# 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**



COMPANY LED

**COMPANY LED** 

**GOES BEYOND THE COMPANY &** 

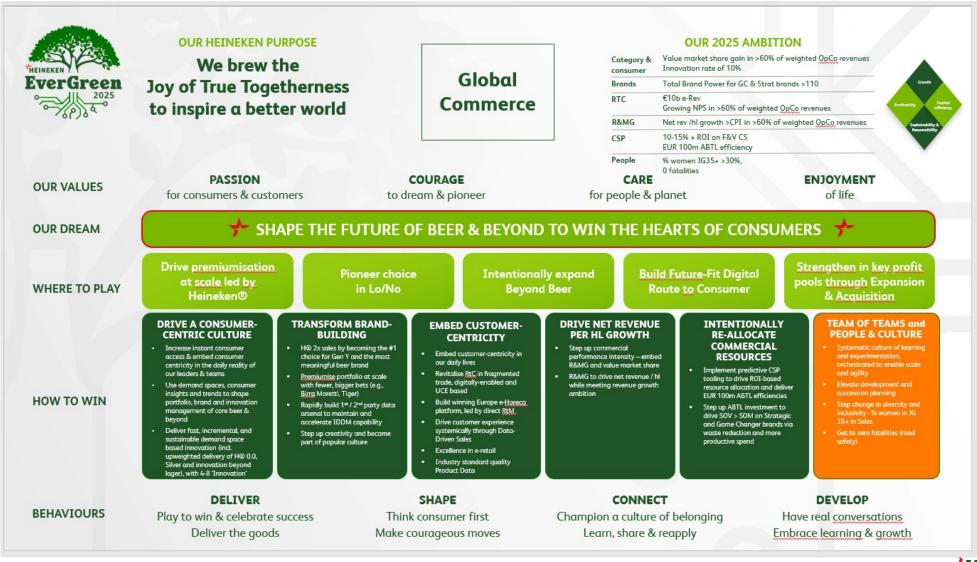
**IMPACT MORE** 

#### MATTER 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



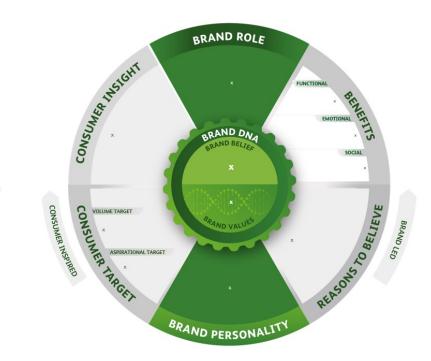


#### FROM

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

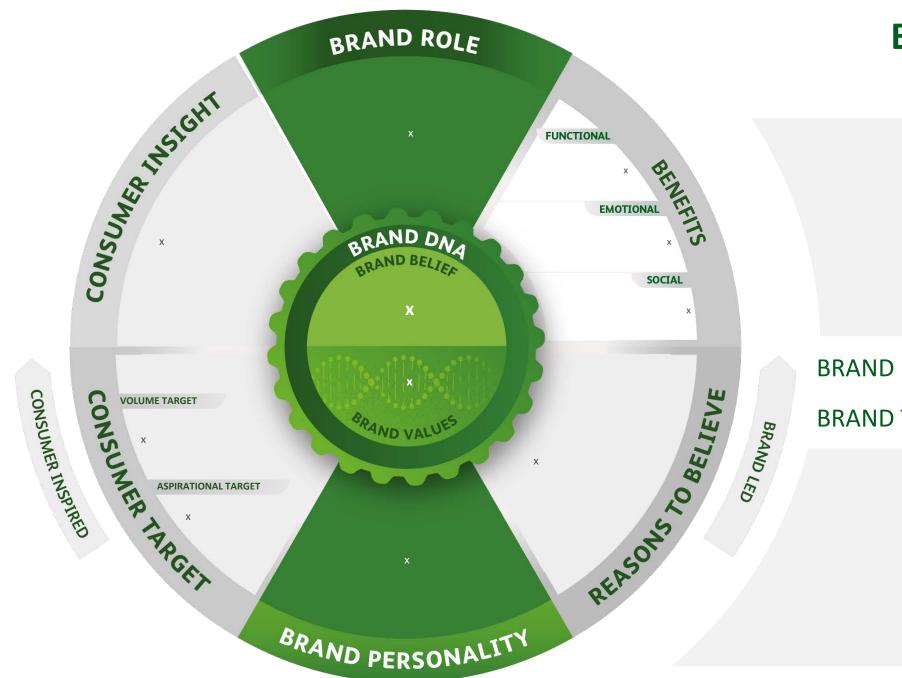
Brand DNA at the centre of the Brand in a Bottle.

TO







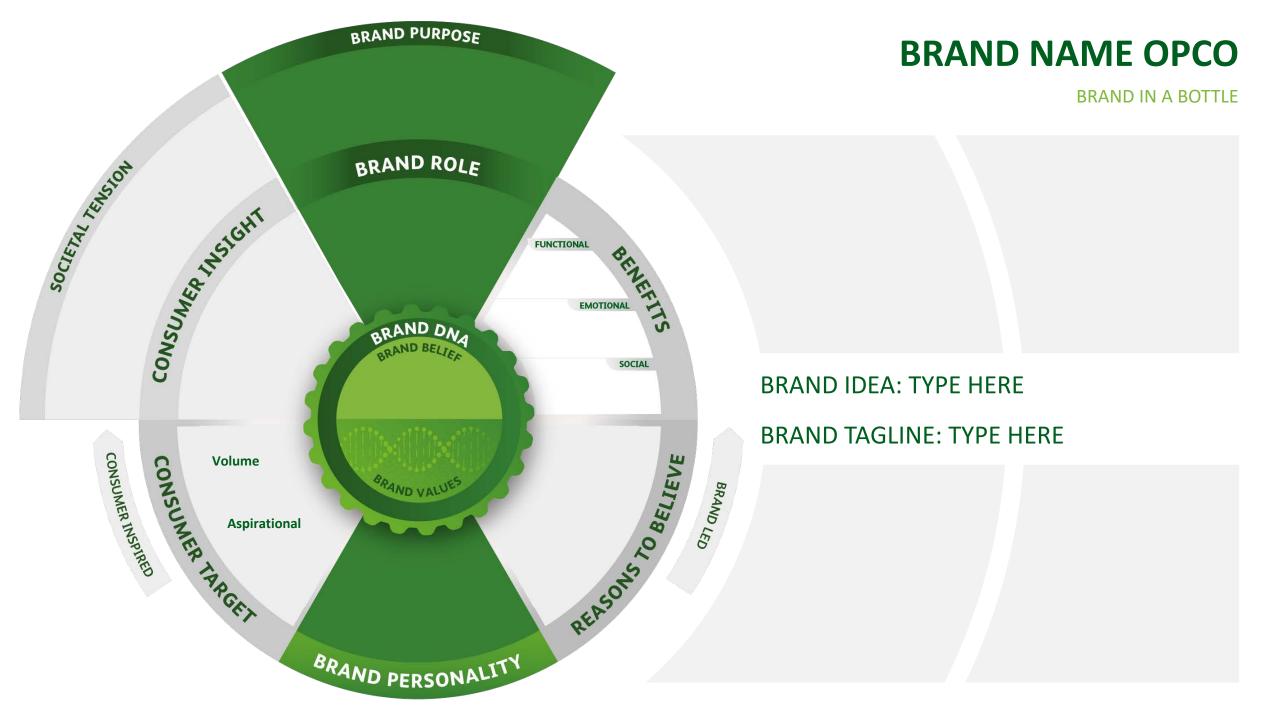


#### **BRAND NAME-OPCO**

ADD SUBTITLE

#### BRAND IDEA: TYPE IN HERE

#### BRAND TAGLINE: TYPE IN HERE





#### ZAGG **ENERGY MALT**



#### WHEN LIFE ZIGS WE BETTER ZAGG



#### BRAND PURPOSE

Zagg exists to inspire young people with the spirit and resourcefulness to find a way, their way.

#### BRAND ROLE

SNOT WATHSTERLY Zagg gives you the joy & power to hustle and keep moving FUNCTIONAL everyday Energy powered by malt My life is never a straight EMOTIONAL line from A to B. With Zagg I feel connected Its full of the highest highs and lowest lows BRAND DNA and strong I just have to keep BRAND BELIER moving, no matter what. Not just surviving but Zagg believes that with With a Zagg in hand I stand creativity & Ingeniuty anyone out from the humdrum of

can succeed

Creativity

BRAND VALUES

Resourcef Everyday dream chasers ulness

CONSUMER Resourceful 18-35 year olds who strive to work smarter as well as harder They are constantly taking inspiration from the world around them in order to chase their dreams. TARGET

SOCIETY LAND

to keep moving

CONSUMER INSPIRED

Optimistic Resiliant Confident Humourous SOCIAL

Rooted in the never

Static dynamism of the African Spirit

and full of youthful energy

BRAND PERSONALITY

Joy

REASONS OF SOL Inventive & innovative attitude

Uplifting, vibrant,

Energy fortied with vitamins & ginseng and with the natural nourishment of Malt BRAND LED

FUNCTIONAL

SOCIAL

life

1

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#### 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 <b>HEINEKEN</b> 10

#### **NEXT STEPS**











Localized archetype maps + Capability program WtP / HtW



## THANK YOU

