

# Brand Key:



## Values & Personality

Values describes what the brand stands and believes in. Personality describes how the brand behaves.

## Reasons to Believe

This is the evidence of why the brand is better than its competitors. Could be superior product details, expert endorsement, or an emotional reason related to the values of the brand to its heritage.

## Essence

This distils the brands positioning into one clear, defining thought.

## Benefits

These describe the ways in which the brand solves consumer problems or offers an improvement in some aspect of their life, the reasons to buy. Brand benefits will be functional, emotional, and/or sensory.

## Discriminator

This expresses the single most compelling reason for the consumer to choose the brand. Selected from all the elements of the Brand Key (but not using them all). It expresses in one brief sentence what gives the brand its competitive edge.

## Insight

That one aspect of all you know about the consumer which shows you how the brand can best solve a problem, or create an opportunity, for them. The insight is specific to the competitive situation, and to the target.

## Competitive Environment

The choices available to the consumer with which the brand competes. It is not a description of the product category as defined by ourselves, research companies or our retail customers.

## Target

Chooser of the brand, who may be the buyer of the user. This is the person for whom the brand is - or wants to be - the first choice. The chooser should be defined in terms of attitudes, behaviour and values as well as in socio-economics. Sometimes it will be helpful to specify the situation in which the brand will be the first choice.

## Roots

The set of values or facts that build the foundation of the brand.