



**MARKETING
POSITIONING
ANALYSIS**

Located in Austin, TX, The Confluence Research Group is a strategic marketing firm that provides in-depth strategic analysis and marketing communications services.

At CRG, our primary focus is delivering high-quality strategic marketing services across a broad range of industries. We work with both start-up and established firms to identify market trends and other factors necessary for sound strategic market and business planning endeavors.

Some of our customers have included:

- Ripken Management & Design
- Sanford Bernstein
- McKinsey & Co.



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Keeping the
playing field **GREEN**

marketing
positioning
analysis



Market insight at work for you

HELPING YOUR TEAM REAP THE BENEFITS OF ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability is no longer a philosophical debate argued among academics and politicians. Unabated growth in the Southern and Western portions of the U.S. as well as the emergence of massive economies in the developing world are placing upward pressure on fuel prices and accelerating the pace of global warming to the point where consumers are becoming increasingly environmentally conscious at a rate never seen before.

Because sports franchises are dependent on attracting consumer spending for their survival, no team can afford to ignore the call to be *Green*. As recent initiatives have shown—including Major League Baseball's *Green* push—the sports industry can market itself in ways that will appeal to the environmentally conscious sports fan.

actionable analysis for addressing environmental sustainability

IDENTIFICATION OF MARKET DEMANDS

Understanding market dynamics is fundamental to any successful marketing communications program. At The Confluence Research Group, we start at the beginning by examining what consumers are looking for in a product or service. From there we are able to build sound marketing and communications plans that speak to your customer base.

ANALYSIS OF MARKET TRENDS

Our ability to analyze market trends to arrive at actionable competitive intelligence is a key differentiator that sets The Confluence Research Group apart. Our experience in performing both quantitative and qualitative market data analysis produces meaningful, defensible insights.

TARGETED MARKETING MESSAGING

Beyond the “science” of marketing, The Confluence Research Group lends years of experience in the “art” of marketing as well. Our market positioning will help your team take advantage of the opportunities that being *Green* offers as a selling point with today's savvy consumer. We will help you develop a message that demonstrates your team's commitment to the environment and to the community you serve.

COMPREHENSIVE SERVICES

- MARKET RESEARCH
- MARKETING PLANS
- MESSAGE DEVELOPMENT
- MESSAGE TESTING
- PRESS RELEASES
- MEDIA LIAISON
- MEDIA RELATIONS
- TECHNICAL WRITING
- 10 YEARS EXPERIENCE

MARKET TRENDS

We will help you identify the latest market trends related to environmental sustainability in the sports industry. From here we can move on to helping your team best identify with relevant aspects of the *Green* movement and increase your team's marketing appeal.

MESSAGE DEVELOPMENT

Communicating the proper message is essential to the success of any marketing program. Our experience in message testing and company positioning will help your team communicate the message that strikes a chord with its fan base.

MARCOM SOLUTIONS

A comprehensive marcom solution involves more than media relations. We strengthen your marcom efforts by writing clearly articulated position statements, advertorials, and press releases.

We can also arrange media events and act as your *Green* spokesperson to help ensure that your message is visibly communicated to the media and public.

