



# **Branding and Positioning Your Product**

April 21, 2012

# The Five Questions You Need to Ask

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**1. What's the consumer insight?**



2. What does my brand stand for?

3. What's my brand's personality

4. Who's the target audience?

5. What's my brand insight?

- What's different and unique?
- What's the benefit for the customer?

# Brands That Got it Right

## Consumer Insight: I want to be safe in a car



### What it Stands For

- Safety

### Personality

- Trustworthy, solid
- A bit square

### Target audience

- Moms/parents
- Consumers interested in safety

### Emotional Benefit

- Peace of mind
- I'm a good parent

# Brands That Got it Right

Consumer Insight: I want fun refreshment that's all-natural



You'll Love What's Inside.™

## What it Stands For

- Taste
- Refreshment
- Natural

## Personality

- Fun
- Playful

## Target audience

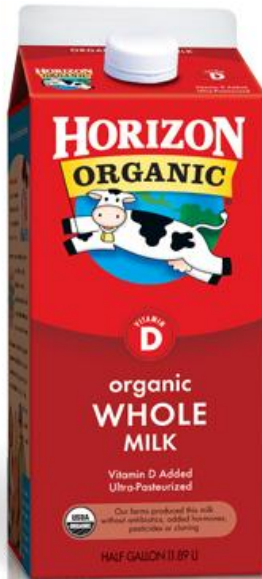
- Kids, teenagers, young adults
- Hipsters young and old

## Emotional Benefit

- I'm cool

# Brands That Got it Right

## Consumer Insight: I want good, safe milk



### What it Stands For

- Organic
- The best milk for your kids
- Healthy family

### Personality

- Optimistic, playful
- Whimsical

### Target audience

- Moms, kids

### Emotional Benefit

- Peace of mind
- I'm a good mom

# Brands That Got it Right

## Consumer Insight: Regular ice cream is kind of boring



### What it Stands For

- High-quality, taste
- Innovative flavors

### Personality

- Whimsical, playful, tongue-in-cheek, clever
- Progressive, values-based

### Target audience

- Progressives, kids, adults with a sense of humor

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### Emotional Benefit

- I deserve this deliciousness!
- Doing some good

# Brands That Didn't

Mistake: Aren't they all called chap stick now?



*ChapStick*<sup>®</sup>

## What it Stands For

- Basic lip balm made with petrolatum and parabens

## Personality

- Generic!

## Target audience

- Not well defined

## Emotional Benefit

- None – it's purely functional

# Brands That Didn't

Mistake: My mom used to shop here...



# SEARS

## What it Stands For

- Has a lot of merchandise – just not sure what

## Personality

- Non-existent

## Target audience

- Not even my mom anymore

## Emotional Benefit

- None – just convenience



# Brands That Didn't

**Mistake: Doesn't everyone want a car with no style and poor quality?**



**Oldsmobile**

## What it Stands For

- Boring design
- Poor quality

## Personality

- Bland

## Target audience

- People who used to buy Oldsmobiles?

## Emotional Benefit

- Not clear

# Brands That Didn't

Mistake: It's one of those mattress places...



Mattress King

MATTRESSFIRM

MATTRESS  
Warehouse<sup>SM</sup>



# Brand Strategy Recap

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## 5 Things to remember:

1. **Identify a consumer need – VERY IMPORTANT!!!**
2. **The benefit needs to be clear to the consumer – why would I want to buy this?**
3. **Name needs to be memorable!**
  1. Person or name
  2. Unique
  3. Ties into the product or what it stands for
4. **Clearly define your target consumer – who's it supposed to be for?**
5. **Stand for something!**