



VIXOTE  
GROUP, LLC

MARKETING & PR

## THINKING IN THE CORNERS OF THE BOX

Every marketing manager or business owner is familiar with the conventional expression: think outside the box. Companies will often mandate this direction when sales stagnate, awareness is down or when they are being out-executed by the competition. And although advertising agencies sell themselves on their ability to think outside the box, it somehow seems that most highly creative, award-winning ad campaigns quickly fall by the wayside based on their inability to connect with customers and impact sales.

Why aren't sales re-invigorated and consumer awareness enhanced when you think outside the box? Perhaps it is because this approach can cause you to ignore your core equities and think off-strategy. Instead, it might be wiser to **think in the corners of the box**.

This perspective requires that you view the box as a metaphor for your positioning strategy, and its edges the boundaries of your equity among consumers. The box is your reality. Powerful solutions come from evolving the reality and offering customers a new vision of your product or service.

By thinking in the corners of the box, you push your strategy to its most creative limits. Being in the corners of the box allows consumers to rediscover you in ways that are new yet familiar and comfortable. Being outside the box can confuse the consumer to the point where they may not recognize you at all, thus diluting the effectiveness of each marketing dollar.

Being in the corners of the box leverages the goodwill and equity that you have worked hard to develop with consumers. It reawakens awareness and presents your image and message in a more creative and relevant way. Operate in the corners of the box long enough and you begin to expand the scope of your strategy and equity – in essence, the box becomes larger. When this happens, ideas that were once outside the box may now be inside the newly expanded corners of the box. The critical difference is that the consumer is now ready to recognize and accept them as yours.

Thinking in the corners of the box creates memorable connections with your customers through a unique blend of creativity and strategy.