

# THE 3 RING SYSTEM<sup>®</sup>



A PROVEN STRATEGY  
FOR  
MARKETING SUCCESS

A 3-MINUTE READ



## THE **3 RING** PROCESS:

We bring three rings together in stages, with a proven process that's simple, visual and effective. Designed to uncover the core of your brand, product or service. This creates a **Road Map** for you to move your marketing forward. The result is smarter, more compelling content. And more consistency across all platforms.

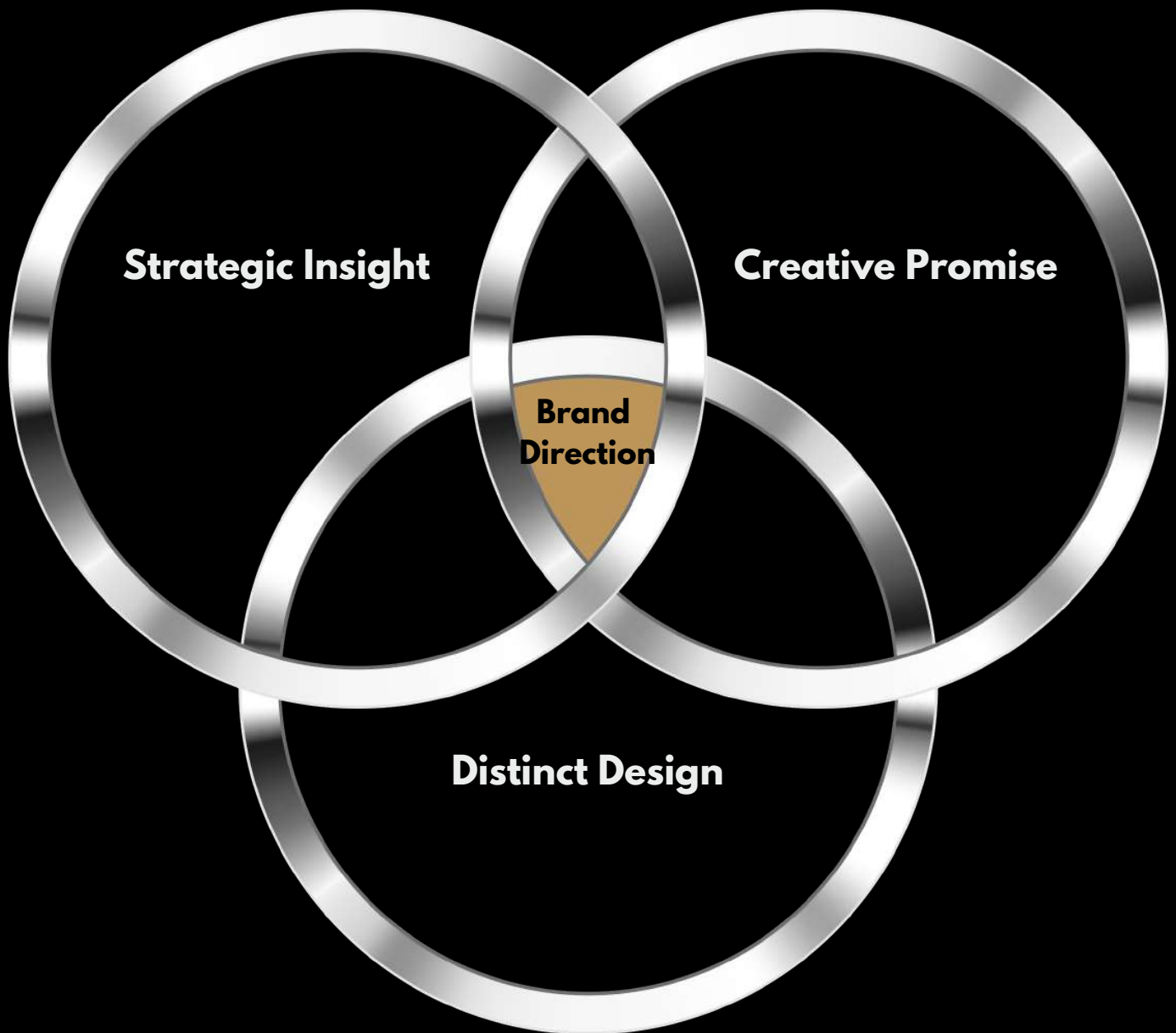
# CASE STUDY:



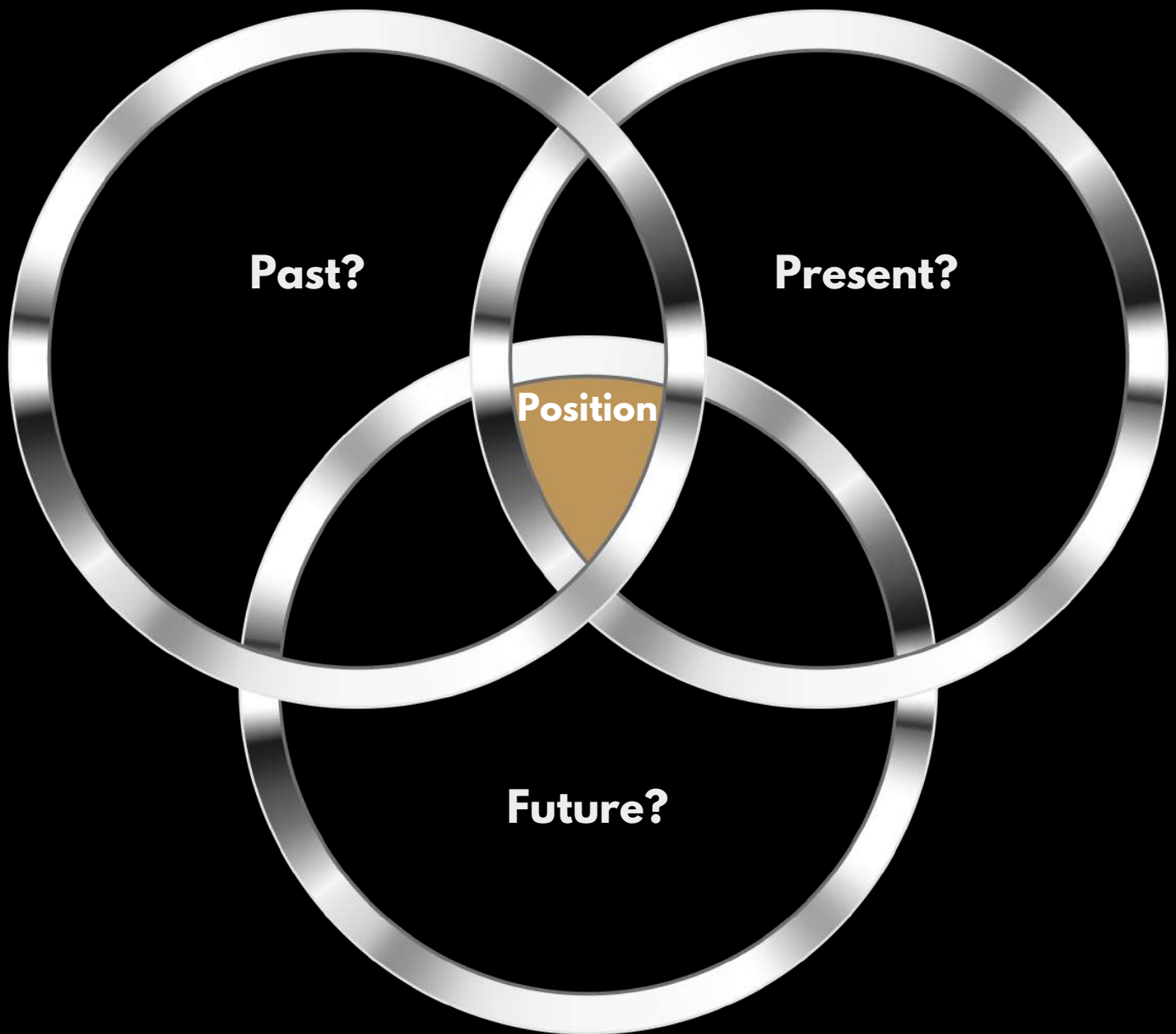
**HOW WE HELPED  
BRIDGESTONE GOLF  
GROW FROM  
\$29 MILLION TO  
\$76 MILLION  
IN SALES.**

# THE 3 RING SYSTEM:

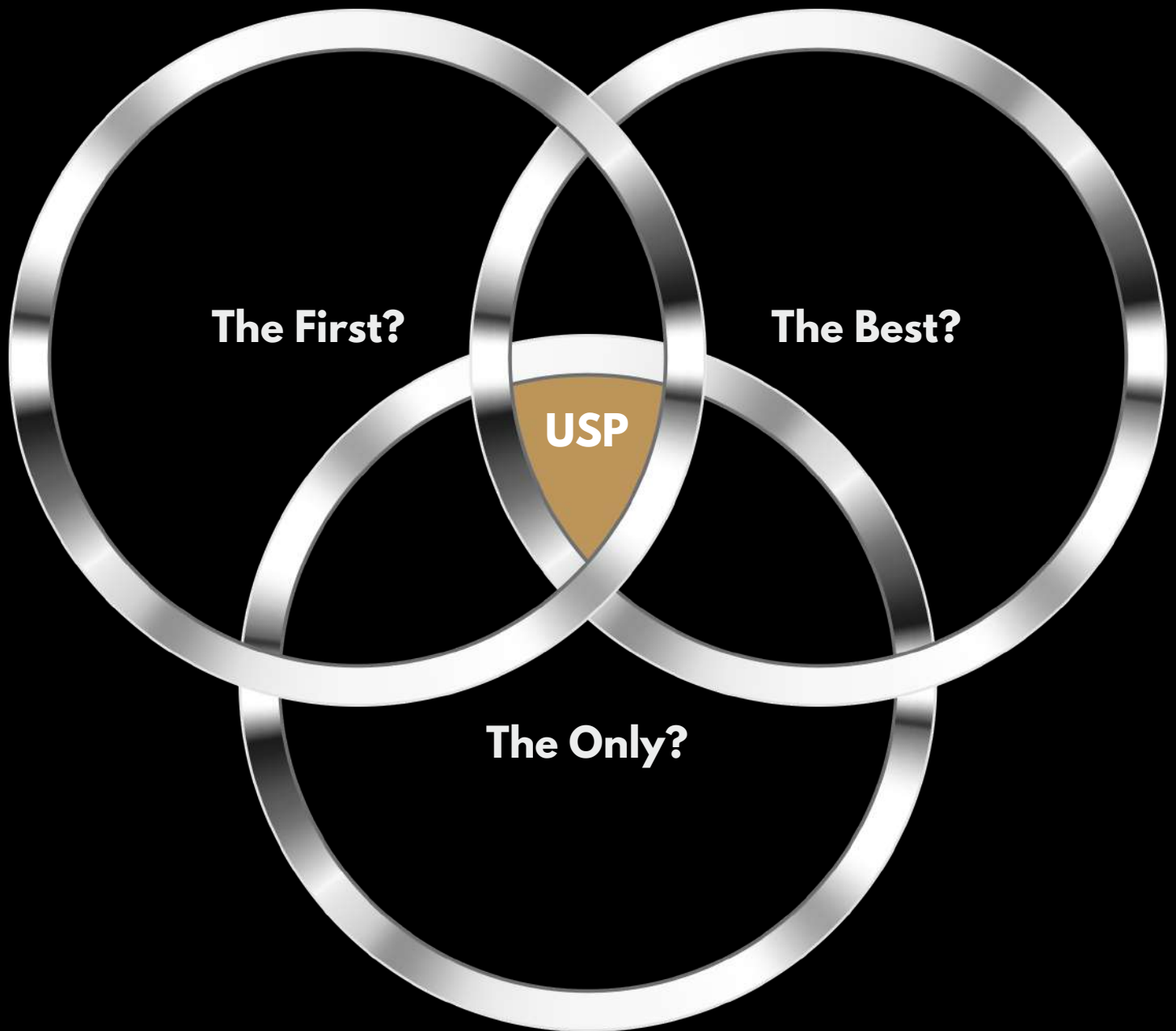
A Brief Overview



# BRAND POSITION:

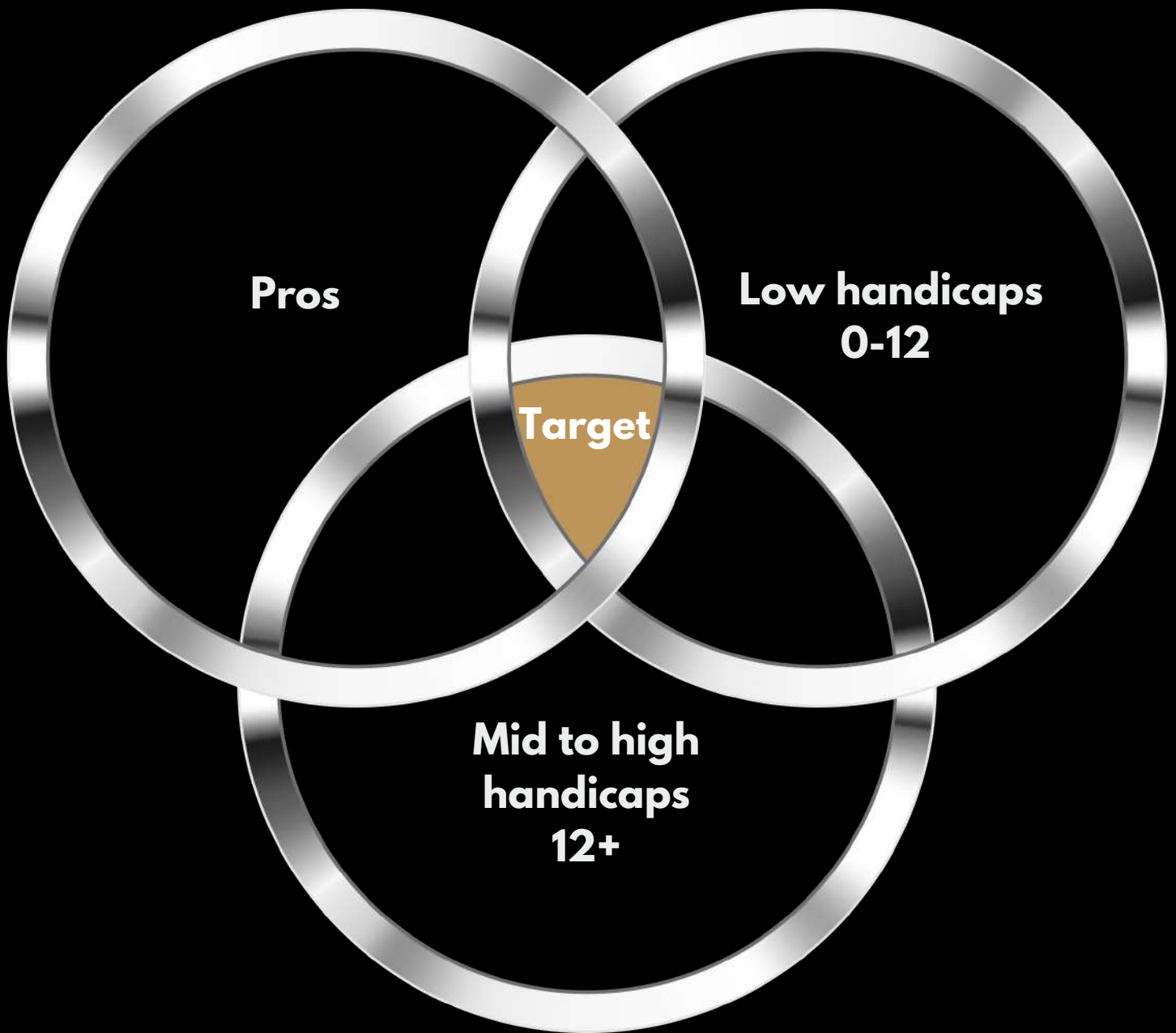


# UNIQUE SELLING POINT:



WHICH ONE OR TWO BEST DESCRIBES YOUR BRAND, PRODUCT OR SERVICE?

# WHO ARE WE TALKING TO?

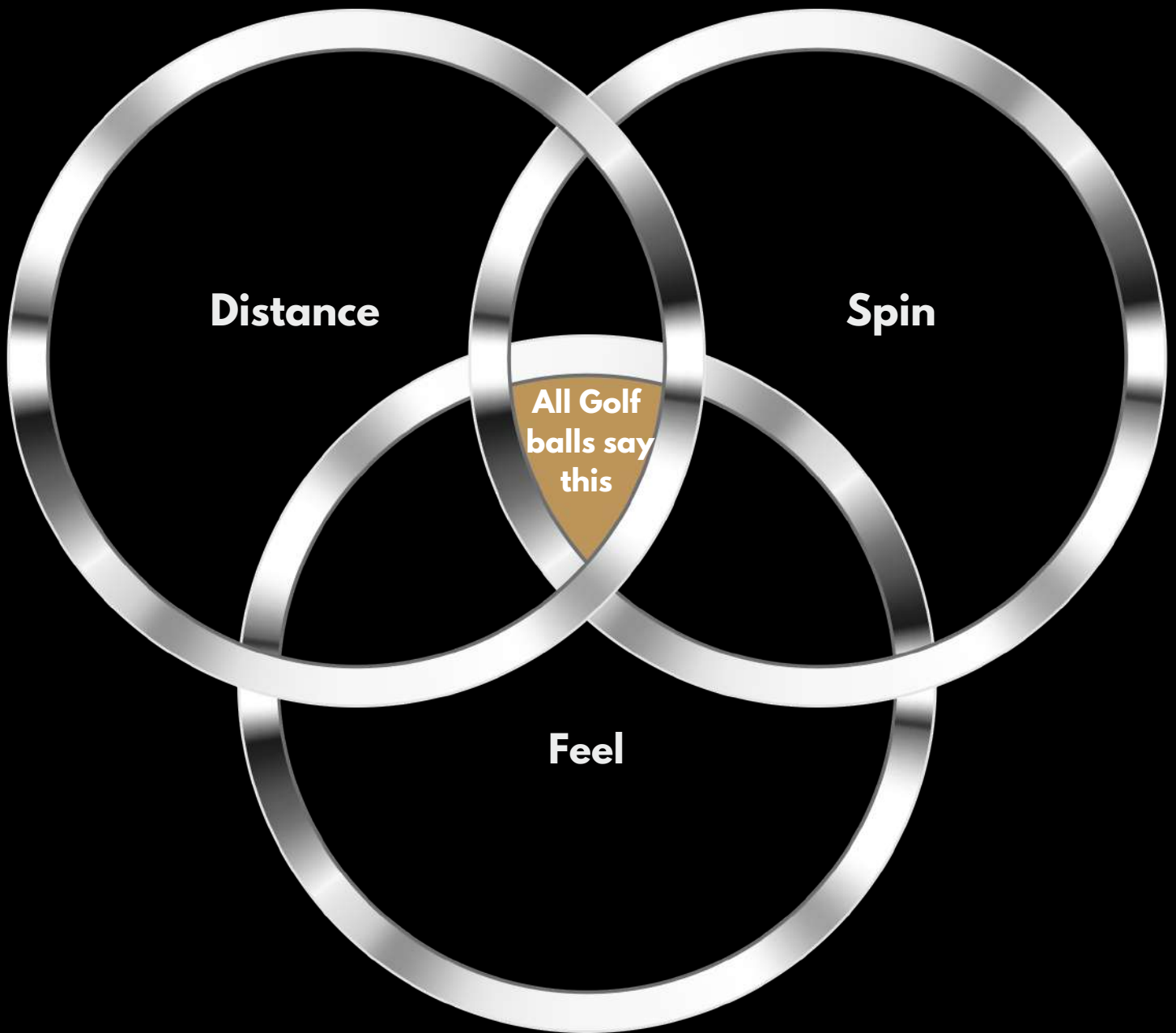


# BIGGEST CHALLENGES:





# WHAT'S YOUR **PROBLEM?**



**Problem: Differentiation**

# BRIDGESTONE'S TOUR B'S:

**Tour BX and BXS**  
engineered for  
faster swing  
speeds

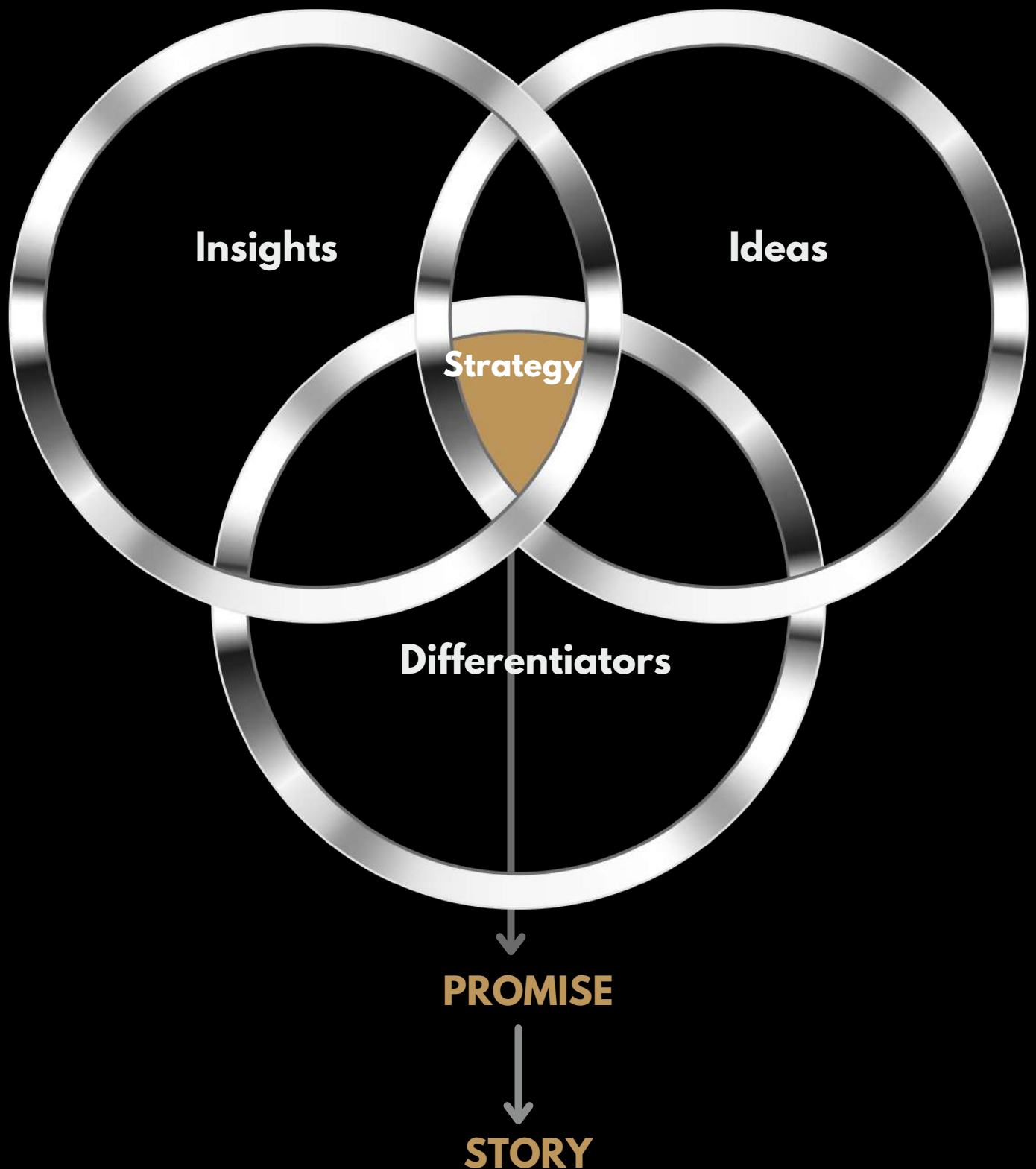
**Tour RX and RXS**  
engineered for  
moderate swing  
speeds

**It Fits  
You**

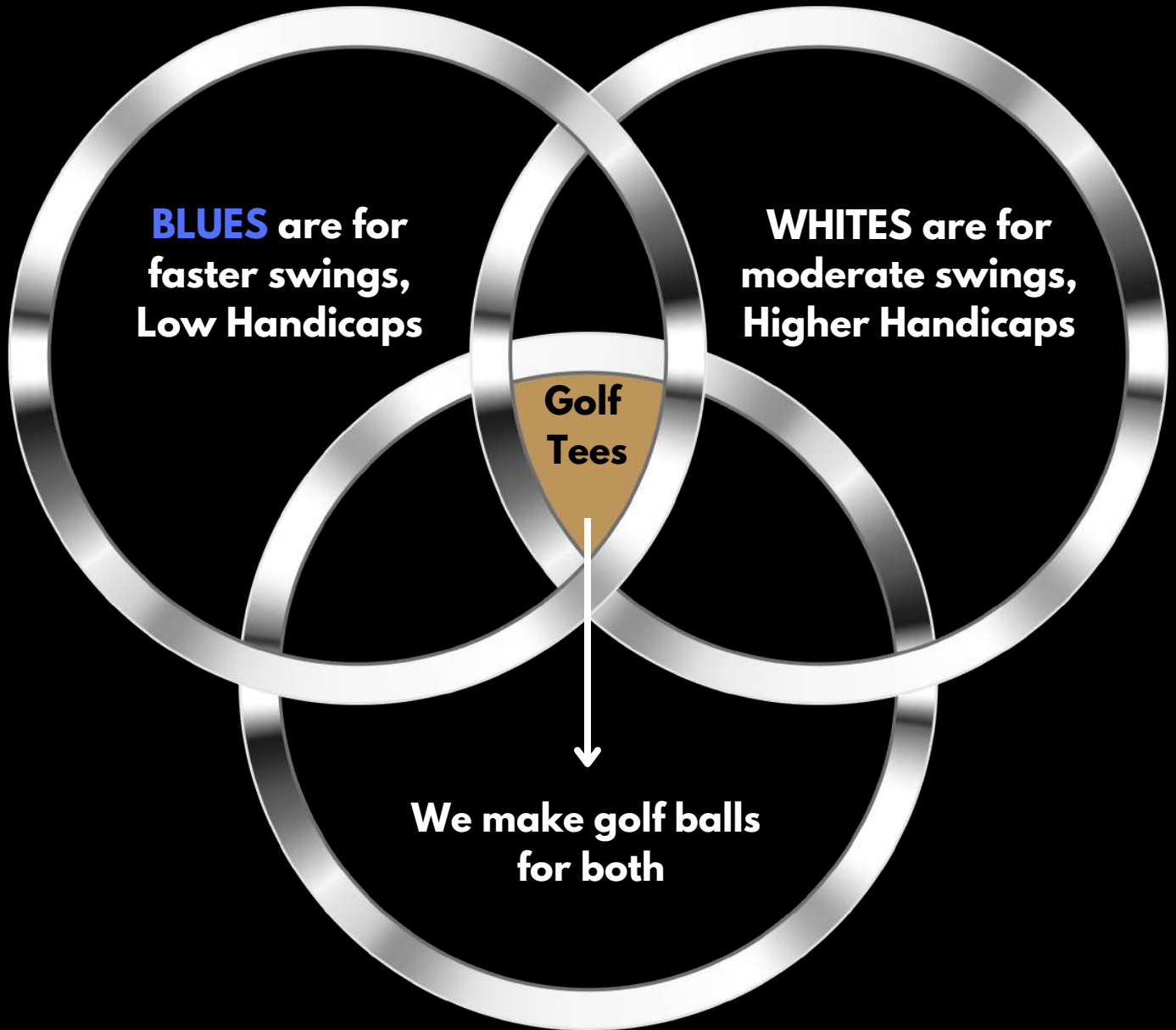
**Our Pros play  
all 4 of these.**

# DISCOVERY SESSION:

HERE'S WHERE WE COME IN AND HELP YOU FIND THE **SWEET SPOT** OF YOUR BUSINESS.



# IDEA:



# BRIDGESTONE ANTHEM:



## Promise

