

Brand Positioning – Top Care

TopCare

Positioning Statement: When you're looking for health and beauty products for your family, Top Care offers the quality and selection you expect from national brands, but at a better price.

Tag Line: Look Better. Feel Better.

Brand Essence: Holistic Care, Rejuvenation, Healing, Feeling Better

BRAND SYNERGY QUADRANT

brand promise

National brand equivalent or better

retailer benefit

Delivers improved profit while building and enhancing price image

growth drivers

Drive customers to think of Top Care as a first choice for HBC

consumer perception

To be trusted by the consumer to be equivalent in quality to a national brand

unique selling proposition

Equivalent product at value prices

BRAND STRATEGY DYNAMICS

target audience

Secondary: Clusters 1, 2, 3, 4 & 5

brand values

Trust, satisfaction, family needs solutions, loyalty, security, community, consistency, confidence, provides health and wellness

brand attributes

Consistent quality products, guaranteed, variety, FDA mandated equivalency, affordable

role within portfolio

To be perceived as great quality products that are trusted and preferred over national brands because of their dependability to deliver on their brand promise.

strategic role

National brand equivalent for HBC

pricing strategy

EDLP with limited high/low

competitive landscape

Multi-channel national brand equivalent competition against such retailers as mass, drug, supermarket channels