


THE BRAND IN A BOTTLE

THE EVOLUTION OF THE BRAND POSITIONING
TOOL AT HEINEKEN



“We are seeing the rise of the considerate and conscious consumer and this signals that brands will be chosen more and more for value and values”

Conny Braams (Unilever)
WFA GLOBAL MARKETER OF
THE YEAR

73% THINK

**BRANDS MUST ACT NOW
FOR THE GOOD OF
SOCIETY & PLANET**



53% ARE READY TO
PAY MORE FOR A BRAND
THAT TAKES A STAND ON
ENVIRONMENTAL AND
SOCIAL ISSUES

PURPOSE AMBITION



MATTER MORE

IMPACT MORE

Source: Kantar Purpose 2020

EVERGREEN PROVIDES THE RIGHT FOUNDATION

TO WIN THE HEARTS OF CONSUMERS

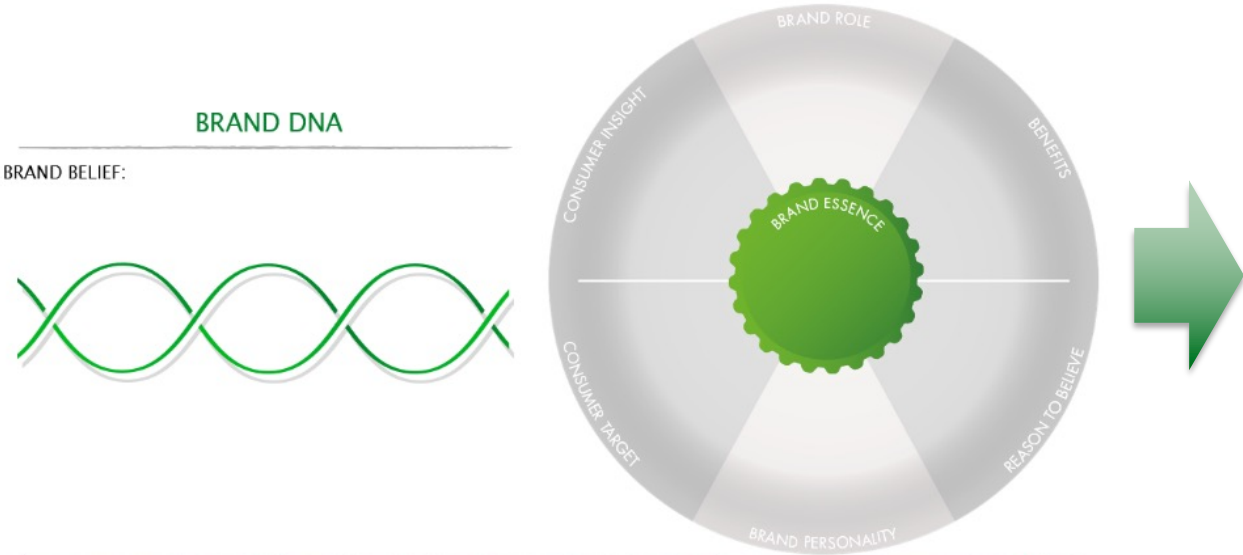


EVOLUTION OF THE BRAND IN A BOTTLE

FROM BRAND ESSENCE TO BRAND DNA AT THE CENTRE

FROM

Brand DNA outside of the Brand in a Bottle and the Brand Essence not being used as such.



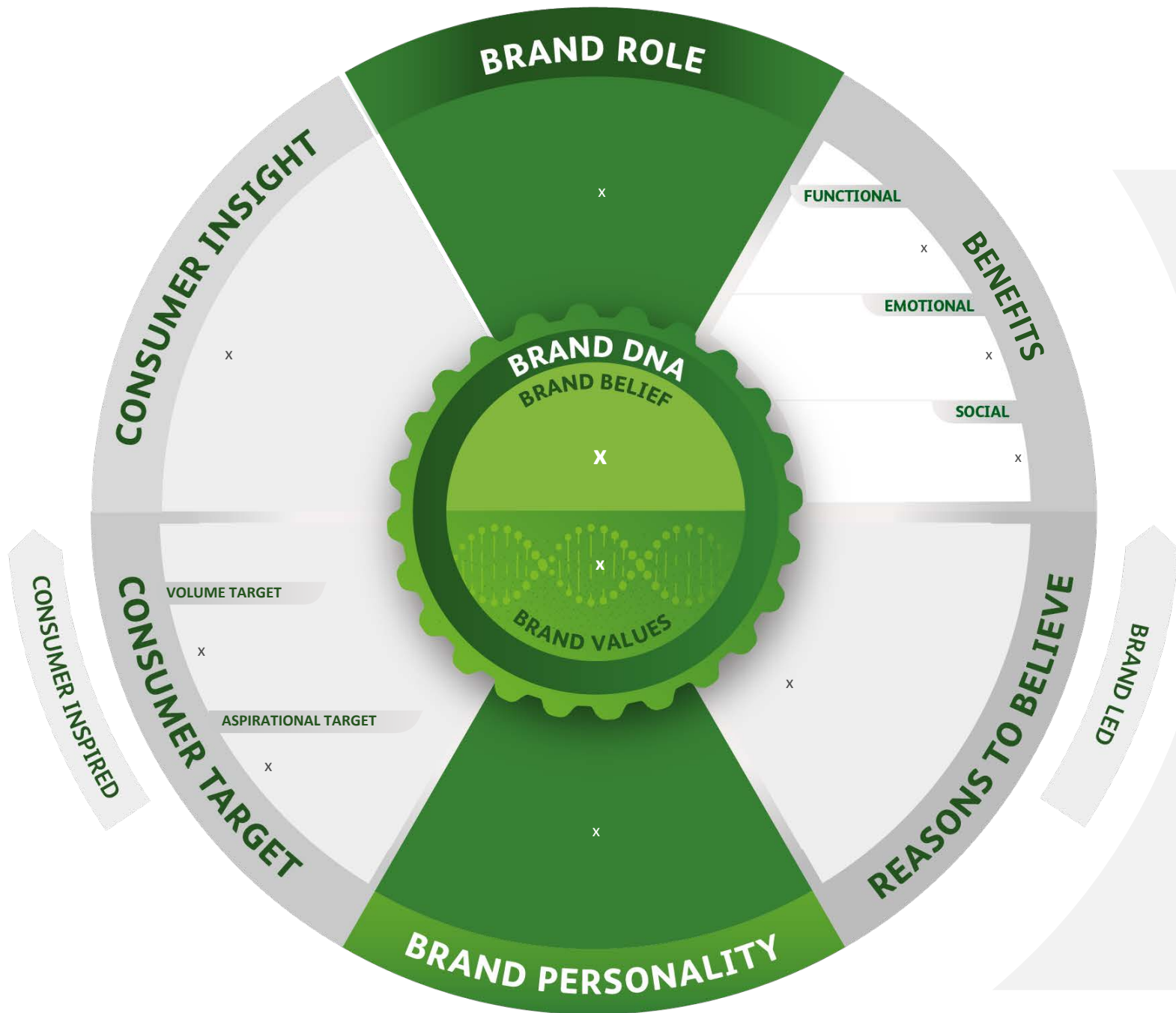
TO

Brand DNA at the centre of the Brand in a Bottle.



BRAND NAME-OPCO

ADD SUBTITLE



Placeholder for brand idea and tagline input.

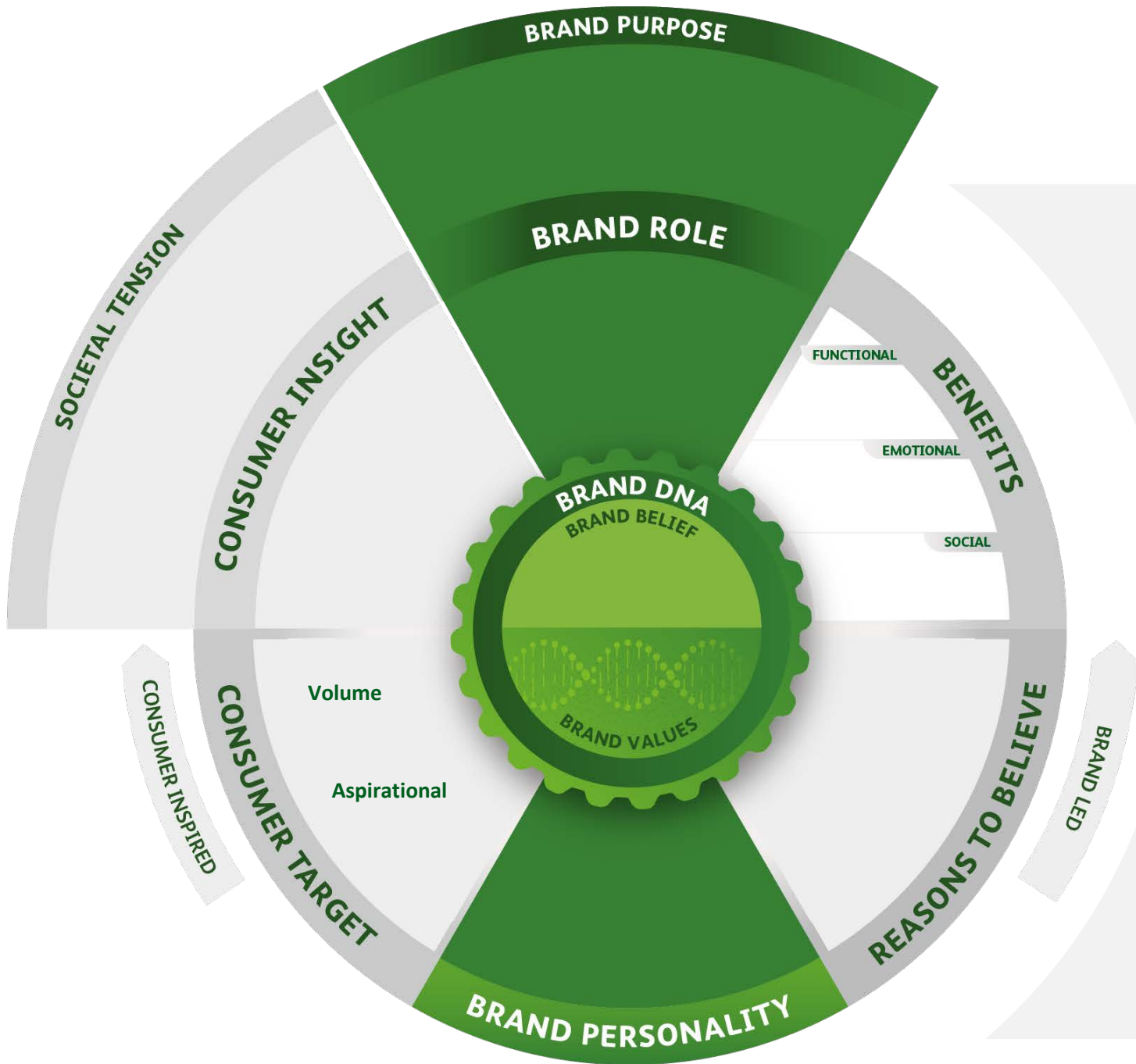
BRAND IDEA: TYPE IN HERE

BRAND TAGLINE: TYPE IN HERE

Placeholder for brand idea and tagline input.

BRAND NAME OPCO

BRAND IN A BOTTLE



BRAND IDEA: TYPE HERE

BRAND TAGLINE: TYPE HERE

CONFIDENTIAL

ZAGG

ENERGY MALT



WHEN LIFE ZIGS WE BETTER ZAGG



DEFINITIONS

Target Consumer

The who we target with our brand

Consumer Insight

A compelling statement that captures the heart of target consumer's motivations.

Brand Role

The unique role the brand plays in the life of its target consumer. It is rooted in the consumer insight.

Brand DNA

The Brand DNA is composed of two parts. The Brand values (captured in the helix) and Brand Belief. The Brand Values are the key principles that guides the Brand Behavior from within. The Brand belief describes the conviction and point of view of the Brand that should appeal to its consumers

Benefits

The differentiating functional, emotional or social benefits that motivate purchase.

Reasons to Believe

The facts about the brand that give the authority to claim the benefits

Brand Personality

The aspirational personified characteristics of the brand

Brand Idea

The Creative Expression of what the brand stands for

Brand Tagline


The translation of the brand idea into a slogan or catchphrase

PURPOSEFUL BRANDS

Societal Tension

A statement that captures identified difficulty, tension or need in the society that the brand has the credibility to act upon

Brand Purpose

A clear expression of a brand's reason for existing in the lives of its consumers and in the society. It is the positive impact a brand makes in people's lives and the world they live in. It is rooted in the societal tension 

NEXT STEPS

2021



2022



Before SP
2023



All
OpCos

Localized archetype maps + Capability program WtP / HtW



THANK YOU