

Developing a Needs-Driven Value Proposition



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Value Proposition Goals

- A **value proposition** is a statement that is intended to be shared with internal stakeholders and external partners to provide an understanding of the value a brand strives to provide to the market.
- To be effective, a value proposition statement should include:
 - Who is the target customer? (a meaningful description)
 - What is the target customer trying to accomplish? (jobs and relevant context)
 - When should the brand be considered? (competition and category frames of reference)
 - Why should the brand be chosen over alternatives (differentiating needs addressed) or why should a brand be selected for a category-level positioning?
 - How will choosing the brand help the target customer accomplish jobs of emphasis? (key discriminating features of an offering)

Example Value Proposition Pyramid

VALUE PROPOSITION STATEMENT	Nutrient-enhanced Nutrisodas are not only delicious, but they are also full of the right ingredients to renew, refresh, and revitalize the active, on-the-go lifestyles of individuals who want to look and feel young. They have natural fruit flavors, zero sugar and caffeine, and are filled with meaningful levels of amino acids, vitamins, and minerals to improve wellness with every sip.		
Target customer description	Active, young to middle-aged individuals who are environmentally conscious; Generally healthy and want to maintain health; Frequent snackers; More likely to eat fruits such as apples and berries		
High priority jobs / relevant context	Alleviate anxiety; Feel young and attractive; While on-the-go		
Points-of-parity jobs	Refreshing; Good taste; Natural ingredients; Available where they need it		
Competitive frame of reference	Other sodas; Drinks/snacks while on-the-go		
Core scenario messages	Energize me	Keep me disease-free	Keep me young
Specific jobs for differentiation	Stop feeling tired; Maintain desired energy levels throughout the day; Maintain concentration	Reduce the risk of cancer; Reduce the risk of heart disease; Reduce the risk of bone deterioration	Keep skin looking young; Prevent wrinkles; Keep joints well lubricated
Key discriminating features – reasons to believe	Energy-boosting ingredients such as amino acids L-Tyrosine and L-Carnitine, herbs such as Ginseng	Immunity-enhancing ingredients such as the amino acid L-Arginine, Vitamins A and E, and minerals such as Zinc	Age-defying ingredients such as the amino acids L-Lysine, L-Proline and L-Arginine, Vitamins A and D, and Green Tea
Key brand identity elements, e.g., logo, color, design	Bright color packaging; Fruit flavors; Commitment to environmental causes	Purpose brands, e.g., Immune, Radiant, Energize, etc. "They taste good and they're good for you."	Slender package design

