

jatt } consulting



jattconsulting was founded in 2009 by Jenny Thornton. Jenny has a vast amount of experience in marketing with in excess of 15 years spent in senior marketing positions. Jenny led the marketing teams in *Tayto*, in *Centra (Musgraves)*, in *EBS* and in *Buy & Sell*. She also worked on the *Yoplait* and *Roma Foods* brands. During this time, she gained experience in above the line advertising, on line advertising, below the line promotions, NPD, PR, sponsorship, brand strategy, market research, customer segmentation and graphic design.

During her time as a marketer she also developed a process called **The Life Process**. So called for its ability to brings brands to life, this is a 7 step process that brings the company from its current status right through to its aspired status. This brochure will demonstrate the process and highlight how innovative and beneficial it can be for your company.

MARKETING WITH A DIFFERENCE

Life...

where brands grow.

The Life Process is a strategic tool that allows you to bring your brand to life allowing it to stand out in a cluttered environment. Use your creative flare whilst following a systematic process that will be tailor made for you, your brand and your team. *Follow the 7 steps:*

The Life Process

1.

To Inform...

explore everything that is known about the brand *right now*

2.

To Aspire...

explore where you want to be positioned and what initiatives you need to follow in order to get there

3.

To Assess...

prioritise and cost your initiatives assigning ownership to each one

4.

To Create...

create the solutions identified in the aspire stage

5.

To Communicate...

inform your employees of the exciting changes

6.

To Implement...

bring to market the projects and changes

7.

To Evaluate...

review the process and start all over again!

The Life Process is a 7 step process as shown on the previous diagram. Jenny has implemented this process with several companies to date. The first one was the *Centra* brand. Through applying **The Life Process** Jenny and her team transformed the brand. Coming out of the process was the big idea "For the way we live today". This idea has withstood the testament of time and it definitely developed the brand.

Jenny has also implemented **The Life Process** with the *Suit and Tux Warehouse*. Early on in the process the team discovered that they were the only men's clothing outlet offering high quality suits at a low price. The project included the development of a complete new identity and a suite of collateral to go with it. In addition a big idea was developed identifying the range as "Affordably Smart". *The Suit and Tux Warehouse* opened their second retail outlet on South Anne's Lane drawing on what came out of **The Life Process**.

Whilst dealing with clients, Jenny identified the need for a smaller process for sole proprietors and thus developed a process called the mini module. This implements the first two steps of the process and provides a document highlighting how the company can implement the process.

Jenny believes that at times money can be wasted in marketing and therefore, irrespective of whether a company opts for the full process or simply the mini module, she concludes that they should follow these steps;

>> **Think** >> **Design** >> **Implement**

In other words if you do not invest adequate time in the 'thinking' of how you want to position your brand, you will waste money and send out a confused message. **The Life Process** helps to control this and ultimately delivers a clear and strong message for the brand.

“ Jenny provided an innovative and professional approach to the development of the *Centra* brand. ”

Anne Dunphy former Marketing Director, *Musgrave*

“ Jenny has made a big difference to the marketing of our products. Her knowledge, expertise and professionalism have helped us launch our new clothing outlet in Dublin city centre. We couldn't have done it without her. ”

Cathy Coghlan, Director of *The Suit and Tux Warehouse*

“ Whilst in Buy & Sell, Jenny implemented **The Life Process** . This included getting buy in from her colleagues in the format of a two day workshop. This marketing process made a real difference to our marketing strategy. ”

Gary Povey, former Sales and Marketing Director *Buy & Sell*.

“ Jenny gave me the confidence to market my service, plus sound advice on potential contacts ”

Jean Scanlan, Psychotherapist.

“ Jenny has worked with my company in developing the brand concept. The process we have worked through called **The Life Process** has really helped me focus on what needs to happen so that the company can grow and move forward at a controlled pace using the necessary marketing tools available. **The Life Process** developed by Jenny certainly shows the expertise / skills she has developed over the years she has spent in the marketing arena. ”

Paul Hughes, Director *NTS*.

“ Jenny put together a marketing strategy for a series of workshops I am running in conjunction with a partner. The strategy is very clever and will keep us on track with our marketing efforts. She had excellent ideas and has shown us how we can grow in the future. Top qualities: expert, high integrity, creative. ”

Amanda Webb, Director *Spiderworking*

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