



# How to Position a New Product

Client: Bissell

a leading floor care products brand

Goal: Position a ground-breaking product for successful introduction

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results -- significant, tangible, sustainable results. After all, your brand is like your body -- it's the greatest instrument you have -- but you've got to use it and keep it strong." -- Denise

## Assessment

**Assessment:** We shouldn't position our brand on product features alone since that leads to **copycats** and **cost comparisons**. We need to uncover the **underlying beliefs and attitudes** of a new target segment in order to craft a **persuasive and profitable brand platform**.

## Program & Plan

**Training Program:** Consumer Research, Brand Platform

**Training Plan:**

- **Craft** research approach for in-depth inductive inquiry:
  - **Use** deeper discussion, projective techniques, and visual exercises to get at underlying relationships with technology, new product idea, and brand
  - **Engage** participants as informants to our strategy development, instead of judges of positioning concepts
- **Utilize** online qualitative research methodology to execute cost- and time-efficient fieldwork
- **Apply** research learnings to identify brand archetype and develop brand positioning for new product



**New insights**

technology simplifies through enhanced functionality

"It organizes and centralizes everything I need... It is an ingeniously organized HUB of sorts that is better than any other organizing tool I've used."

"anything that allows me to multitask or make chores easier"

"a machine with a simple concept that achieves surprisingly much for its straightforward design"

## Result

**Result:**

*Breakthrough brand positioning grounded in rich consumer insight to drive creative development and product and marketing strategy*

