

Brand Positioning – World Classics



Positioning Statement: World Classics Trading Company is the brand for consumers that have a zest for living and a taste for pursuing the culinary adventure.

Tag Line: Beyond the Ordinary

Brand Essence: Unusually interesting and captivating, Unique, Tempting

BRAND SYNERGY QUADRANT

brand promise

Premium national brand or better

retailer benefit

Enhances Our Brand image, deepens relationship with consumers

growth drivers

World Classics becomes known as an affordable indulgence.

consumer perception

To be perceived as worldly, slightly exotic and premium in nature

unique selling proposition

Affordably premium

BRAND STRATEGY DYNAMICS

target audience

Primary: Cluster 4
Secondary: Clusters 1 & 2

brand values

Adventurous, Zest for living, Culinary curiosity, Inspiration, Aspiration, Devotion

brand attributes

Worldly, Sophisticated, Premium, Quality, Out of the Ordinary, Tempting

role within portfolio

To be perceived as unique and differentiating, while inspiring taste for adventure.

strategic role

Slight Our Brand image enhancement, delivery on “Wow” brand promise

pricing strategy

High-low with guaranteed price shielding

competitive landscape

Specialty Supermarkets, Sophisticated Traditional Grocers