

The 3 Steps to Brand Building



By Peter Leighton



In a retail store, the average consumer is bombarded with over 50,000 products. Each one screaming out for attention. Many clients want to know, “how do I build a brand in such a cluttered market”?

*Getting onto the shelf
is the easy part.
Engaging your
consumer is another
issue.*



There are many dimensions to building a relevant brand. And there are many commercialization strategies, each presenting opportunities and obstacles.

We’ve advocated innovation, segmentation and engagement. But at the core of a successful brand is a relevant and differentiated solution for the consumer.

Here are the three basic steps...

Step 1

Position



In the context of the consumer's environment, the first task is to attract attention and define a position that makes sense and offers value. In most retail environments you have about 1.5 seconds to do so.

This is the Brand Platform.

It must convey a compelling reason why the brand exists and should be considered.



The women's nutrition bar.

Step 2

Engage



Now the brand must provide a reasonable justification for the consumer to invest in the purchase. This deeper reason should connect with the target consumer's values or beliefs. In most retail environments you have about 5-15 seconds to do so.

This is the Product Proposition.

It must validate the Platform and substantiate the brand's value vs. other options.



Step 3

Deliver



Success happens when the brand is in integrity, when it delivers or exceeds the consumer's expectations.

Now is the perfect opportunity to create real brand advocates, by providing incremental benefits.



Abunda is an integrated consulting group, designed to offer top tier management and strategic solutions to growth-oriented companies. Our mission is to drive value through innovative market approaches and increased profitability. Abunda delivers solutions for the life sciences, health & nutrition and functional foods markets.



Insightful enterprises are looking for more thoughtful solutions. Looking at the market in a different way. Creating meaningful connections with consumers.



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