



# How to Increase Differentiation

**Client:** Nautica, a VF Corporation brand

**Goal:** Introduce a new fabric technology in order to increase perceived differentiation

"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

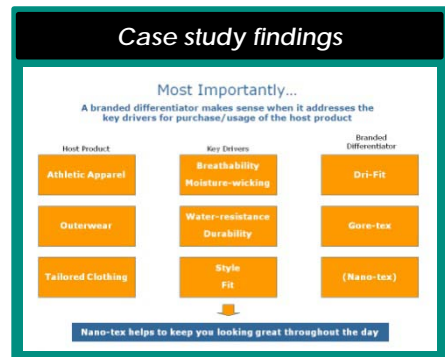
**Assessment:** We need to identify the most compelling benefits of the new technology

## Program & Plan

**Training Program:** Consumer Research; Brand Architecture; Brand Marketing

**Training Plan:**

- **Conduct** case study analyses of relevant technology- and "ingredient"-branding strategies
- **Conduct** qualitative research to explore:
  - **Consumer** acceptance of the concept
  - **The** degree to which it might impact purchase consideration
  - **Fit** with current Nautica brand perceptions
- **Develop** strategic marketing recommendations for introducing the new technology, including naming, in-store marketing strategy, communications, and marketing investment



## Result

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**Increased brand differentiation and improved brand perceptions across the board**

