



IVc  
Facilitating  
Incorporation  
Into Routines

Ia Developing  
'Brand Values'

IVb Providing  
Frequent Positive  
Reinforcement

Ib Gaining  
Legitimacy /  
Prestige

IVa Ensuring  
Positive  
'Moments of  
Truth'

**MAINTAINING  
ENGAGEMENT**

**BUILDING  
BRAND VALUES**

Ic Signalling  
Worthiness

IV

I

III

II

**MAKING THE  
SALE**

**PRODUCT AND  
MARKET  
PLANNING**

Iia Providing  
Simple,  
Complete  
Processes

IIIc Achieving Buy-  
In (in public)

IIIb Delivering A  
Multi-Audience,  
Multi-Level  
Message

Iib Devising  
Strategies For  
Overcoming  
Resistance

IIIa Engaging Active  
Sponsors, Champions  
and Change Agents

Iic Adopting An  
Explicit Marketing  
Plan