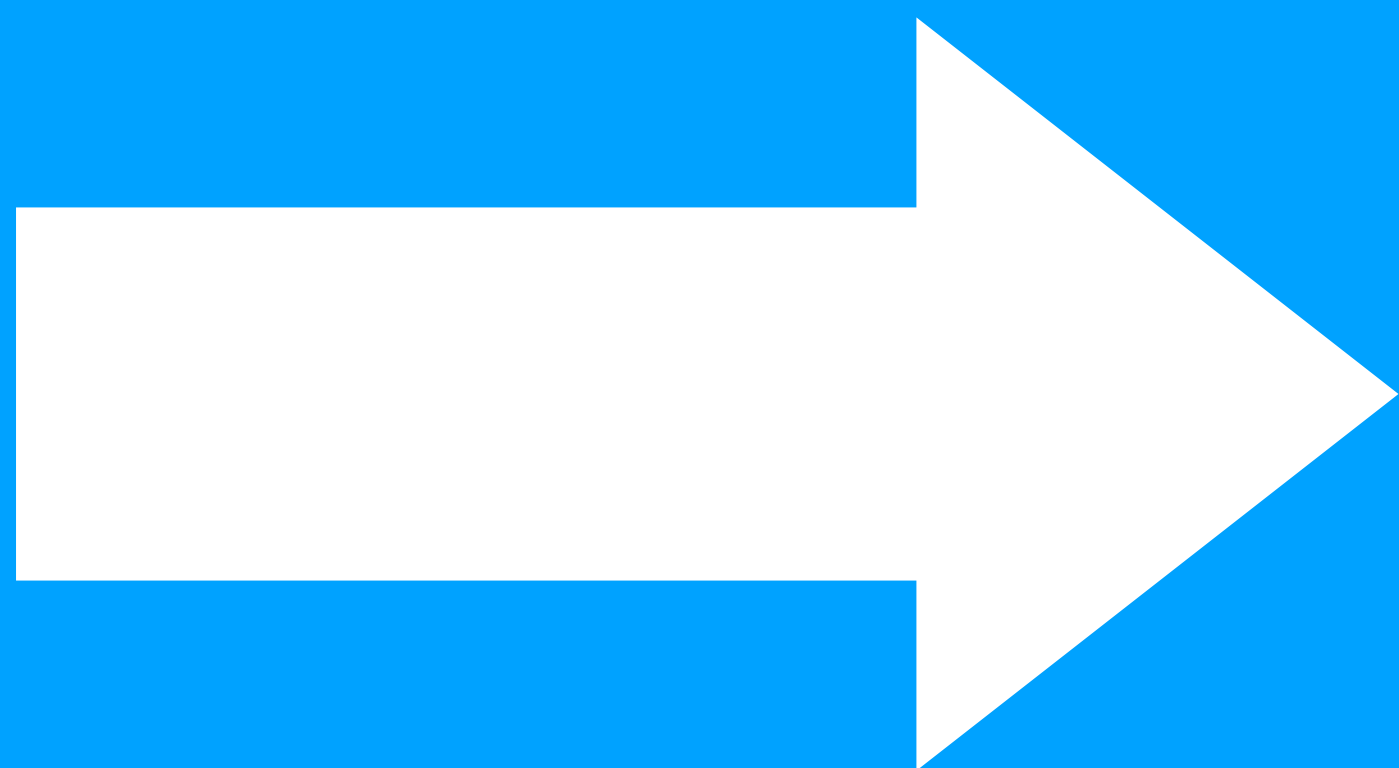
**Priorities**

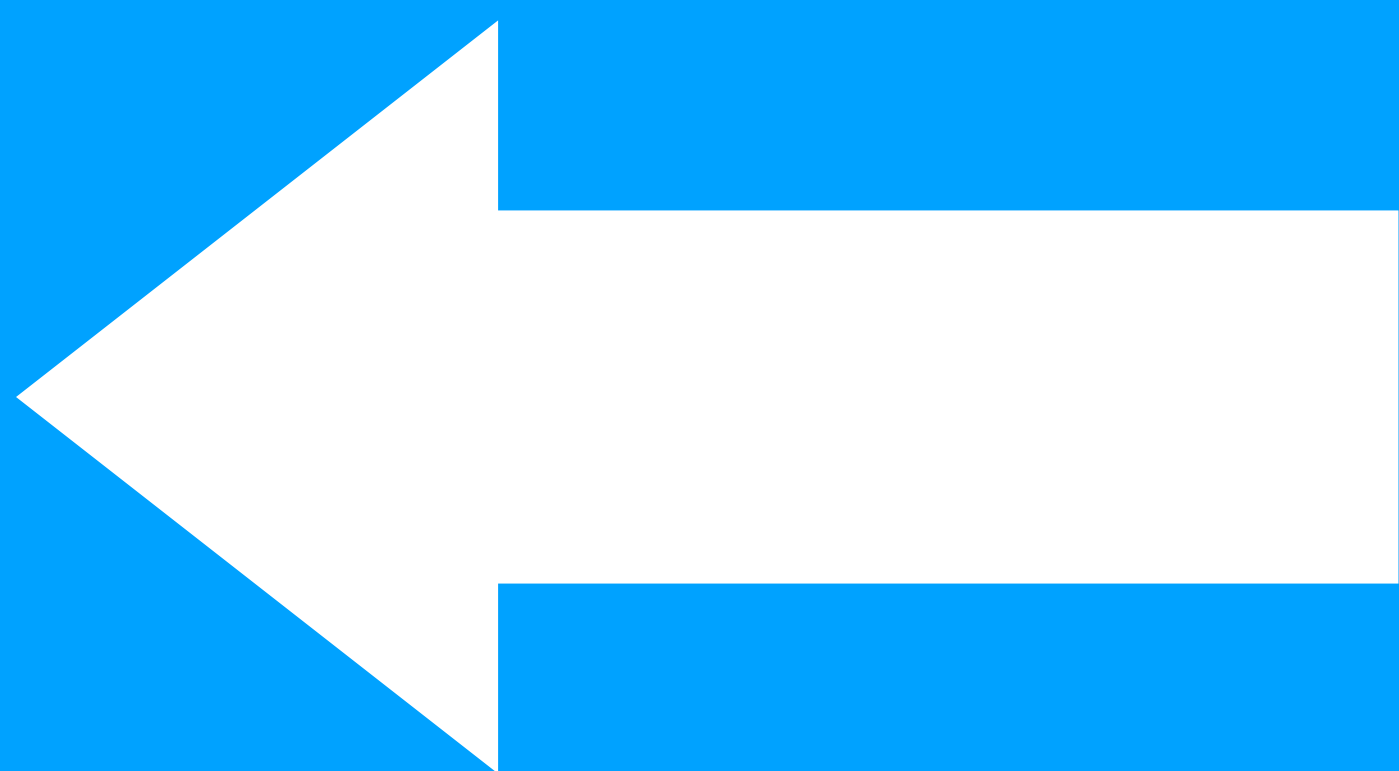
**As a result:**

- ***More competition on price***
- ***Harder to stand out***
- ***Less customer loyalty***

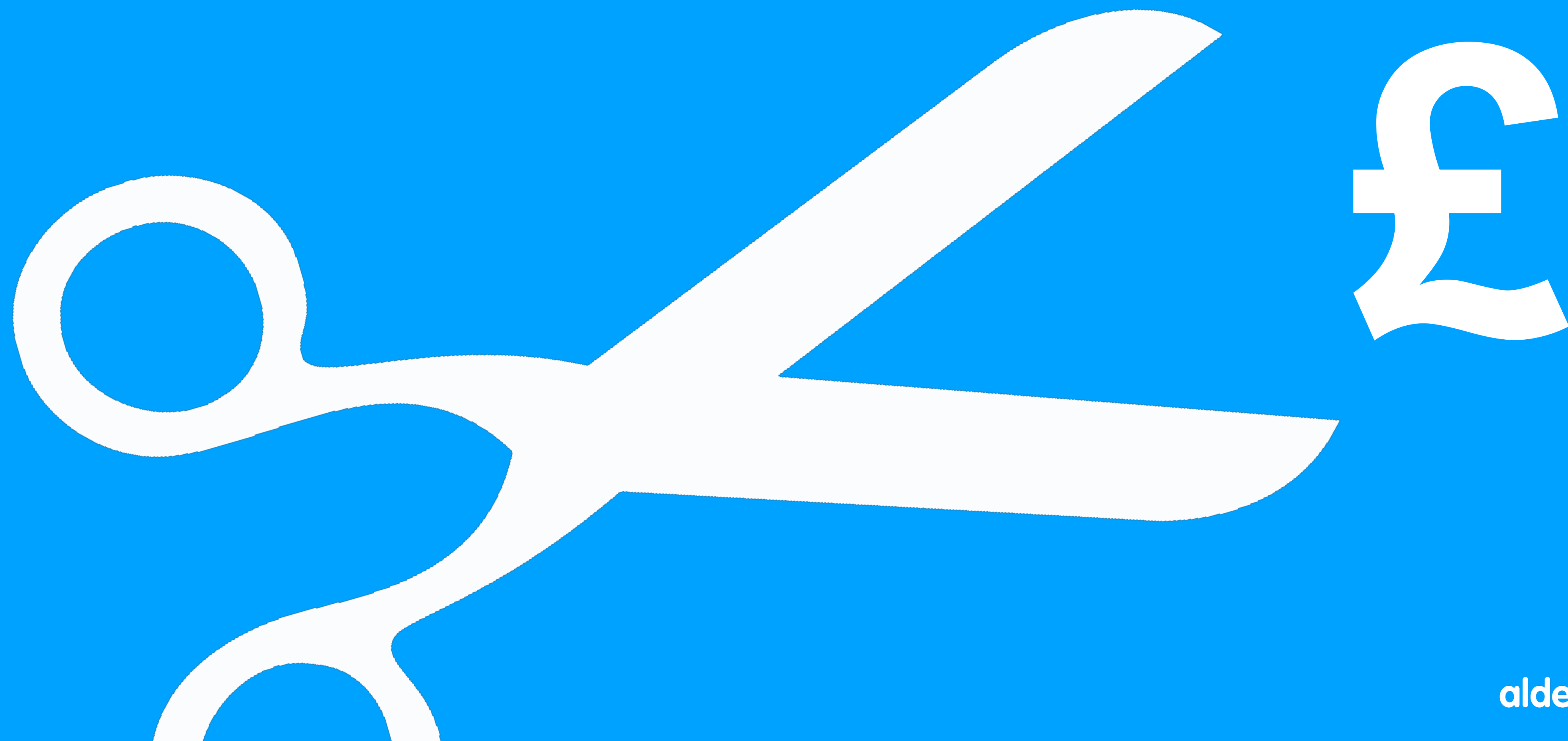
# 12 months





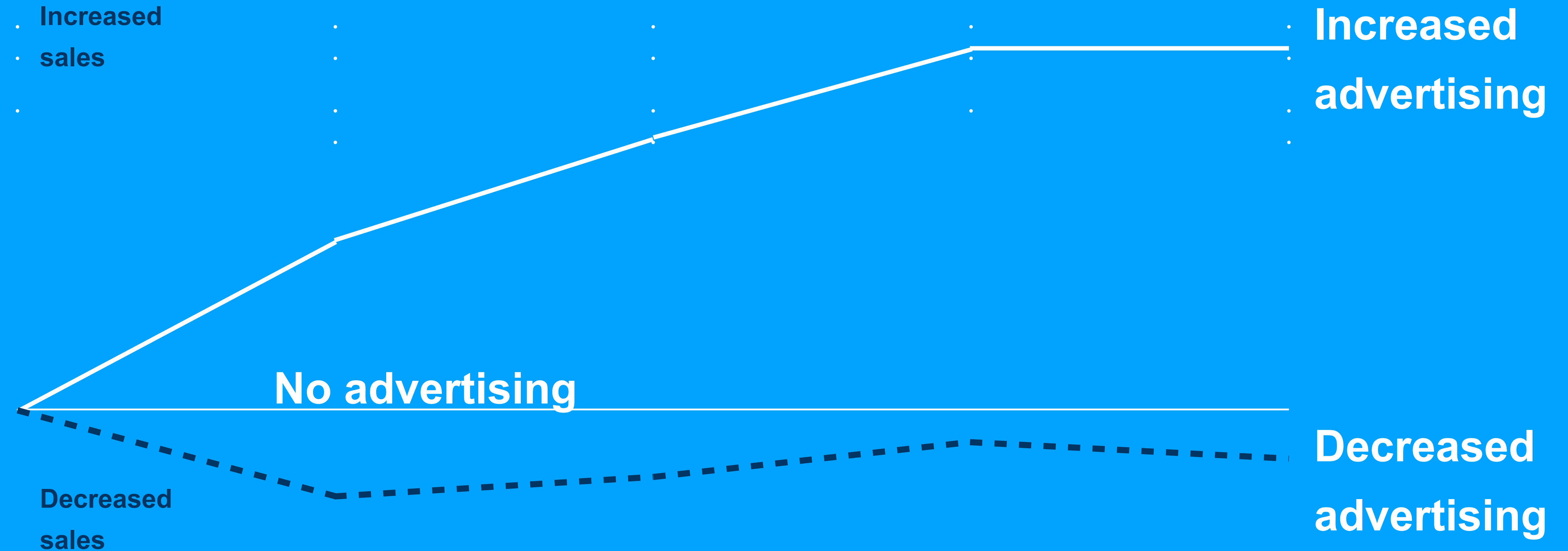


# Stay active

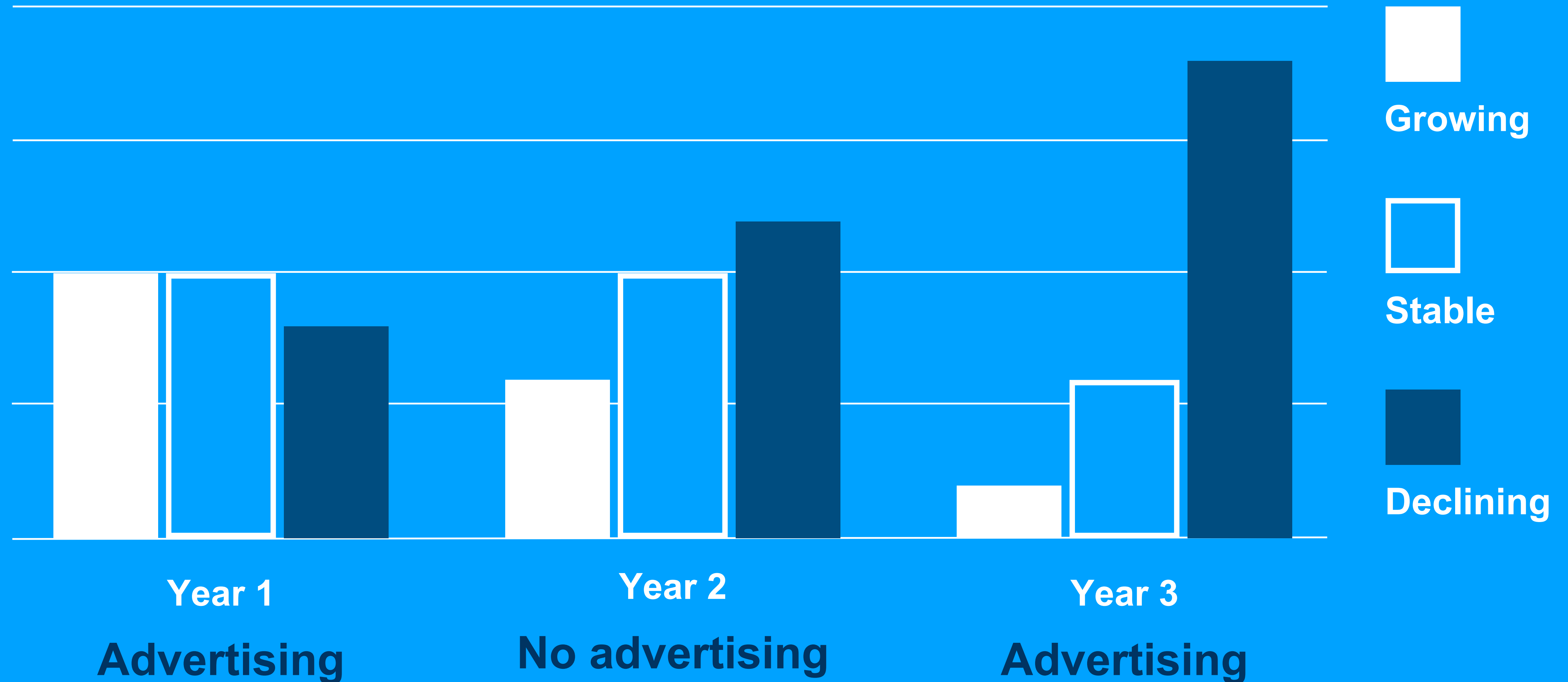




# Movement of sales by advertising policy



# Sales trends; stopping then restarting advertising





Don't follow  
everyone else



£

£

£

£

£

£

£

£

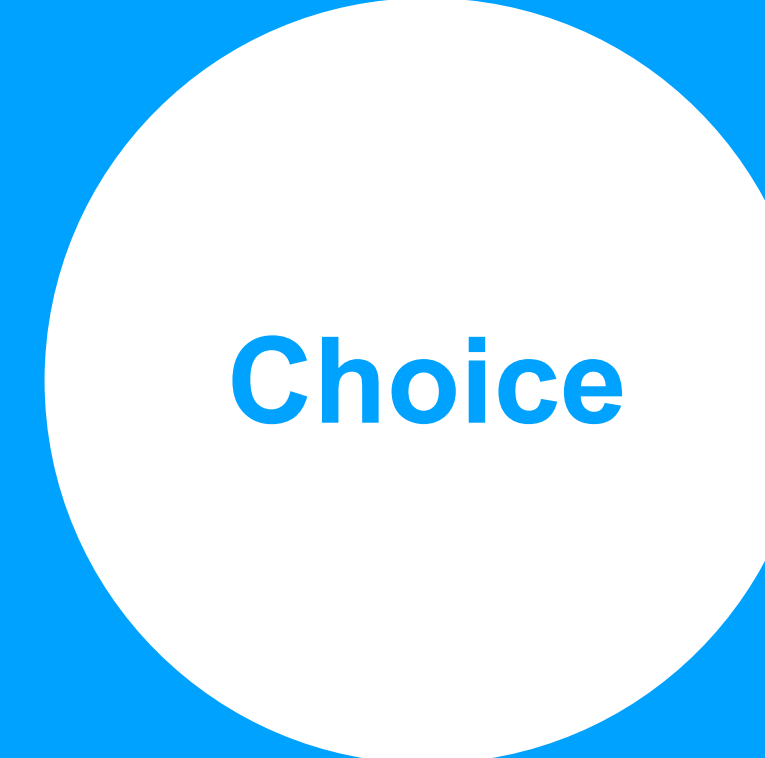
£

£

£

£

Focus on  
your strengths





Price

Price

Price

Price

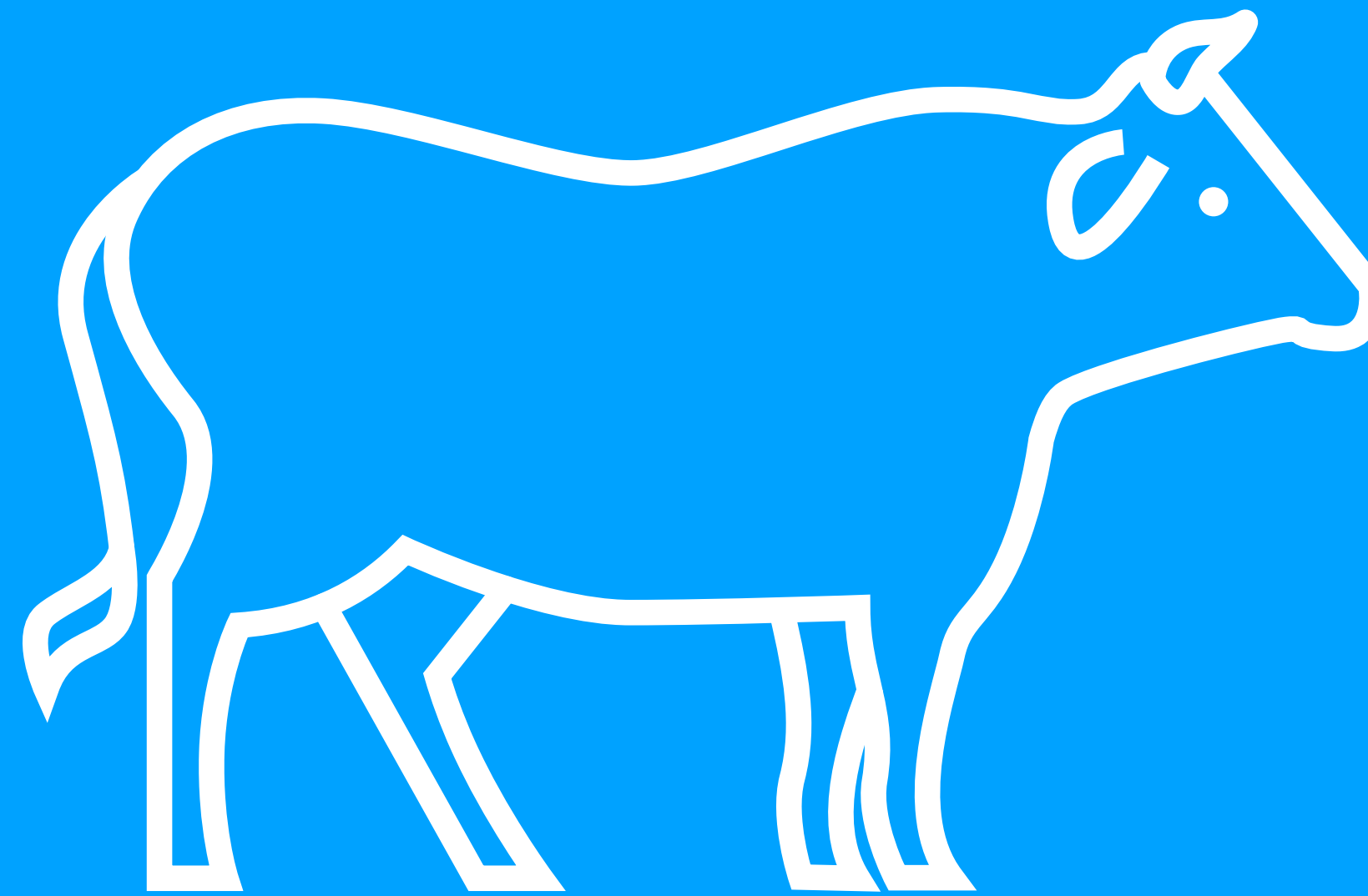
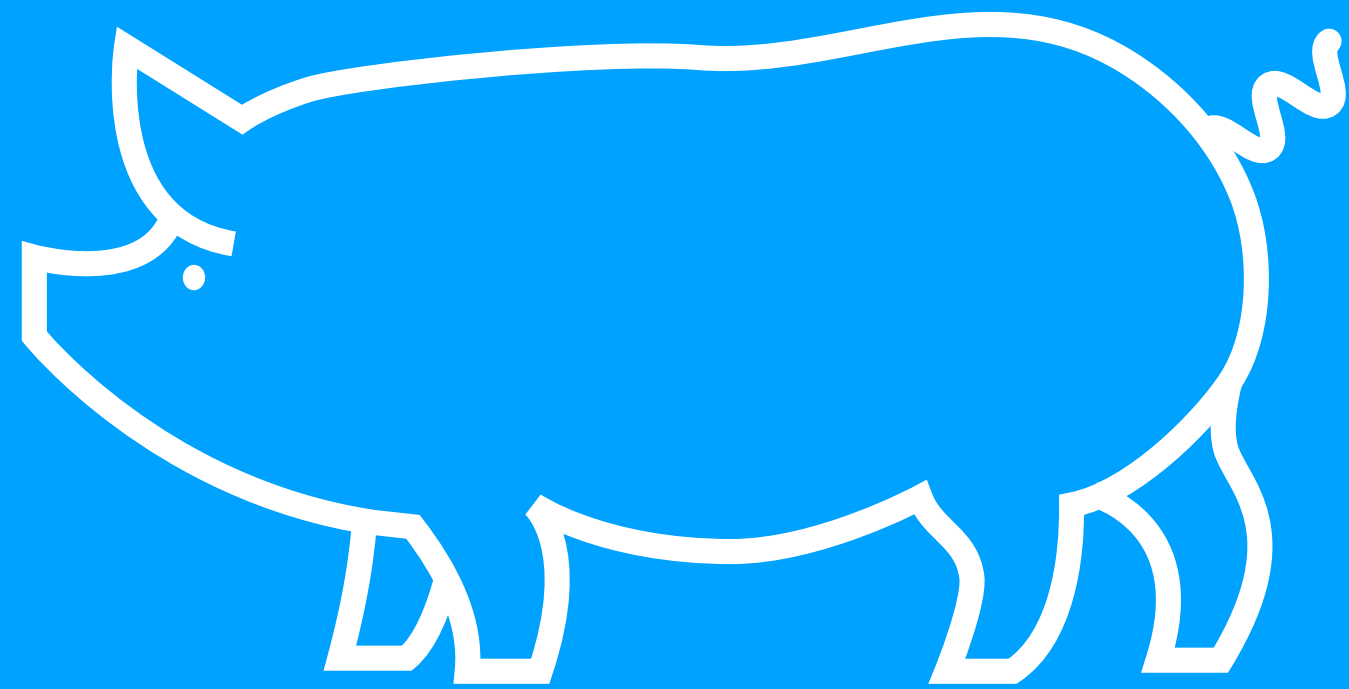
Price

**Quality**  
**Accessibility**  
**Price**  
**Availability**  
**Choice**



# Example 1:

## *Quality*





**Price**

**Quality**



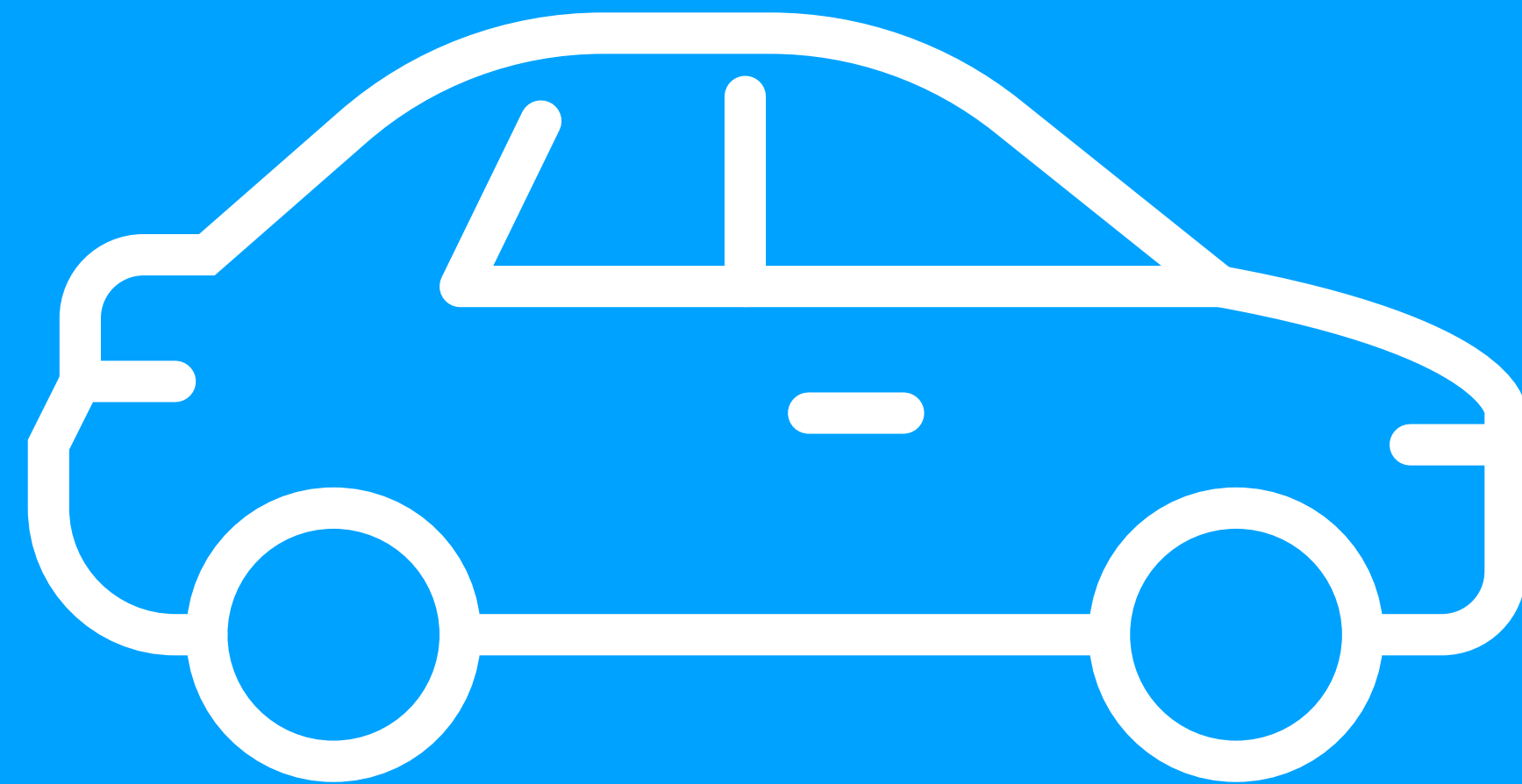




££

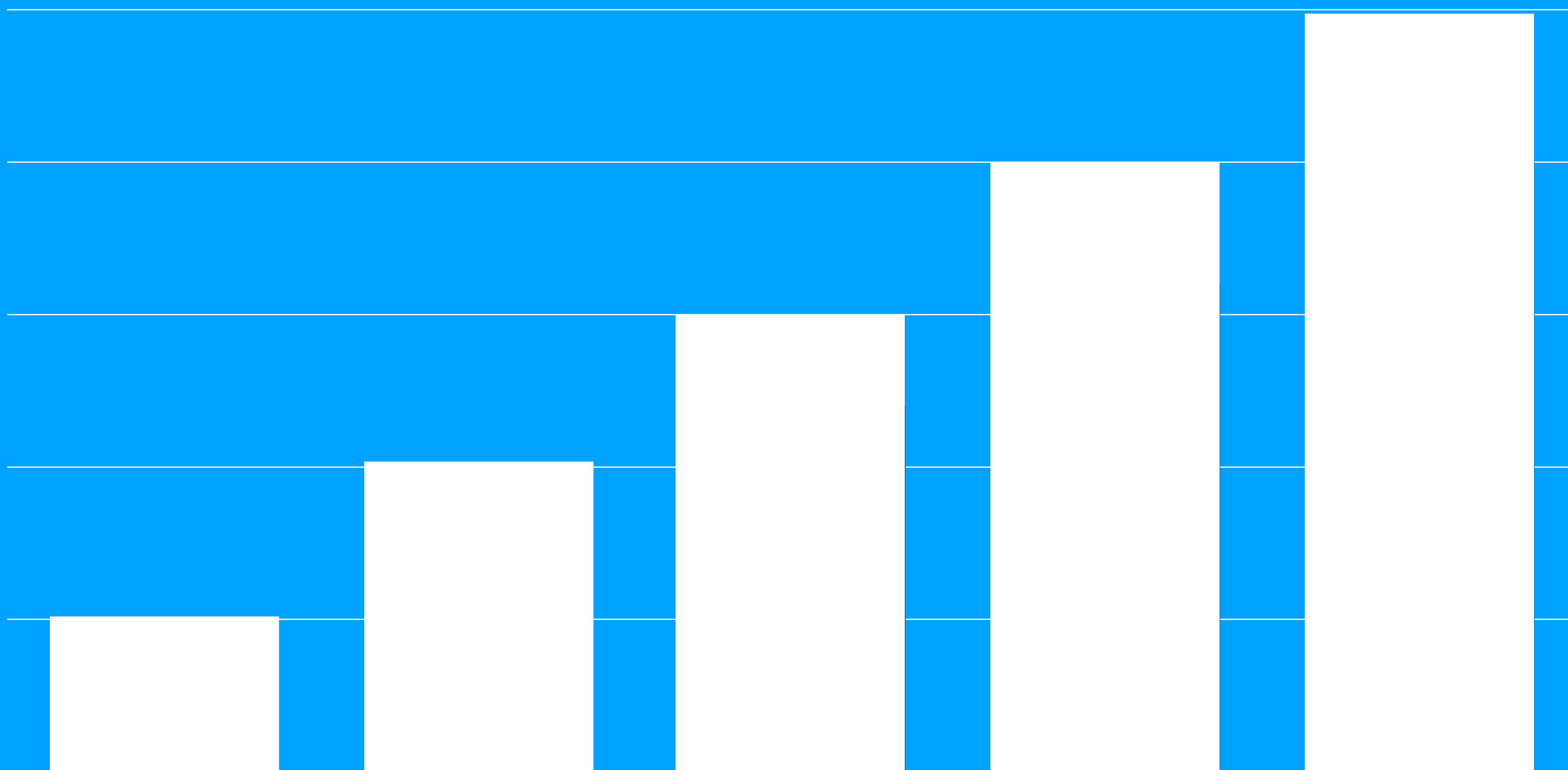
# Example 2:

## *Choice*



**Option A**

**Option B**



# Example 3:

## *Accessibility*









# How your brand can drive success



# Strength?

# Change?





# Plan?

# Thank you

# Thank you

[jonathan@alderandalder.co.uk](mailto:jonathan@alderandalder.co.uk)