

Brands that **Work**

Positioning Your Brand for Success

Steps to building a sound concept and strong shelf presence

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BRANDWERKS



“If a product is not a brand, it is a commodity.”

– Michael Lieberman, founder and president, Multivariate Solutions



Agenda



Brands that Work

- 1/ The Brand
- 2/ The Package
- 3/ Concept to Consumer



1/ The Brand

A Simple Definition...

Chiquita!

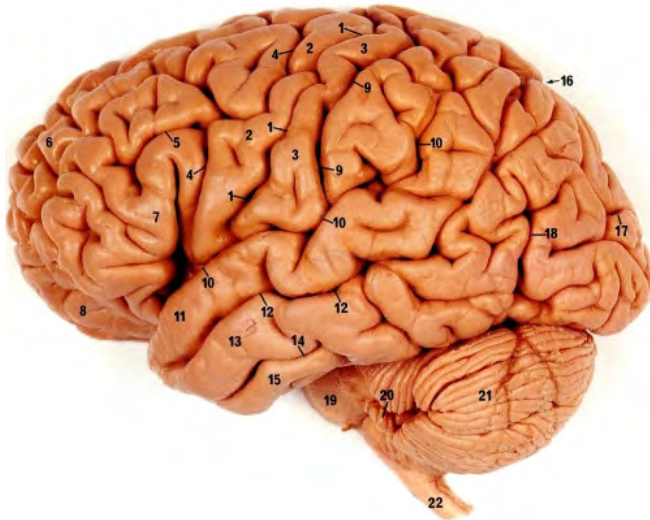


A Brand is a **distinctive identity** and **fulfilled promise** which **benefits** the customer.



Brand Positioning

The “space” a brand occupies in the consumer’s mind



Brands are determined by their **Unique Selling Proposition** (“USP”):

- Different, Interesting
- Competitive advantage
- Durable, lasting
- Converts **Features**...to meaningful **Benefit(s)**



Positioning Statement

You can always count on Rocky Ford Cantaloupes™ to be **sweet and juicy**. It's been that way for 125 years. Maybe it's our higher altitude or our perfect growing climate of hot days and cool nights. Maybe it's the extra care we go through to ensure quality and safety. Whatever it is, one bite and you'll remember what it's like to be **happy and experience the goodness of life on the farm**.



Positioning: Converting Features to Benefits



The Brand Benefit: Up the Ladder



Brand Laddering

A simple technique that **“ladders” brand features up, into meaningful benefits**

- What does your brand do best?
- Why is that important?
- ...and why is that important?

Here's an example...



Brand Laddering (Gina Cucina Soups)



Gina Stryker. Inspired



Brand (before)
Simply homemade

- Q. What do your soups do best?
A. Our soups are homemade, fresh and natural.
- Q. **Why** is that important?
A. Because we make them with wholesome ingredients and with lots of care and **love**.
- Q. And, **why** is that important?
A. Because we want to share our love to **nourish and sustain you and your family**.
- Q. And, **why** is that important?
A. Because that will...

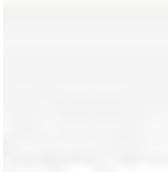


The Brand Benefit



“...warm your soul”





Key:
End Result
Brand Benefit
Brand Driver
Differentiators
Core Feature



Brand Ladder



Your Vision is Very Important!



Image and Personality:

- Deep, brilliant colors
- Full of warmth
- Bursting with energy
- Abundant, nourishing
- Nurturing
- “Mother Earth”
- Caring. Puts family first.
- Real, honest, integrity
- Full of love

Positioning Statement



made with **love**

At Gina Cucina, we are passionate about food. Our soups are bold, vibrant, and abundant – bursting with garden fresh ingredients and inspired by the art of Florentine cooking and the savory flavors of Mediterranean cuisine. Each of our nutritious creations is handmade with care and love. We want to share that love to nourish and comfort you and your loved ones. Gina Cucina...foods that nourish and **warm your soul.**

....and also **Brand Story** and **Tagline**



Translating Positioning to Logo & Packaging



Gina Cucina: New Identity and Packaging



Result: A Well-Differentiated, Successful Brand



Gina Cucina: FedEx Small Business Grant Winner



2/ The Package



“73% of consumers rely on **packaging** to aid their decision-making process at the point of purchase.”

– *International Journal of Retail & Distribution Management*

Packaging and Rebranding

Mulay's Sausage



Packaging (before)

- Small Colorado company with limited distribution
- Excellent, quality products
 - Premium, 100% Natural
 - Gluten-free, Paleo, no sugar, no antibiotics, no nitrates
 - Consumer, trade acceptance
- ...but **sub-premium, generic branding and packaging**

Assess Your Strengths & Capabilities



- **Authentic.** Multi-generational recipes, and family heritage
- **Old World Artisan,** “product purity”
- **Highest quality.** “Best Damn Sausage”



Assess The Competition. Look for Opportunity.

Segment	Brands	Words that describe segment
Premium	<ul style="list-style-type: none"> Mulay's Aidells O Organics 	<ul style="list-style-type: none"> Black = premium Paper die cut = premium Strong, prominent branding Richer, saturated colors Simple, less is more Matte finish = premium Personality, story "Gift wrapped" quality Special, personalized, signed
Confused	<ul style="list-style-type: none"> Saag's Hillshire Farms Brat Hans Continental 	<ul style="list-style-type: none"> Confused Unappealing Natural? Weird colors
Low End	<ul style="list-style-type: none"> Johnsonville Boulder Sausage Canino's Caique Chorizo 	<ul style="list-style-type: none"> Standard Cheap (gold = gaudy) Generic packaging Fake Convenience Foam packaging = generic



“Competitive Packaging Sort”



Add Brand Positioning



“Mulay’ s is carefully crafted from old world family recipes. Since 1326, our Sicilian family heritage and our commitment to quality have endured. Always pure, natural, and gluten-free, Mulay’s will take you to **slower, simpler times** when food was made to be enjoyed, and family and friends truly appreciated.”



Plan Creative Direction

BrandBrief™	
TARGET AUDIENCE	Prima (HH & orient super)
BRAND POSITIONING	Frasche more stim mom
BRAND DIFFERENCE	Tradit
DESIRED PERCEPTIONS	A fres
SINGLE KEY CONSUMER MESSAGE	Artist
BENEFIT SUPPORT	<ul style="list-style-type: none"> • • •
BRAND IMAGE	(Choc) Simplicite, authentic quality
BRAND CHARACTER	Feminine but versatile
EXECUTIONAL CONSIDERATIONS	<ol style="list-style-type: none"> 1. 2.
CREATIVE/LEGAL MANDATORIES	Branding/Packaging: <ul style="list-style-type: none"> • Prominent "Frasche" branding • UPC symbol • Product story copy area

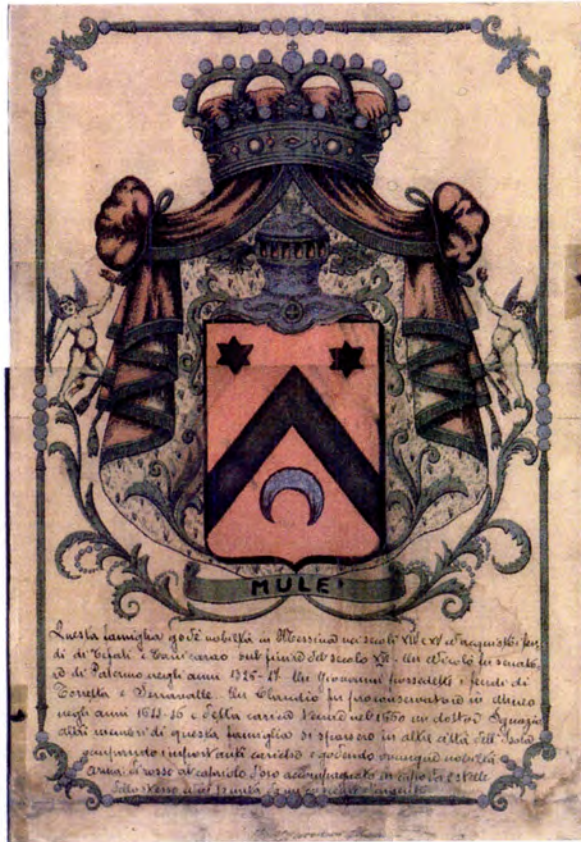


BrandBrief™

- The **brand's résumé**
- A detailed creative brief
- “Ready-Aim-Fire”
- **Strategy first...** then design
 - Get it right the first time
 - Save time, money!



Bring the Brand to Life



Mulay Family Crest – 1326

Capture the Brand Essence

Image:

Old World flavor. Passage of time, enduring. Simpler times, appreciation of heritage, ancestors, tradition.

Character:

Family. Craftsman, Artisan. Warm, Inviting.



Translate the Brand Strategy: Identity/Logo



MULAY'S

Old World heritage made relevant.
New brand identity



Translate the Brand Strategy: Packaging



Packaging (after)



Good Packaging Sells!



“As I left the appointment the buyer couldn't say enough about the great packaging. I hear it all the time! Business is good, we love our branding and packaging.”

Loree Mulay Weisman, Owner, Mulay's Sausage



Brands Evolve. Refresh Over Time.



Adapting to shifts in consumer needs
and purchase behavior



Standing Out on the Shelf



(About **7 seconds** to be exact!)

“Your **brand must stand out** to get noticed. Many of our shoppers make their purchase decisions in seconds, not minutes.”

– *Whole Foods Market buyer
(at food producer seminar)*





Café Spice. Authentic Indian food in search of a new image, and packaging that stands out.



Packaging (before). Does not stand out. Confusing.
Weak branding. Generic look. Low appetite appeal.

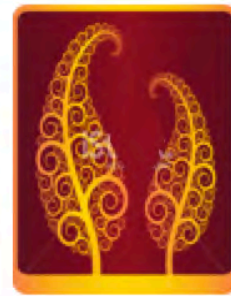


First...Positioning

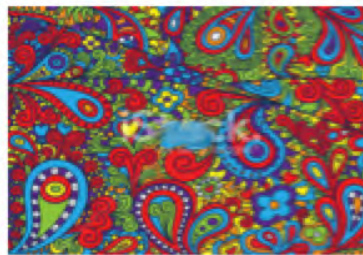
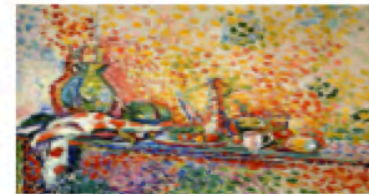


Welcome to Café Spice. From our roots in India, to distant country shores, we have pursued our passion for authentic food. Food that's spirited and savory – unique creations from unusual, far away places. Now, we'd like to share these discoveries with you and take you to new destinations. Café Spice...a taste experience that will add **spice and richness to your life.**





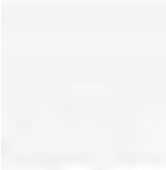
**ENRICH™
YOUR LIFE!**





After: Packaging that **spices up your life.**







Result: Now a National Brand



3/ Concept to Consumer



“As big as we are, our shelf space is tight. For us to take on another item, something has to come off the shelf. Your brand must offer more; it must **be better**”

– *Jim Shpall, Applejack Liquors*



A “Saintly” Brand Refresh



St. Kathryn Cellars

- Colorado fruit wines
- Excellent quality
- Market leader, but declining sales
- Dated packaging with confusing typography and imagery
- No appetite appeal. No brand promise.
- **Low perceived value (\$8-\$9) vs. actual shelf price of \$15-\$17**



Competition. Promising Refreshment



St. Kathryn Cellars: The *only* fruit wine brand without any fruit on the label.



Brand Positioning



The fruit that's fermented into this wine is authentic. It's real, and mostly fresh-picked from nearby orchards. It's **orchard fresh**.



Front and Back Labels



St. Kathryn Cellars



APPLE BLOSSOM
authentic fruit wine

St. Kathryn Cellars

APPLE BLOSSOM is sweet, delicious and refreshing. It blends the tartness of Granny Smith apples with the softer, juicier flavors of Gala, Golden Delicious and Fuji varieties. Enjoy chilled or pair with pork, sharp cheeses and many desserts.

St. Kathryn Cellars stands at the gateway of Colorado's fruit and wine country. Since 1999, we have produced intriguing, award-winning wines that capture the soul of fresh flavors from the garden, orchard and vineyard. Made from 100% premium quality fruit, grown and vinted with care.

Produced & Bottled By
ST. KATHRYN CELLARS
785 Elberta Avenue, Palisade, CO 81526
stkathryncellars.com | 970.464.1300

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

100% APPLE WINE
ALC 12% BY VOL
CONTAINS SULFITES





Before



After



St. Kathryn Cellars



New Distribution



Costco. Uniqueness sells!

Focus on Trial. Always.

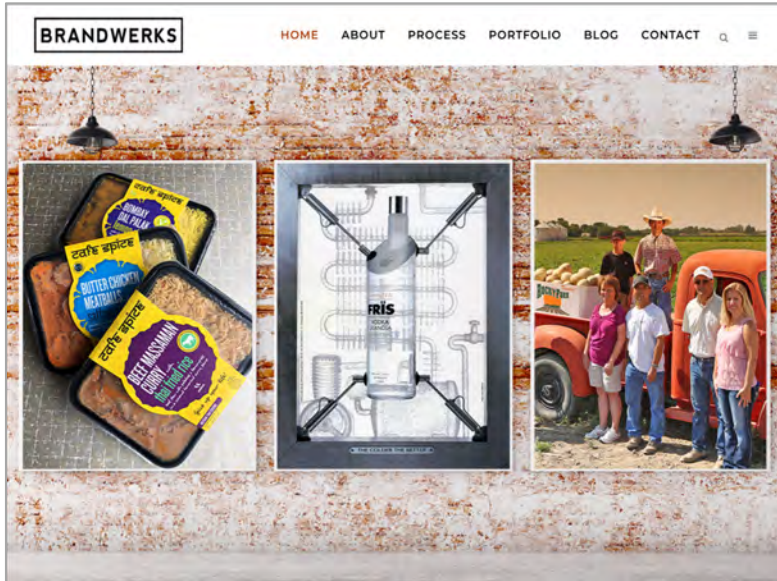


Costco Demo/Road Show

- About 20% of a brand's volume is trial...
- ...80% is repeat
- Losing your franchise through "repeat decay" is a constant reality
- The goal is to keep getting consumers into your brand....So **always focus on trial.**



Brandwerks: Full Service Brand Development



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- Business Strategy/Planning
- Legal (Securities, Patents Trademarks)
- Brand Creation
- Packaging Design
- Graphic Design
- Advertising/Media
- Public/Media Relations
- Sales & Distribution Services

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Brands that **Work**

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