

Brand Positioning – Full Circle



Positioning Statement: Return to a natural way of living with foods as nature intended. Full Circle offers a lineup of safe, all-natural, certified organic products that deliver rich, great-tasting foods.

Tag Line: Return to a natural way of living

Brand Essence: Natural Harmony, Purity, Sustainability

BRAND SYNERGY QUADRANT

brand promise

Natural and Organic great-tasting foods and environmentally friendly products

retailer benefit

Offer solutions to a growing niche market for sales and profit enhancement

growth drivers

Be the destination for natural and organic products

consumer perception

Deliver healthy great tastes and innovative offerings

unique selling proposition

Natural and Organic products retailed at parity prices

BRAND STRATEGY DYNAMICS

target audience	Primary: Cluster 4 Secondary: Clusters 1 & 2
brand values	Wellness, richness, enhanced taste, environmentally friendly, on-trend, natural ingredients, unique, variety
brand attributes	Organic, natural, certified, provides lifestyle solutions, priced better than specialty stores
role within portfolio	To be perceived as a differentiating offering that capitalizes on and delivers against a burgeoning global trend
strategic role	Used to supplement primary brand and be positioned to meet the fastest growing consumer demands for natural and organic products.
pricing strategy	Same everyday price as the organic/natural national brand
competitive landscape	Brand offering to compete against specialty niche and health stores; Whole Foods, Trader Joe's etc.