

brandsequence™



RW International/Zyzon

Brand Architecture Sequence:

Final Report

July 15, 2002

The following pages are representative of BrandSequence's Brand Architecture Sequence reports, and contain excerpts from a report done for one of our clients, RW International. They've agreed to share this information on the condition that their name and some characteristic data be changed to protect their privacy.

For more information on BrandSequence research solutions, please contact us at:

BrandSequence
650 5th Street, Suite 509
San Francisco, CA 94107
415 543 6533
www.brandsequence.com

The Company

RW International (Zyzon) is a provider of software development tools for the consulting industry.

Research Objectives

DAMX is a new company based on a combination of emerging technologies and expert systems, and as such is in the position of needing to make sure its brand is managed correctly from the beginning. Our main objectives in the Brand DNA Sequence were:

- To develop accurate definitions of customer segments
- To clarify product/company relationships
- To collect ideas for new products and services
- To develop criteria for qualifying partners and affiliates
- To provide feedback used in marcom collateral and sales support
- To learn how to resonate with a changing customer base
- To make an accurate assessment of current product positioning

Brand Architecture | Current Mapping

	RWI	Dubrov Co.	TrekFaze Interactive
Application Platforms	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; background-color: #FFD700; padding: 5px; text-align: center;">Zyzon RW</div> <div style="border: 1px solid black; background-color: #FFD700; padding: 5px; text-align: center;">ZCompiler RW</div> <div style="border: 1px solid black; background-color: #FFD700; padding: 5px; text-align: center;">zBase RW</div> <div style="border: 1px solid black; background-color: #D2B48C; padding: 5px; text-align: center;">UI Developer Kit RW</div> <div style="border: 1px solid black; background-color: #ADD8E6; padding: 5px; text-align: center;">Test Devil RW</div> </div>		
Learning Modules	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; background-color: #FFD700; padding: 5px; text-align: center;">Zyzon Training RW</div> <div style="border: 1px solid black; background-color: #FFD700; padding: 5px; text-align: center;">ZCompiler Training RW</div> <div style="border: 1px solid black; background-color: #D2B48C; padding: 5px; text-align: center;">UI Developer Course RW</div> <div style="border: 1px solid black; background-color: #ADD8E6; padding: 5px; text-align: center;">Test Devil Training RW</div> </div>		
Plugins	<div style="border: 1px solid black; background-color: #90EE90; padding: 5px; text-align: center;">QA Tracker RW</div>		
Seminars		<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; background-color: #FFA07A; padding: 5px; text-align: center;">Zyzon for QSL DC</div> <div style="border: 1px solid black; background-color: #FFA07A; padding: 5px; text-align: center;">Z Compiler for QSL DC</div> </div>	
Games			<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; background-color: #9370DB; padding: 5px; text-align: center;">ZyBorgs TFI</div> <div style="border: 1px solid black; background-color: #9370DB; padding: 5px; text-align: center;">Zyborg Planet TFI</div> <div style="border: 1px solid black; background-color: #9370DB; padding: 5px; text-align: center;">Zyborg AI TFI</div> </div>
Web	<div style="border: 1px solid black; background-color: #FFD700; padding: 5px; text-align: center;">Zyzon MUD RW</div>		

The existing state of the Zyzon franchise brand is typical to many technology companies with fragmented marketing and product development agendas and departments. Packaging for each product tends to reflect the personality and meet the needs of the different channel partners.

Some current products bear some relationship to each other within the parent RWI channel, notably the main Zyzon platform and learning modules. But other products, such as UI Developer Kit and test Devil, bear no discernable relationship to the rest of the franchise.

Franchise products need reorganization and renaming. The product mix, in the glory of its full detail, is quite unintelligible to the uninitiated, and the bundling options require too much explanation. Consistency suffers, cross-selling opportunities are lost, customers are confused.

Brand Architecture | Recommended Mapping

Keystone Platforms	Zyzon RW	Zyzon Compiler RW	Zyzon DBase RW
Developer Resources	Zyzon UI Developer Kit RW	Zyzon Test Devil RW	Zyzon QA Tracker RW
Knowledge Base Resources	Zyzon Basic Templates RW	Zyzon Compiler Templates RW	Zyzon DBase Templates RW
	Zyzon UI Developer Templates RW	Zyzon Test Devil Templates RW	QA Tracker Templates RW
Training Resources	Zyzon QSL Certification DC	Zyzon Compiler QSL Certification DC	
Zyzon MUD	Zysons TFI	Zyzon Planet TFI	Zyzon AI Lab TFI

We recommend first providing consistency in branding across all franchise products, regardless of the identity of the channel partner. All branded products must show a clear relationship to the core brand. In most cases, this is not really a co-branding strategy, but a properly balanced relationship between product and channel. Channel partners will appreciate having branding elements, messaging and marcom materials already created, to plug into their formats. The strong brand helps them, as awareness from other channels reinforces their marketing efforts.

We recommend making the Zyzon brand dominant on all franchise products. This will be accomplished by the creation of a program of branding elements (see p 7, Branding Elements | Recommendations).

Since UI Developer Kit and Test Devil are really developer resources, and QA Tracker is not really a plugin. These are better referred to as “developer resources”- a title that signals acknowledgement and support of the core user group, something they’re crying out for, according to our Input testing.

We recommend naming the interactive online component of the product “Zyzon MUD”- a nod towards the developer community. Zyzon’s faithful developer community shares product knowledge across a MUD environment. This combination of contexts is a unique characteristic of Zyzon users, and should be more integrated into the product mix.

Seminars become “training events”, culminating in Zyzon Certification, which furthers RWI’s quest for ownership of industry standards.

Product groups should carry designations like “A Zyzon Training Resource”. This can be formatted into a seal or logo that identifies products as members of the Zyzon family, and designates its place in the subcategory. These categories are organized around customer priorities, rather than channel partner priorities.

The packaging program should reflect branding that is unified throughout all products, but differentiated within user categories. These categories lend themselves more naturally to brand extension.

Brand Architecture | Brand Extension Mapping

Keystone Platforms	Zyzon RW	Zyzon Compiler RW	Zyzon DBase RW	Zyzon Java Engine RW	Zyzon QSL RW
Developer Resources	Zyzon UI Developer Kit RW	Zyzon Test Devil RW	Zyzon QA Tracker RW	Zyzon Project RW	Zyzon Resource Manager RW
Knowledge Base Resources	Zyzon Basic Templates RW	Zyzon Compiler Templates RW	Zyzon DBase Templates RW	Zyzon Java Engine Templates RW	Zyzon QSL Templates RW
	Zyzon UI Developer Templates RW	Zyzon Test Devil Templates RW	QA Tracker Templates RW	Zyzon Project Templates RW	Zyzon Resource Manager Templates RW
Zyzon Press Resources	Zyzon in Government K&P Editors RW	Zyzon for NonProfits K&P Editors RW	Zyzon for Military K&P Editors RW		
Training Resources	Zyzon QSL Certification DC	Zyzon Compiler QSL Certification DC	Zyzon DBase QSL Certification DC	Zyzon Java QSL Certification DC	
Zyzon MUD	Zysons TFI	Zyzon Planet TFI	Zyzon AI Lab TFI	Zyzon Breeders TFI	
Research Resources	Zyzon Research Kit RW	Zyzon Research Database Subscription RW			

Allowing brand architecture to follow the natural organization of customer groups and needs shows many benefits:

1. The franchise brand can grow in a way that is coherent to customers.
2. Applications that have been in back burner development suddenly have a clearly defined market, and can attract more resources.
3. Potential revenue streams open up as the brand becomes more developed.
4. Co-branding and partnering opportunities open up.
5. Cross-selling becomes more viable, as products in one area come to support those in other areas.
6. Customers sense a dedication to building and maintaining a steady flow of new products, support, and solutions- this is critical in the tech sector.
7. Previously underutilized brand and IP equity can be monetized more easily.
8. Brand extension leads to strengthening of the brand, rather than brand dilution.