

BerkeleyHaas

Brand Strategy & Management,  
UGBA162  
Spring 2019

Positioning  
April 25, 2019

# The Snack Bar Aisle, Marina Safeway



What stands out:

- Deal driven
- Lots of options
- Some empty spots

# Product/Brand Comparison

	O Organics (Private Label) Chocolate Chip	Kashi Dark Chocolate Coconut	KIND Peanut Butter Dark Chocolate
# bars	8 @0.8 oz/bar	6 @ 1.1 oz/bar	5 @ 1.2 oz/bar
Price	\$2.99/box	\$3.50/box	\$3.98/box
\$/bar	\$0.37/bar	\$0.58/bar	\$0.79/bar
Features	<ul style="list-style-type: none"> <li>• “Chewy Granola Bars”</li> <li>• USDA Organic (Certified)</li> <li>• 100 calories per bar</li> <li>• 1 g saturated fat</li> <li>• 10 mg sodium</li> <li>• 9 g total sugars</li> </ul>	<ul style="list-style-type: none"> <li>• “Layered Granola Bars”</li> <li>• Whole Grains</li> <li>• 4g fiber</li> <li>• 3.5 g total fat</li> <li>• Non GMO Verified</li> </ul>	<ul style="list-style-type: none"> <li>• “Healthy Grains”</li> <li>• Good source of protein</li> <li>• Gluten Free</li> <li>• No Genetically Engineered Ingredients, non-GMO Verified</li> <li>• 100% Whole Grains</li> <li>• 5 Super Grains – Oats, Millet, Buckwheat, Amaranth, Quinoa</li> <li>• “Ingredients you can see and pronounce”</li> <li>• KIND community messaging (back panel)</li> </ul>

# KIND's Mission



## make the world a little kinder

We believe that kindness can change the world. That's why we're on a mission to make the world a little kinder and have been since we were founded in 2004. We call this the **KIND Movement**.

We all have the power to make a difference. Ready to get started?

**see how you can be KIND every day**

[REFRESH KIND TIP ↻](#)

Source: <https://www.kindsnacks.com/our-mission.html>

# Brand Vision?



## Capabilities:

What do we do?

## Personality:

What's our style?

## Internal Values & Culture:

Who are we and what will we never compromise on?

## Shared Values & Community:

What do we have in common with customers?

Rallying Cry:  
What does all this add up to?

Noble Purpose: How do we make customers' lives better?

Aspirational Self-Image:  
What do customers want their use of the brand to say about them?

# Brand Vision?



## ILLUSTRATIVE

### Capabilities:

Provide great tasting, better for you snacks from real ingredients you can pronounce

### Personality:

Smart, genuine, storyteller

### Internal Values & Culture:

High quality ingredients

Transparency (packaging, supply chain, economics)

### Shared Values & Community:

Connecting people promotes understanding and compassion

Rallying Cry:  
What does all this add up to?  
Celebrating and inspiring kindness

### Noble Purpose:

Helping make the world a kinder place

### Aspirational Self-Image:

I am conscious of my health and the health of the planet

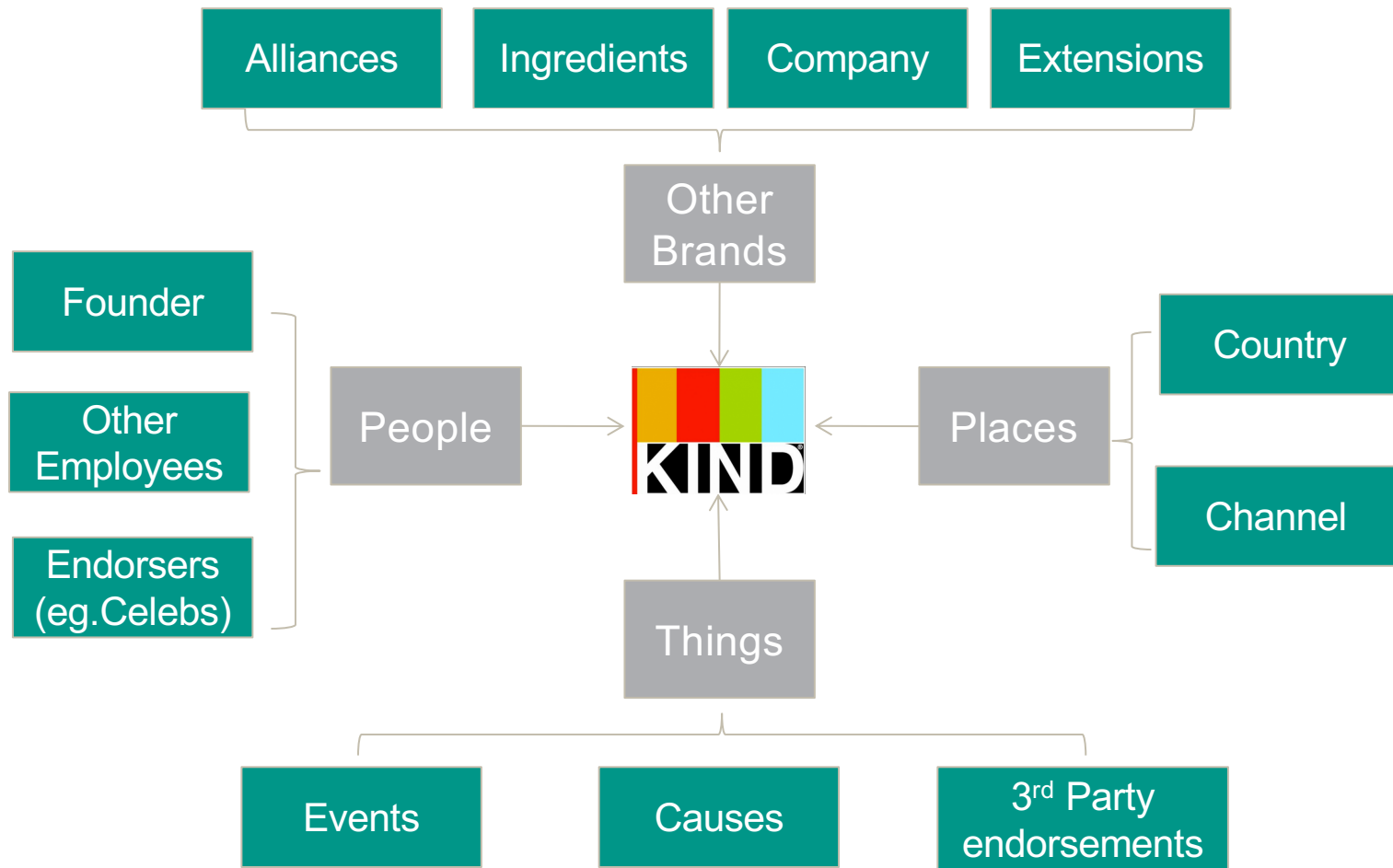
# Key Benefits?



## Benefits Hierarchy Framework



# Secondary Sources of Brand Knowledge





# Secondary Associations?



How is KIND leveraging these today? Can you think of other associations that would help them to activate their current positioning?

Association	KIND
Founders	Daniel Lubetzky –his story
Other people	
Geography	
Channels	Health food stores, Tech company snack areas

Association	KIND
Causes	KIND Foundation, Empatico
Events	Races
Other brands (with related or unrelated brands)	

# KIND's Positioning?



(from your own knowledge and experience)

**Target**

**Frame of Reference**

**Key Benefit**

**Reasons to Believe**

# Alternative Positionings Evaluation



Positioning Evaluation Criteria	Option #1	Option #2	Option #3
Key Benefit Recap			
Customer Resonance			
Strategic Fit			
Differentiation			
Credibility			