

Hansa Brand Promise Development: Clear, Research-based Method to Brand Positioning

Simply put, a brand is an indelible impression. The task of branding is to create that impression by having a very clear, simple proposition that is relevant to the target audience.

This simple proposition is the essence of the brand; it is what we want the target audience to recall and to have mentally “available” whenever they think about a product or service to which the brand applies.

Beyond this essence, any brand has a more rounded proposition, with a personality that says who they are, core values demonstrated to the customer, and a set of cognitive and emotional benefits that resonate for the audience. We look for opportunities to create head and heart bonds to the customer so that the brand can connect to the customer at both levels. We know from all the research we do that this combined head and heart appeal leads to the greatest attraction and loyalty to the brand.

Hansa employs a well-honed process for helping clients create their brand, their value proposition. We do this by understanding the company’s capabilities and the market’s needs, and the critical factors that drive customers toward purchase. Our consultants and researchers bring facts and data to the table on how the brand is currently perceived, attributes that are ownable and distinctive relative to competitors, and the strengths on which the brand can rest. And, we ensure the brand can meet the tests for successful brands.

From our research and consulting work in partnership with our clients, we create a brand promise and take it to additional steps to inform marketing and operational strategy. Our deliverables include optional value propositions and positioning statements and concept boards. Once a value proposition is agreed to we can further assist with the development of marketing communications support materials like communications matrixes or briefs.

Underlying our approach to brand positioning is solid research on customers and the market, with state-of-the-art analytics and research methods, including both qualitative and quantitative techniques.



Hansa has worked with the world’s leading brands to support their brand evolution, including:

- Brand promise and value proposition development for a major global insurer.
- Brand pillars development for a major medical device company.
- Brand evolution for a global IT consulting firm.
- Revitalized brand development for a leading business-to-business services firm.



- Creation of innovative new brand positionings for a leading Internet retailer.
- Master brand development for a consumer financial services provider.

The Hansa difference: Hansa specializes in brand and the customer experience. We bring key strengths in areas critical to clients in obtaining business results:

- ✓ Deep understanding of the psychology of human interrelationships.
- ✓ Senior-level consultants with decades of experience working with the world’s leading firms.
- ✓ Leading edge thinking on what makes for powerful customer experiences and brand loyalty.