



# Positioning Through BrandLaddering™





## Concept: Brand Definition

# Chiquita!

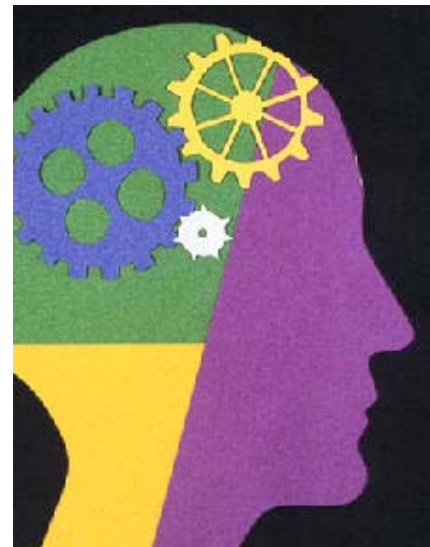


A Brand is a **distinguishing identity** and **promise** which **benefits** the **customer**.



## Concept: Positioning

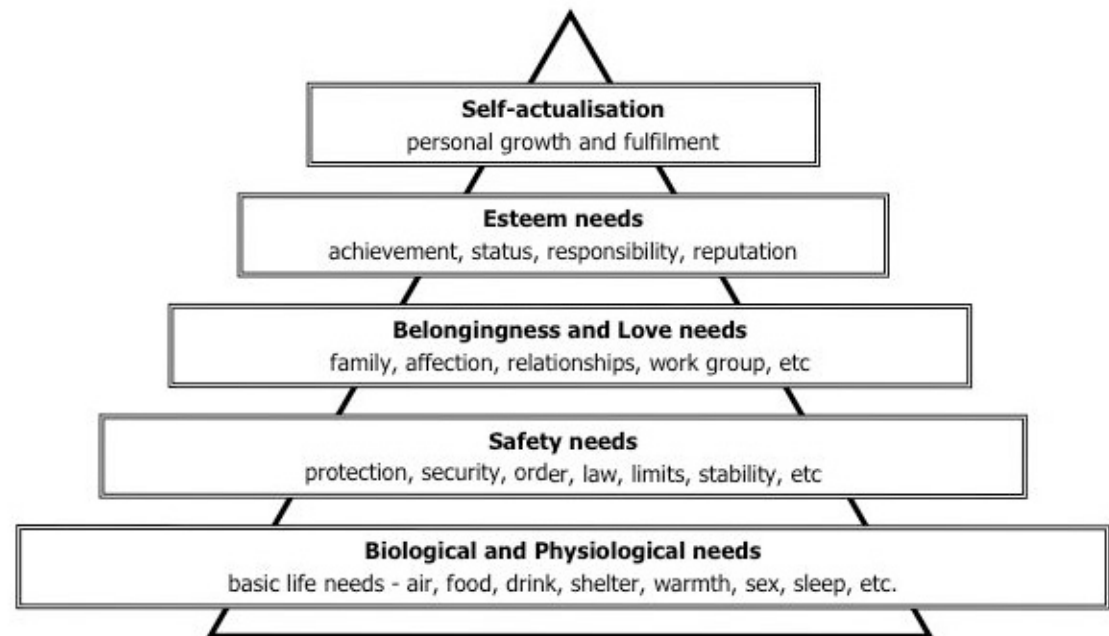
Very simply, positioning is the “space” a brand occupies in the consumer’s mind. For a product to become a successful brand it must be meaningful to the consumer. It must fill a real need and make an emotional connection. It should also be sufficiently different from the competition, and capable of sustaining itself.





## Concept: BrandLaddering™

BrandLaddering™ is a proprietary tool the BrandWerks Group employs to identify unique brand benefits. Its roots derive from Abraham Maslow and his five-stage Need Hierarchy and behavioral research on human motivation.





## How BrandLaddering™ Works

Through in-depth, one-on-one interviews, we ask the brand's customers a series of repeated, *"Why is that important?"* questions to better understand how features of the brand "ladder up" to important benefits.

With responses, the brand ladders up through different benefit paths. As it does, we look for critical words or concepts that drive the brand. What's most important is that these drivers are unique and capable of differentiating the brand. The best and most differentiating "path" will provide the basis for brand positioning.

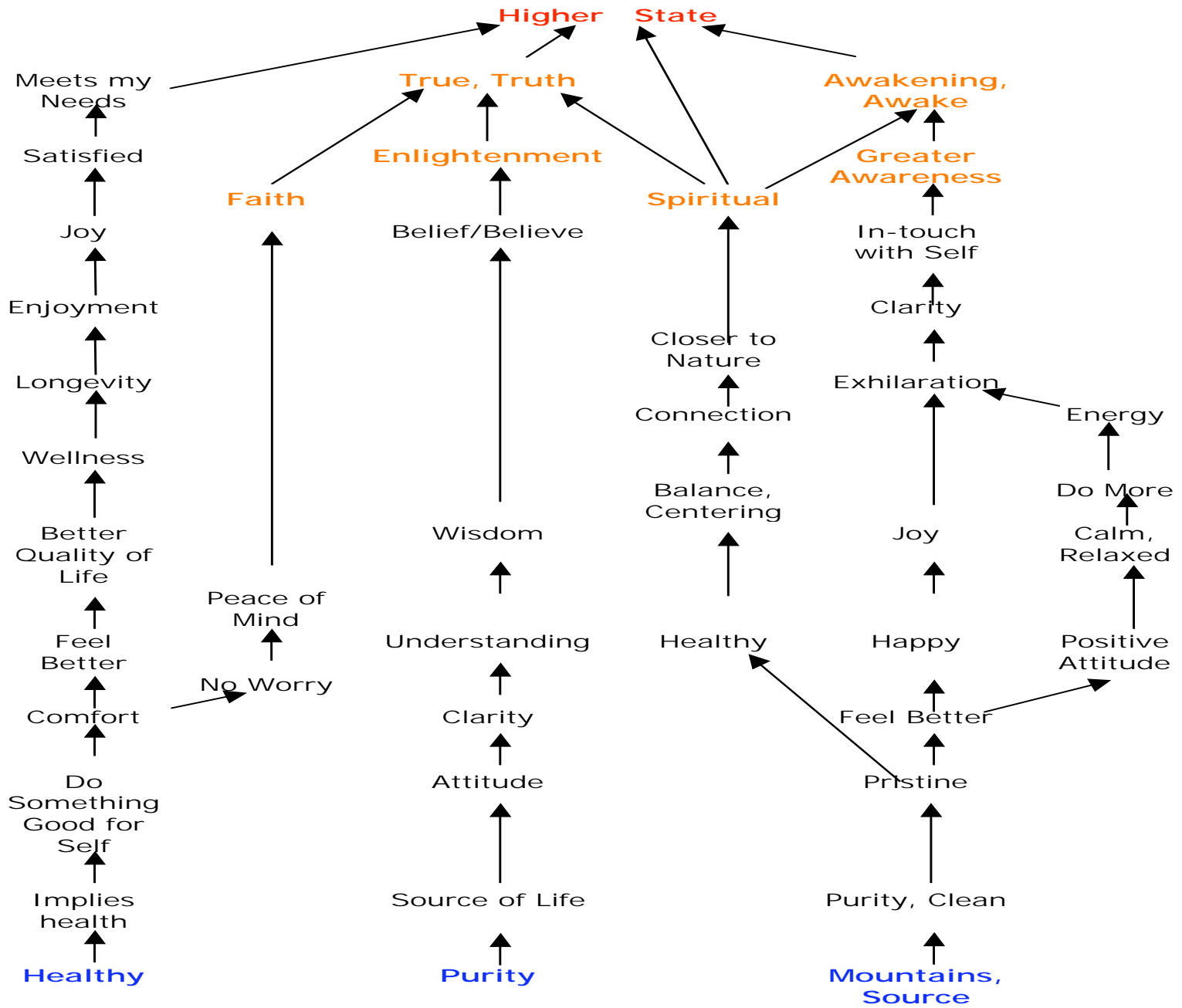




## Positioning Through BrandLaddering™



*Example:*  
Branding A New Bottled Water



Branding Bottled Water/ **BrandLaddering™**

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## Brand Differentiators



### Brand Benefits

True, truth, enlightenment,  
spiritual, awake,  
awakening, faith,  
awareness

### Brand Difference

Simple, pure, true water



## New Brand: **illumine**<sup>TM</sup>

Communicates en**light**enment

### **Positioning:**

“illumine<sup>TM</sup> is pristine and simple, created only by nature. It comes from an ancient, mystical spring high and deep in the Rockies, a **special source of true refreshment that will awaken your senses and inner being.**”