

Brand Proposition

Simple principles to help craft a strong Value Proposition



Value proposition

Once you've defined your brand's Mission & Vision as well as Values and Target Audience, the next step is to define your Value or Brand Proposition.

Don't worry if the articulation isn't very consumer-friendly – it is not something you'll share directly. Instead, it will be the base for all messaging routes that you'll develop on the back of it.

There are 3 key steps that will help you to nail your Proposition:

CONSUMER NEEDS

What is the consumer insights?
What problem or a pain-point consumers have?

SOLUTION

What are you offering to solve the problem or a pain-point?

How is it better or different from others?

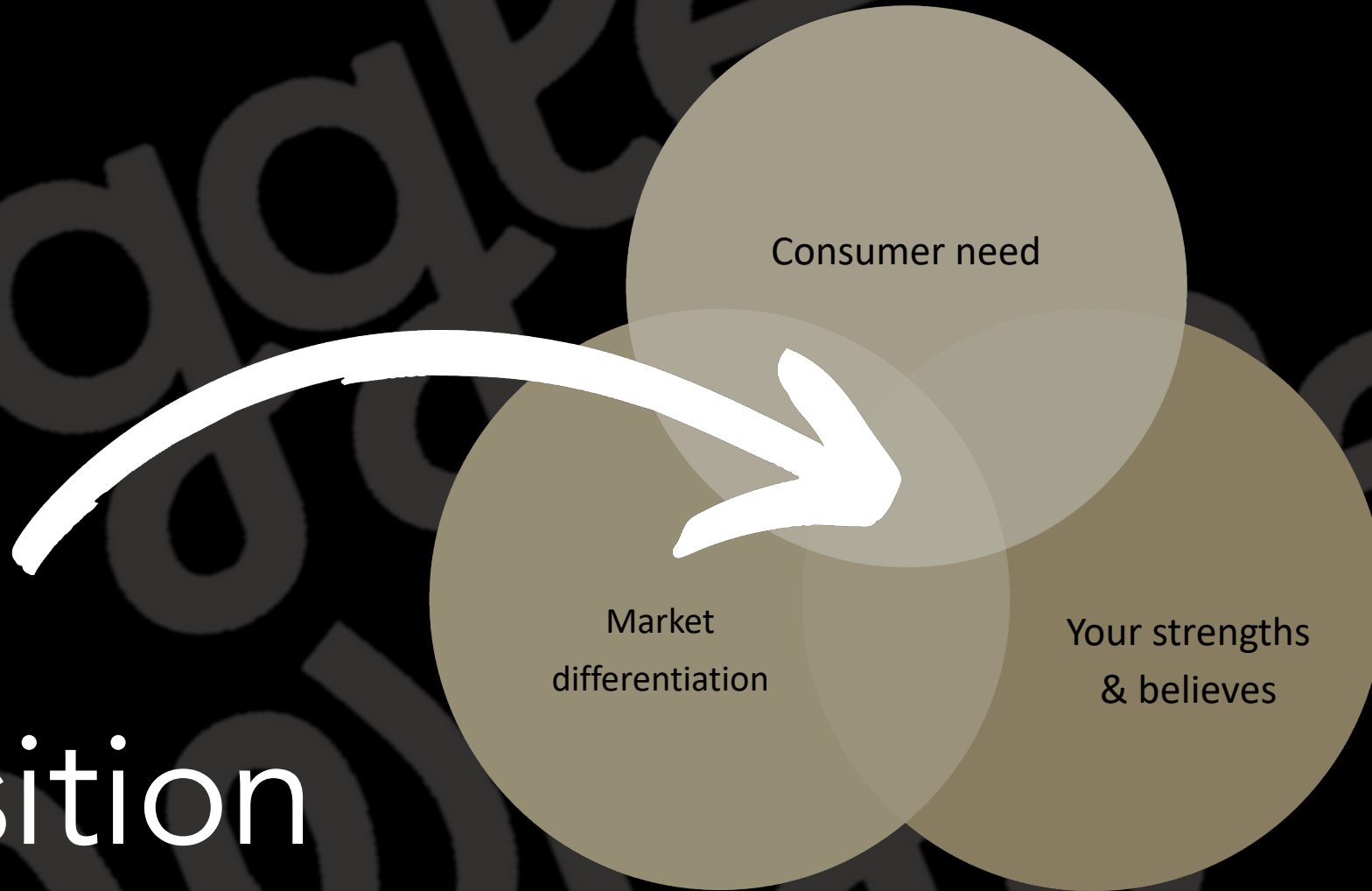
REASONS TO BELIEVE

What proof-points you have to substantiate your claims?



MESSAGING

Brand proposition



Differentiation

When thinking of differentiation it is important to understand what's table-stakes and what are things that are not only unique to you but also important to the customer.

Sometimes is helpful to think about those applying 3 different lenses:

FEATURES

What are the distinct components of the product?

BENEFITS

What does the product deliver over and above others?

EXPERIENCES

Are there any feelings or experience the product or service elicits?

Proposition vs.

NIKE

Mission Statement:

"To bring inspiration and innovation to every athlete in the world."

Proposition:

"Customizable performance or lifestyle sneakers with unique colorways and materials."

Message:

"Never done inspiring."
"Find your greatness."

Tagline:

"Just do it."

AIRBNB

"To create a world where anyone can belong anywhere."

"Airbnb exists to create a world where anyone can belong anywhere, providing healthy travel that is local, authentic, diverse, inclusive and sustainable."

"Keep travelling forward"
"Turn your place into profit."

"Belong anywhere"

Want to know more?

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