

**Marketing Brief: Creation of the APAC Suite**

As part of next week’s workshop, we are going to be considering what marketing materials are needed for the region and why. In preparation for that we would like you to answer the below on your market.

Your answers will be used in group discussions to help form the marketing brief for the region as a whole and begin the groundwork for how we position the APAC market and to create the suite of marketing tools.

**Part One – Your Local Brief**

**1. Who are your target clients that you are responsible for marketing to?**
Explain the reasons they purchase and what motivates them

How long is the purchase process for each of these?

Can you tell us your thoughts on their attitudes and behaviours?

**2. List the services you provide in your local market.**

**3. Who is your local competition? How well do they perform?**
If you have it, bring along examples of their marketing material

**4. What marketing materials, across all service lines, do you want from the APAC regional team?**
Next to each please state what the key message is for that piece of material, why you believe it is required and where in the sales cycle it is used and by who (brokers, marketing etc) e.g:

Clients first identify they have a need > Clients research products to fulfil need > They research vendors >

Enquiries / First Contact > Assurance seeking > Choose vendor / product > Purchase product > Seek

reassurance > Post sale care > Referral / Re-Purchase

**Please bring all the existing collaterals you use across the sales cycle to the conference next week! We will be using it for an exercise.**

**Part Two – Your Local Proposition**

Please watch the WHY Video by Simon Sinek to help answers these questions.

These questions will help us understand at a local level your individual proposition in the marketplace. Please provide roughly one paragraph for each answer.

**1. How does Knight Frank stand out in your market?**
Points to consider:
What is the Unique Selling Proposition locally?
Why is this true?
Remember try to capture your ‘WHY’ (refer to video).
Do we have any niches in comparison to our competitors?

**2. What considerations do we need to bear in mind when preparing materials for your local market?**

Consider cultural direction in your market, imagery, colours, tone, messages and compliance. And anything else you want to tell us.

**3. What challenges do you face in your local market?**