



BRAND POSITIONING

CONSIDER THIS ...

IS THE POSITIONING

of your brand resonating with consumers? Is it powerful enough to drive action or even the correct positioning? Is your brand who you think it is? Your brand has its place and the words you use to describe it are weighing in emotionally with your customers, helping them differentiate, and ultimately decide to ponder, use or look elsewhere.

HOW QUESTER LOOKS AT BRAND POSITIONING

To deeply understand the world of your category and how your brand stands out amongst competitors requires a key element of research in order to develop an effective strategy. The most crucial aspect to this study is fully appreciating the functional and emotional connections that consumers have with your brand.

This is known as benefit laddering. It builds through a qualitative exercise that identifies the features of a product or brand that are important to an individual, the personal benefits those features provide, and the inherent emotions that are driven by those benefits. And it leverages the stories and experiences that represent this brand in the lives of the consumer.

The Quester difference from traditional laddering is scale. Quester's proprietary approach constructs benefit ladders through interviews with hundreds or thousands of people. Quantified linguistic analysis is then conducted to show which product features and emotional benefits are the strongest for resonating with your consumer.

WHY QUESTER

Quester's positioning approach identifies the ideal position within the overall category. The research identifies where each brand sits within the category and the words and thoughts that are the relationship to the ideal positioning. Most importantly, it provides consumer-inspired action items for what your brand must communicate to reach the ideal positioning.

- Qualitatively define brand attributes through hundreds of consumer conversations versus selecting from a closed end list.
- Use linguistic analysis to map where each brand sits within the category in relation the "ideal" position in the mind of the consumer.
- Provide consumer inspired communication to show how to reach the "ideal" brand position.
- Create different ladders based on profiles/ages/life stages.

