

# Hansa Brand DFFRNT<sup>TM</sup>

## Systematic Discovery of Ownable Brand Attributes

Brands need to ensure they are distinctive and set apart in customer-valued ways from competitive offerings. The pervasive question is: "What can the brand stand for that is unique, valued, and ownable?" Companies in such situations ask:

- What does the current brand stand for?
- How do customers and prospects see the brand?
- Is the brand preferred versus competitors?
- What characteristics are associated with competitors versus the company's brand?
- What attributes are ownable and can be claimed by the company's brand for competitive advantage?
- What can the company do to deliver on the ownable attributes?

Brand DFFRNT<sup>TM</sup> recognizes that differentiation can come from several variables: the product itself, its application, service dimensions, packaging, tone of voice, the consumer segment and the attitudes that it represents, process of delivery, customer recognition and loyalty, pricing, and distribution.

Isolating the point of differentiation requires the identification of the relevant intersecting point between the customer's context (social, cultural, personal or any other) and the specifics of the offer within the larger competitive environment. This is done through research to identify which attributes are associated with which brand, followed by the development of multiple concepts, in words and pictures, which are tested among appropriate audiences. The preferred concept is then developed into brand positioning communications and a plan of action to deliver it in the customer experience.

The result is a set of validated choices on points of differentiation that can be acted upon, for superior results. Attention is devoted to attributes that are most valued by customers, gaps in current offerings against those attributes, and opportunities to develop a unique brand position that yields competitive advantage and brand preference. Summary steps in the process include the following:

1. Internal review of current brand positioning and marketing strategy
2. Review of competitor brands to isolate positioning and message points
3. Development of a battery of potential brand attributes for testing
4. Testing of brand attributes to discern which competitor owns which attributes, and the attributes best owned by the company
5. Development of final concepts in actionable form, with words and images, for selection and development
6. Preparation of a practical plan of action steps to execute the brand position both internally and externally

The Brand DFFRNT<sup>TM</sup> process provides the following deliverables:

- Perceptual map of brand attributes associated with various brands of interest
- Assessment of the strength of association of attributes by various brands
- Identification of the unique space and attributes open to the company
- Development of the brand attributes into executable concepts
- A practical plan to develop and implement the selected concepts

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*

