

A Small Insight into
How We See
The Big & Small Picture

Shared with supporters of Bluegill
Communications

2009

The logo for Bluegill Communications, featuring the word "Bluegill" in a blue, cursive script font.

How We Understand “Business” & Use The Mix

Bluegill

Starting Line

Products/services	Customer
24-month strategy	Sales generation tools
Org chart	Budget allocation
360 challenges	USPs
Markets	Competition
	SWOT

Business/Units

Home base	Age
Loyalty programmes	Spending power
Investment profile	Media orientation
Registered interests	Education
Work/Family	Market exposure
	Leisure/Social
	Decision-making skills

Customer

Products/services	Customer
360 challenges	Sales generation tools
	Budget allocation
	USPs
	Markets
	Competition
	SWOT

PR

Integration	Customer
Identity elements	Sales/business objectives
ROIs	Budget allocation
Personality perception	USPs
Markets	Competition
	SWOT

Creative

Architecture	Visual Guide
Values	Messaging Guide
Vision, Mission	
Philosophy	
Internal & External	

Brand

Offline	Customer
Online	Sales generation tools
ROIs	Budget allocation
360 challenges	USPs
	Markets
	Competition
	SWOT

Marketing/ Events

The logo for Bluegill, featuring the word "Bluegill" in a stylized, handwritten blue font.

Big picture

Business

Team

Clients

Products & Services

Resources

Revenue: traditional & opportunities

Key performance Indicators [KPIs]

2006/2007 projected source of revenue

Brand promise & SOPs

Databases

Business development Tools – off and online

Organisational structure

Topline SWOT per major client for NBD

Strategic Marketing Communications & Business Advisory

IT

Business plan, budget & team structure

Induction handbook & SOP

Superior Client Servicing: SOPs

Creative & Media Planning* Initiative Media

Research

Business development SOP/team/unit

Scheduled key meetings in Outlook calendar

Scheduled key meetings in Outlook calendar

Branding *Total

Group Publicity plan

Key individuals/ Meetings for 90-day period

Synopsis of bios

Client reports & plans for major accounts

Credentials, Client Plans, Revenues

SOP training schedule

Group calendar of key business initiatives

Cross functional: Other Business Units

Communication touchpoints

Synergy factor: Other Business Units

Team incentive scheme

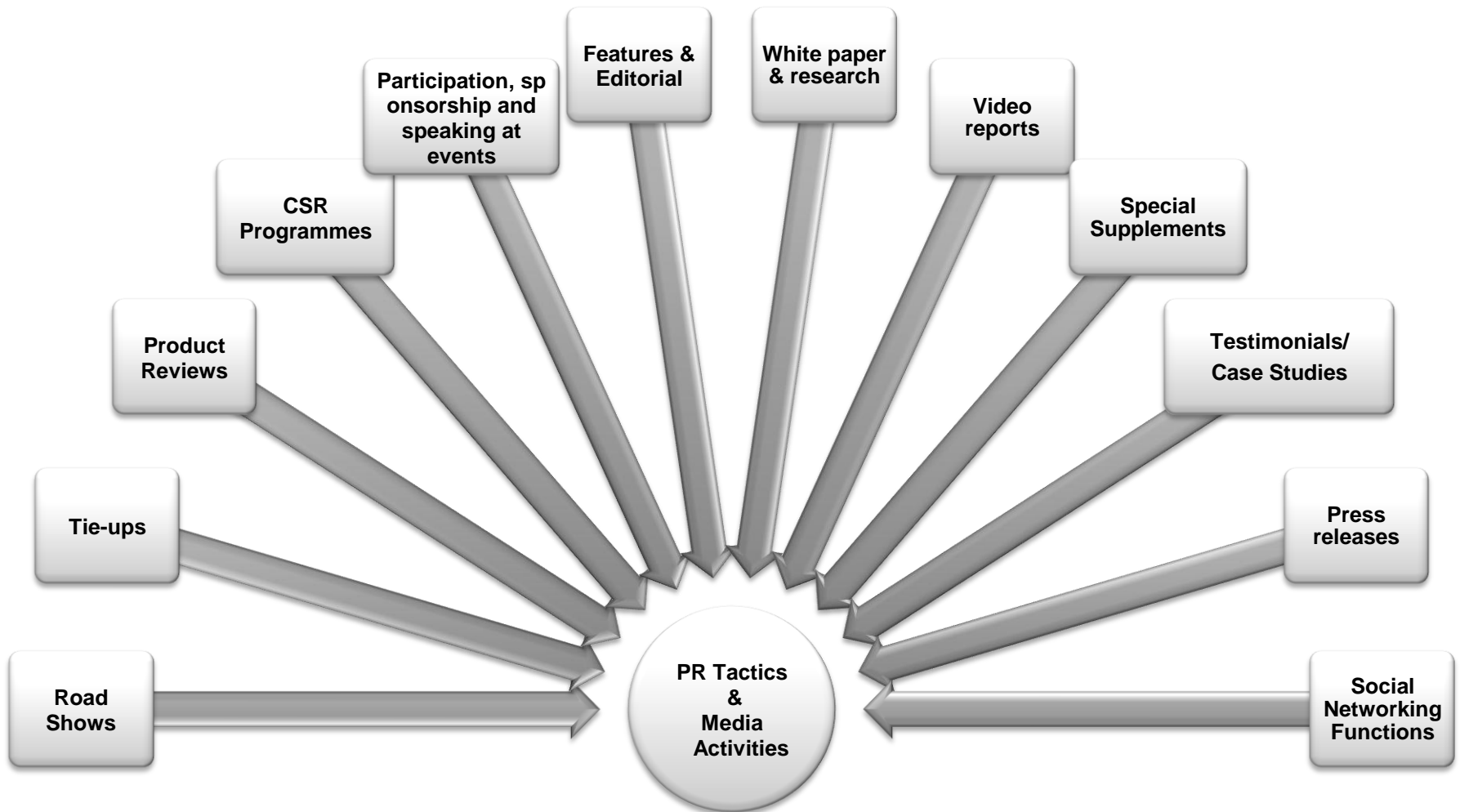
How We Understand “PR”

Bluegill

Bluegill PR Programme

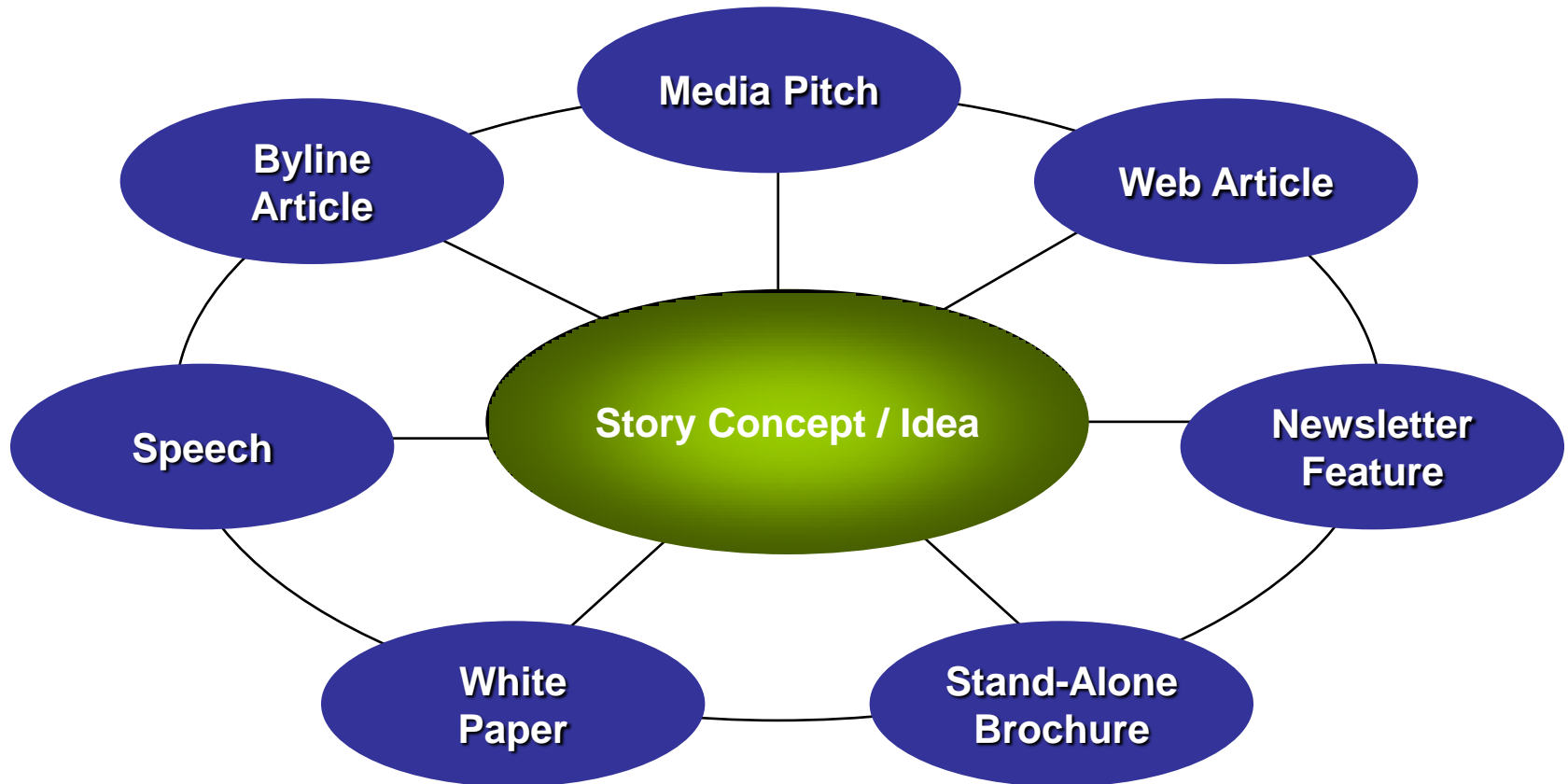
Traditional PR	Marketing Communications	Non Traditional PR (Social Media)
<ul style="list-style-type: none"> • Press Releases/ Feature Article • Interviews/Round-table meeting • Press Conferences • Press Kits (Print & Soft) • Press information packs with relevant market details • Updated media lists • Speaking engagements and media interfaces • Questions & Answers (Q & As) • News hits • Television & Radio PSAs • Multimedia Presentations • Research Reports • Experts Testimonials 	<ul style="list-style-type: none"> • Corporate Newsletters • Brochures • Flyers • Informative booklets • Events • Conferences • Exhibitions and Fairs • Information Kits 	<ul style="list-style-type: none"> • Interactive Websites/Mini Websites • Portals • Intranets • Web-based Advertising • E-Mail • E- Newsletters • Blogs • Podcasts/Vodcasts • Search Engine Optimization

PR Tactics & Media Activities

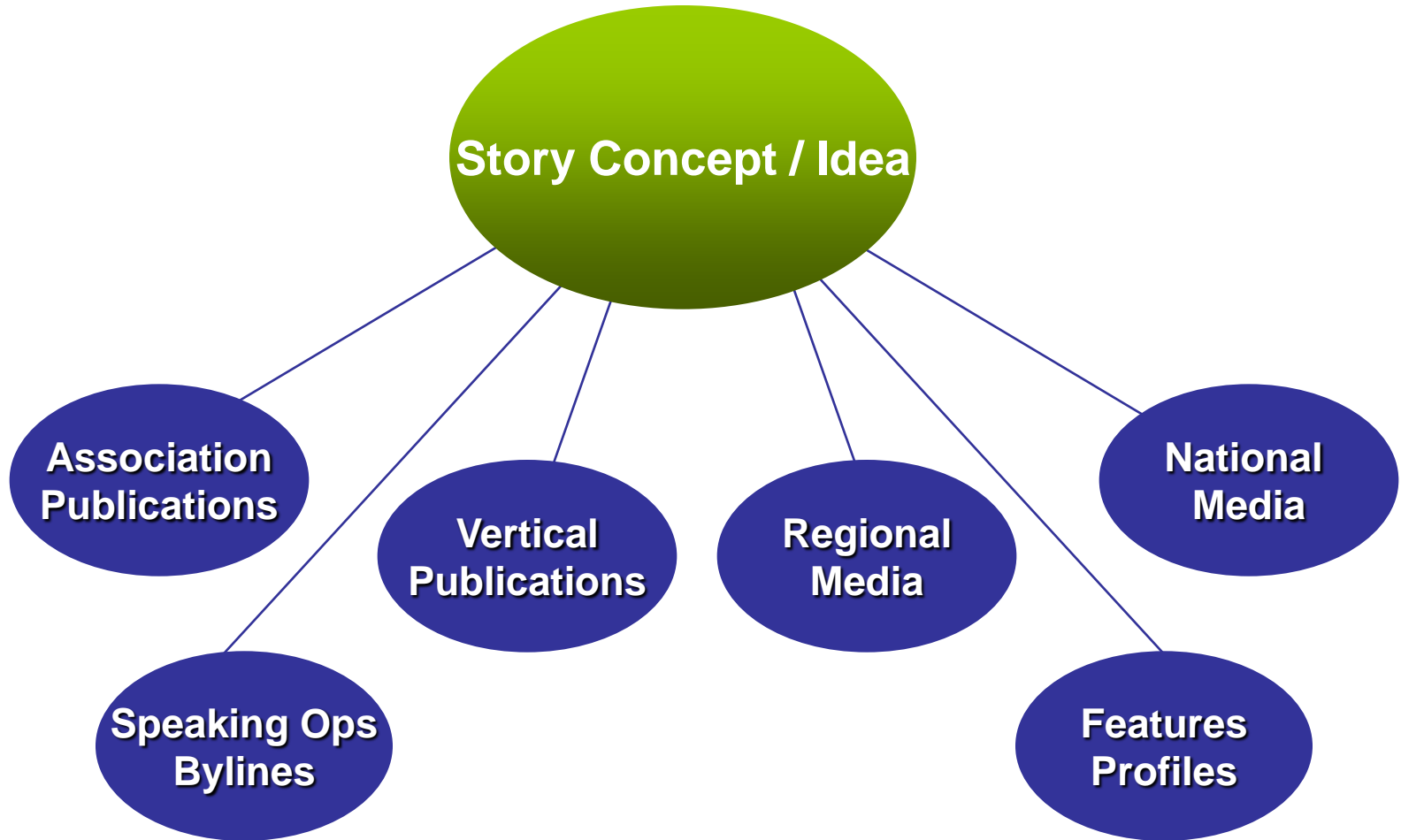


Bluegill Editorial Approach

Write Once – Run Everywhere



Pitching the Story



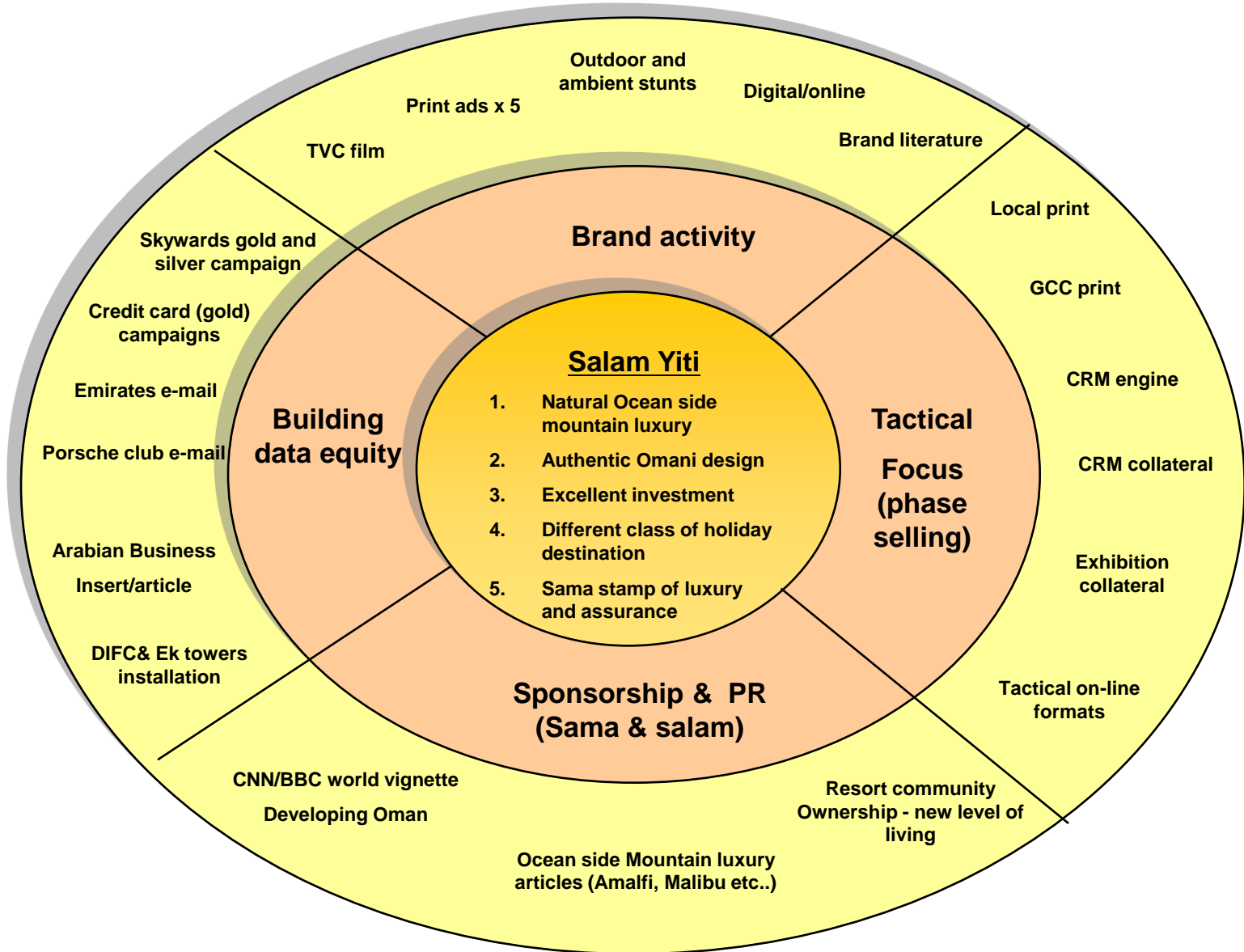
How We Understand “Integrated Brand Planning”

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Intro. Awareness. Ignition

Lead generation.

Info. Sales. Value growth



Credibility. Brand support. Opinion

How We Understand “Messaging”

Bluegill

Positioning and Messaging

Positioning is not . . .

- ▶ A mission statement (internal – what you do today)
- ▶ A vision statement (internal – what you do tomorrow)
- ▶ A tag line (external – brand promise)

Positioning is . . .

A clear articulation of:

- ▶ The problems your brand solves for its primary audience
- ▶ The compelling benefits of your products and services
- ▶ The differentiation of your products / services / solutions from those of your competitors
- ▶ Believable, supportable messages based on core competencies – bulletproof

POSITION STATEMENT

Who you are

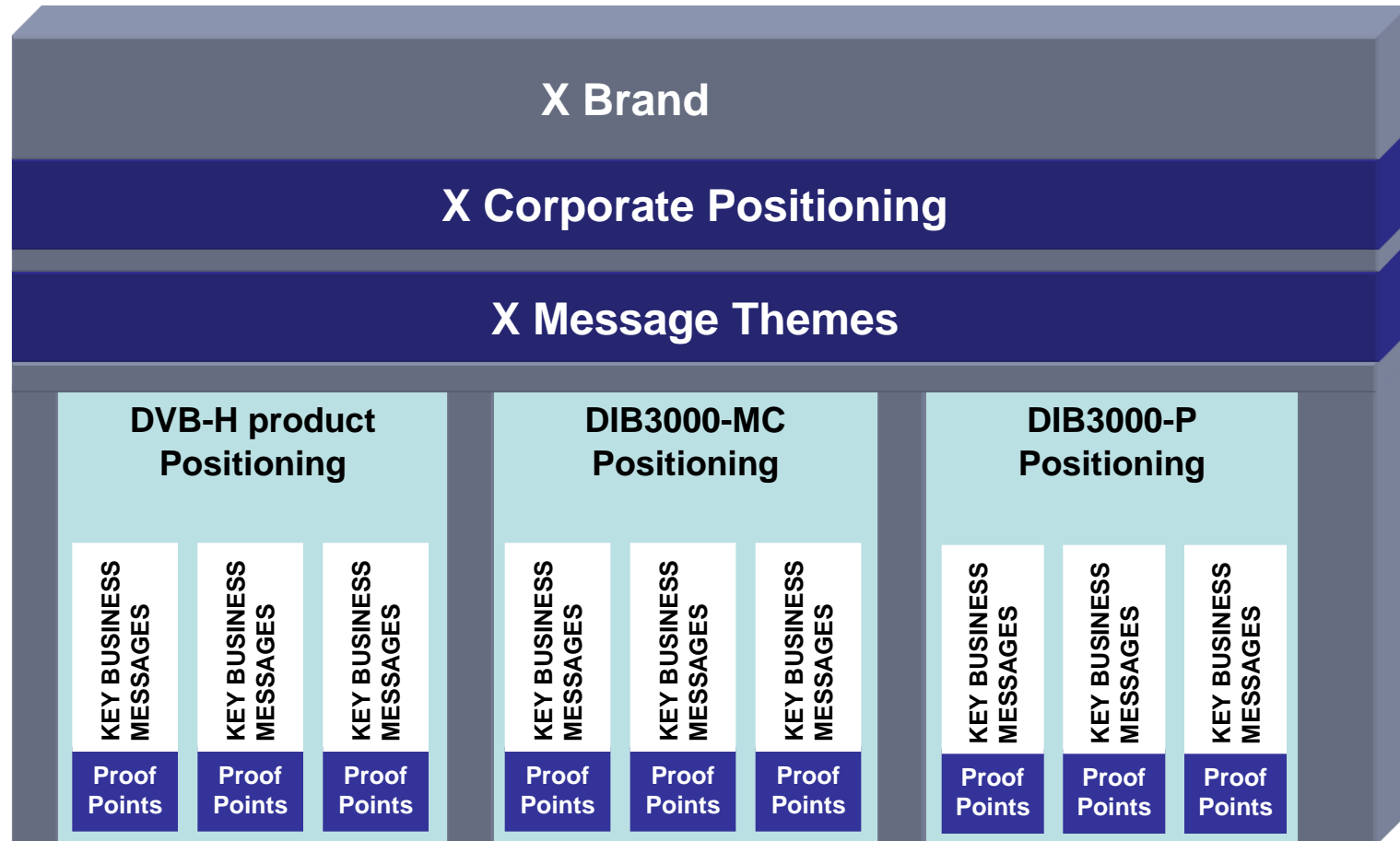
VALUE PROPOSITION

What you do

UNIQUE SELLING PROPOSITION OR X-SELL PROPOSITION

How you do it

Integrated Branding Model



Positioning – Question #1

1. What problems does DiBcom solve and for whom?

2. How does DiBcom solve these problems?

3. What core competencies does DiBcom have?

4. What is the DiBcom value proposition and how is it different?

5. What are the competitive landmines?

For Automotive, PC/Peripheral and Handheld Device OEMs and ODMs (definitions)

- Quality of service in reception for Digital Video Broadcast technology
 - Mobile DVB-T → DVB-H
- High-performance, low-power consumption, low-cost
- Reference designs and software development kit; time-to-market

Network / Service Providers

- Need for continuous high quality signal reception
- Maintain or increase revenue streams on existing 2.5-3G networks
- New revenue streams

Consumers

- Portability and mobility; access to live sports, news, entertainment anywhere
- Need for high quality mobile TV reception at reasonable cost
- Instant access everywhere

Contact

Bluegill Communications

Link In: <http://www.linkedin.com/in/satvinder6>

Skype: satvinder-sandhu

Mobile +971 50 508 1969

www.blue-gill.com

satvinder.sandhu@blue-gill.com

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Last slide

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