

William R. Booth Professional Biography

Bill believes that the true potential for a brand is achieved not through what it says, but how it behaves. This means a distinctive, insight-based positioning must drive everything the brand does. The goal is to encourage the brand's customers to want to try the brand, spend time with it, become loyal and ultimately become advocates.

Bill's career in marketing and communications began when his professors at New York University discovered a talent for branding and consumer insight, and encouraged him to major in Marketing and Marketing Research.

Since then, he has evolved and sharpened his skills in customer insight and brand positioning with five global advertising agencies, working in New York, Chicago and Toronto with BBDO, Grey, Saatchi & Saatchi, Ted Bates and Y&R. This period concluded at BBDO with Bill's role as National Director of Account Planning, and significant brand development work with: Apple Computer, Bell Canada, Black & Decker, Chrysler, CP Hotels and Federal Express.

In 1994, Bill founded Booth Associates, a consultancy focused on building brand equity through customer insight, brand positioning and managing all brand contacts. His work over the past 14 years has included major branding assignments in (alphabetically): agriculture, alcoholic beverages, automotive, beer, e-commerce, education, financial services, government, high technology, home improvement, packaged goods, pharmaceuticals, professional services, technology and travel & tourism.

In addition to his day job, Bill has been actively involved in teaching over the past 20+ years. This experience has included long-term relationships with the Institute of Communications & Advertising, the Executive Development Division of York University, and a number of Canada's leading advertising agencies and brand marketing companies.

Professional Affiliations

- B.Sc. degree in Marketing Research from New York University
- Charter member of the U.S. Account Planning Group
- Author of the Marketing Professional Services seminar for York University
- Course Director for the ICA's Certified Campaign Planning Program
- Certified to administer the Myers-Briggs Type Indicator instrument
- Certificate in Organizational Development from NTL, Washington D.C.

Booth Associates Inc.

Customer Insights that Drive Brand Sales

Our focus is on helping clients gain a deeper, more actionable understanding of their customers, and leveraging that understanding to drive sales.

We serve our clients from front-end brand positioning through to back-end testing of product, advertising and promotional concepts.

Process (one or more steps depending on Client need)

- Analyzing existing corporate intelligence on your customer, category and brand
- Conducting original insight research with the brand's stakeholders
- Identifying which of the brand's functional and emotional benefits are most compelling to your customers
- Integrating these insights with your business realities to define brand positioning and sharply-focused marketing and communication strategies
- Managing the collection of metrics for tracking the business success of the brand's positioning and communications over time

Experience

Qualitative: Focus groups, mini groups, dyads and personal interviews

Quantitative:
Telephone, Mall intercept and web

Client Satisfaction Surveys

Expertise

Special techniques to maximize depth of insight, and control "group think"

Clear implications and actionable recommendations

Personal interview approach that generates 90-100% response rates

Support

We have found that building brand revenue sometimes requires sharpening the skills of people in the company charged with managing the brand's customer contacts day-to-day. We facilitate customized training programs and business strategy and ideation workshops designed to address specific client business goals.

You Get Bill

We believe that clients continue working with us because they get seasoned, dedicated attention, exclusively from Bill. We have no juniors.

Bill has 30+ years of experience in marketing and communications. He has consulted with companies in the areas of (alphabetically): agriculture, alcoholic beverages, automotive, beer, e-commerce, education, financial services, government, home improvement, packaged goods, pharmaceuticals, professional services, technology and travel & tourism.

Impact on Client Businesses - Examples

RIM	Managed brand positioning and communications research that continues to reflect the core positioning for BlackBerry in North America
Sprint PCS	Developed personas of U.S. based technology decision makers and influencers to assist client sales force in understanding their customers' decision processes.
Benjamin Moore	Developed the brand re-positioning that has driven all major marketing and communications activities since 2000, and achieved significant, annual sales growth. Have executed most of the company's product, program and advertising research since 2000.
Niagara Parks	Over the past seven years, have managed most of the qualitative and quantitative research used by the Niagara Parks Commission to make business decisions regarding tourist attractions, retail, restaurants and marketing.
Van City	Managed a brand discovery process to build a brand positioning and brand charter that continues to drive all customer contacts.
Pantene	Conducted equity and positioning research that re-defined the category and brand. (One of several projects for P&G)
FedEx	Managed a customer insight process that identified how to position FedEx to the small business market
CP Hotels (now Fairmont)	Managed brand equity process that drove positioning and brand contact strategies for all Ontario hotel properties
Apple	Brand equity research to challenge and refine the positioning and segmentation approach for Macintosh.
Georgian College	Developed brand positioning and communications strategy that drove the college's new identity.
Pharmaceutical	Conducted customer insight work with physicians to refine communications and explore how a pharma company might add value to the relationship they have with the physician
Professional Firms	Helped a major Canadian law firm develop its positioning and client service/contact plan. Conducted client satisfaction surveys for several major legal and real estate management firms

Let Us Hear from You

For more information, or just to exchange ideas, please call Bill Booth at: 905.329.3193. Or email to: bbooth@boothasso.com