



# **Hockeygirls.com Business Plan**

## **Marketing Plan**

## **Brand Strategy**

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Marketing Plan  
Hockeygirls.com Business Plan

CONFIDENTIAL

# **1 Mission**

Create a world-class process bridging the gap between potential female ice hockey players and coaches enabled by the Internet. The process requires ease of use, security, reliability, and overall excellence by the users.

Brand Personality -

## **2 Brand Structure**

### ***2.1 Establishing Brand Awareness***

### ***2.2 Brand Image***

#### **2.2.1 Relationship Basis Model**

##### **2.2.1.1 Personality**

Spirited, young, up-to-date

Athletic, competitive

Professional, family oriented, influential, competent

### ***2.3 Determining the Desired Brand Knowledge Structures***

#### **2.3.1 Target Market**

#### **2.3.2 Nature of Competition**

#### **2.3.3 Points of Parity and Points of Difference**

### ***2.4 Brand Elements***

#### **2.4.1 Brand Element Choice Criteria**

##### **2.4.1.1 Memorability**

##### **2.4.1.2 Meaningfulness**

##### **2.4.1.3 Transferability**

##### **2.4.1.4 Adaptability**

##### **2.4.1.5 Protectability**

#### **2.4.2 Brand Element Options and Tactics**

- 2.4.2.1 Brand Names
- 2.4.2.2 Logos and Symbols
- 2.4.2.3 Characters
- 2.4.2.4 Slogans
- 2.4.2.5 Jingles
- 2.4.2.6 Packaging

## **2.5 Marketing Programs to Build Brand Equity**

- 2.5.1 Product Strategy
- 2.5.2 Pricing Strategy
- 2.5.3 Channel Strategy
- 2.5.4 Private Labels

## **2.6 Communications**

- 2.6.1 Communication Options and Plan
- 2.6.2 Integrated Marketing Options and Plan

# **3 Metrics**

## **3.1 Brand Audits**

- 3.1.1 Brand Inventory
- 3.1.2 Brand Exploratory
- 3.1.3 Branding positioning and the Supporting Marketing Plan

## **3.2 Brand Tracking**

- 3.2.1 What to Track
- 3.2.2 Tracking study
- 3.2.3 Interpretation

### **3.3 *Brand Equity Management System***

3.3.1 Brand Equity Charter

3.3.2 Brand Equity Report

3.3.3 Brand Equity Responsibilities

## **4 Managing Brand Equity**

### **4.1 *Branding Strategy***

4.1.1 Brand-Product Matrix

4.1.2 Brand Hierarchy

### **4.2 *Geographical, Cultural, Market Segment Brand Strategy***

4.2.1 Rationale for going abroad

4.2.2 Advantages

4.2.3 Disadvantages

4.2.4 Global Branding Decisions

4.2.5 Building Global Customer-Based Brand Equity

4.2.6 Building Brand Equity Across other Market Segments

## **5 Future Plans**

### **5.1 *Special Applications***

5.1.1 Industrial Goods

5.1.2 High-Tech Products

5.1.3 Services

5.1.4 Retailers -

5.1.5 Small Businesses

## **5.2 Comparisons**

5.2.1 Aaker Model

5.2.2 Young and Rubicam “Brand Asset Valuator” Model

## **5.3 Future Prospects**

5.3.1 Role of Brands

5.3.2 Building Brand Equity

5.3.3 Measuring Brand Equity

5.3.4 Managing Brand Equity