

# DeMuro

Winning Friends & Influencing People:  
Making businesses and their brands  
attractive and distinctive.

**DeMuro:**  
Resolving Brand & Identity Issues

The DeMuro Partnership was created specifically for the purpose of offering a unique and integrated approach to the crucial business of profitably acquiring, retaining and developing customers. The expertise we offer is as relevant to service organisations as it is to manufacturing firms, and applies equally to the small domestic as well as the large international player.

Our approach focuses on getting to the heart of the brand proposition to ensure that it is both entirely aligned with customers' needs and flawlessly implemented. It is delivered by experienced, hands-on players who have run large agencies and complex global programmes.

The DeMuro approach is specifically designed to act as an antidote to a series of irritants which you, dear reader, may well recognise as you read on.

Let us assume for the sake of argument, that you are part of a reasonably successful business. Your various audiences regard you as a purveyor of good products and/or services.

As a business you want three things. First, you want to attract more customers. Second you want to keep existing customers happy and third, to encourage customers to do more business with you.

Simple stuff. Not unreasonable.

But there are some issues that you may find are beginning to rankle:

## A Balm for Corporate Irritants

### Irritant No 1:

Your competitors have similar products and services. But you, in your heart of hearts, know that your brand is different – better even. But it's damn hard to get people, (your own people, let alone outsiders), to articulate this.

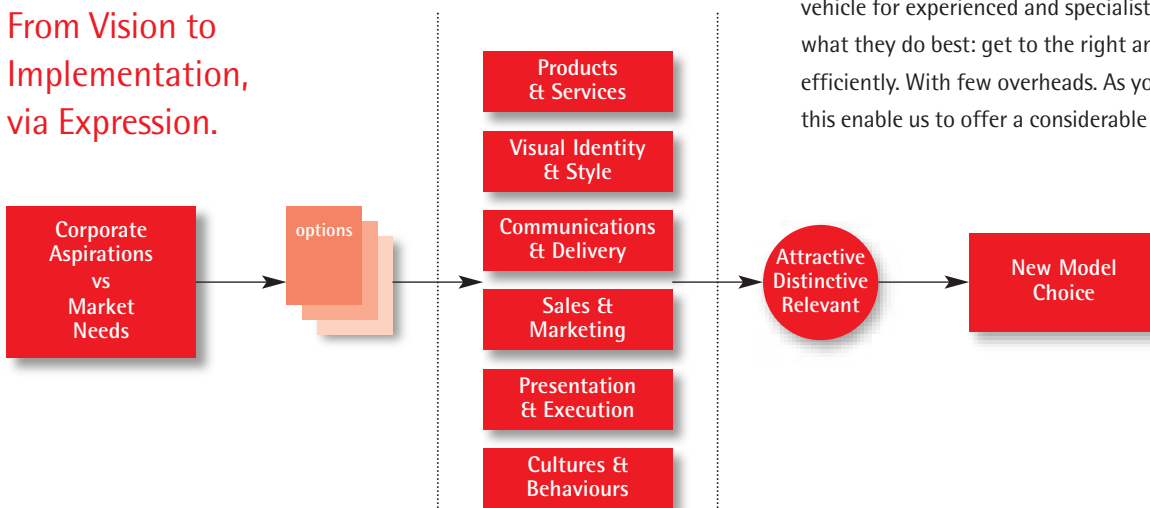
One of the main problems you face is that your brand is somewhat "out of focus". The reality of your business doesn't quite match people's perceptions of it. It's almost like: whatever you do + people's interpretations of what you do = not quite the result you wanted. Looked at another way, there is a gap between the way you want to be thought of as a business in the future, where you are right now and where people currently see you.

### Irritant No 2:

Your firm is appreciated, yes, but you think it's not quite given the credit it deserves.

Your business has changed; it's had to. But again, this change you feel has gone unnoticed by many. Some pockets of 'old' behaviours are holding things back, perhaps. Now it's not as though you're sitting on your hands about all this. As likely as not, you've put some important initiatives in place to try to sharpen your brand's performance. But you are still not coming over as Distinctly and as Attractively as you should.

## From Vision to Implementation, via Expression.



We consider a better go to market model, and then simulate a series of options

We finetune the components of delivery across the network

## Defining, Expressing & Implementing Competitive difference.

### Irritant No 3:

Although everyone talks about "Customer Propositions", it is our experience that very few of these are as well defined and imaginative as they could be. Can you put your hand on your heart and answer these 4 simple questions:

- Why should a customer choose us?
- Can we explain to him what we actually do so that it makes sense to him?
- Is our culture appropriate for what we offer?
- Do our people believe what we say, and can they articulate it?

Unfortunately if you have to think for longer than a moment or two, you may not have a driving 'Big Idea'.

### Irritant No 4:

We have noticed that clients have become extremely annoyed with consultancies that front senior people at first, but then offer up juniors clutching large fee invoices to actually do the work. Our proposition is to offer clients Partner-level, 'hands-on', (i.e. no delegation to juniors), seasoned advice about their brands geared to the winning and retention of more business.

The other thing we've noticed lately is how clients are somewhat sceptical about paying fees that not only reflect contributions to parts of the consultancy they don't need or want, but that also go towards overblown overheads.

This is another reason we have created DeMuro – as a vehicle for experienced and specialist consultants to do what they do best: get to the right answer quickly and efficiently. With few overheads. As you can imagine, this enable us to offer a considerable saving on fees.

We implement, and manage the process of change

## From "Critical Friend" to Integrated Consultancy.

### Irritant No 5:

Flexibility – or lack of it. Have you noticed how you, the client has to fit in to your consultants' modus operandi rather than the other way round? In contrast, DeMuro engages in different ways and is ultimately flexible:

**As a 'Critical Friend'.** Sometimes organisations need someone whose experience they can draw from, and to act as an objective adviser to enable their own people cope with the task at hand.

**As a Project Manager.** Sometimes, organisations have agencies on board, often more than one. They need to ensure that complex programmes are managed through those agencies by experienced people and which are implemented with the minimum of fuss and expense, with the maximum impact.

**As a Consultancy.** More usually, organisations need to develop and express a proposition which requires the application of range of integrated skills from conception to implementation, across a variety of media.

Simply put, DeMuro helps organisations (and their brands) to define and express what's different and special about them. We do this through applying a number of disciplines within a portfolio of consultancy services. As required, we can provide solutions to the following:

- Market research/assessment
- Brand strategy
- Design/identity
- Naming
- New media
- Culture change and training
- Technology alignment
- Communications

## Flexible, Scalable, Manageable.

In summary there are 2 difficult questions that may well be nagging you:

- Is my fundamental business proposition being put across in the most compelling manner?
- Can everyone who works here articulate what that proposition actually is?

**Everybody is really good at something.**

**This is what we are really good at:**

- Understanding what a business is trying to sell
- Understanding what customers want
- Crafting a strategic proposition so as to align the needs of both parties
- Presenting the business and its offering in the best possible light
- Managing the implementation process.

Over the years, DeMuro Principals have developed and managed programmes for the World's most eminent brands. For more information on what we have done, get in touch.

For further information please contact:

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