BRAND STRATEGY

How to Create a **Value Proposition** Like the World's Biggest Brands

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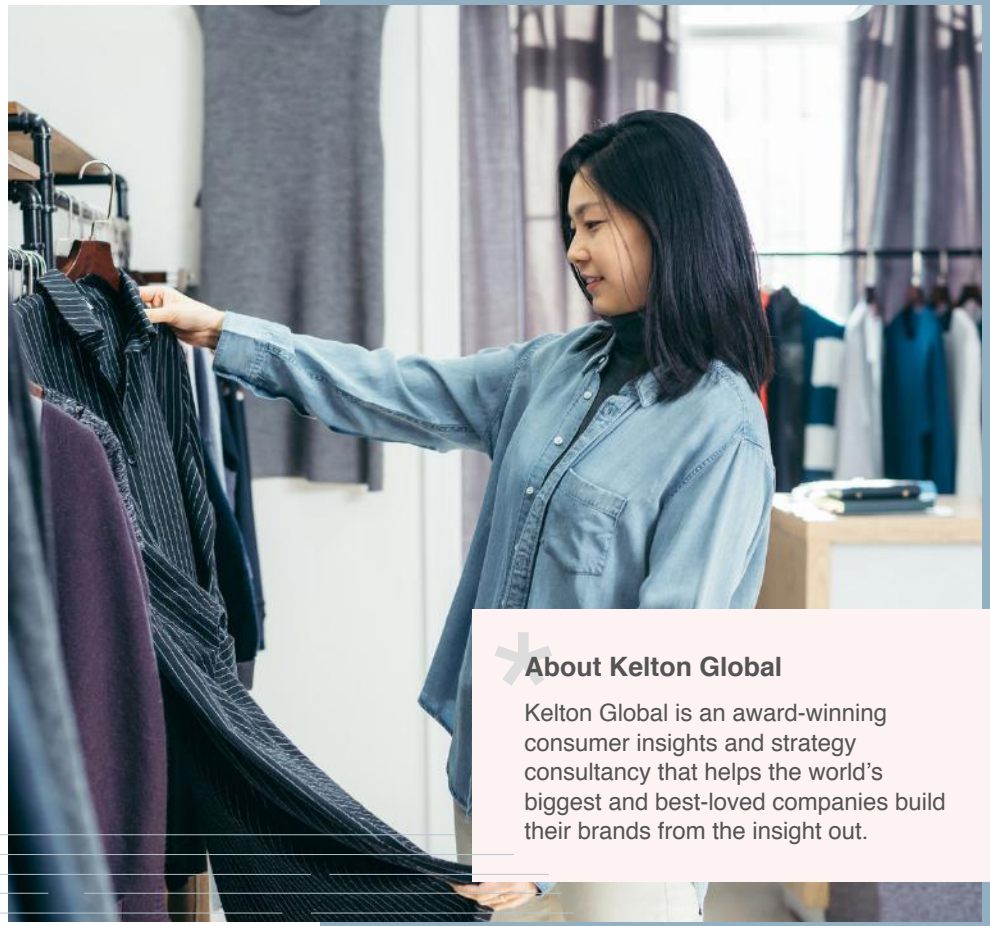
The unspoken question every consumer asks: Why should I choose your product or service over all the others?

Your brand's value proposition is the answer.

A great value prop is how you prove your worth to your customers — it's what makes your brand compelling and differentiated. Today, marketers are prioritizing value propositions because they're the most transparent and potent way to deliver messaging and experiences that earn consumer interest and trust in an age of unlimited choice. In the following pages, we'll teach you what makes a great value prop, and how the world's biggest brands and disruptive startups create and deliver them.



About Kelton Global

Kelton Global is an award-winning consumer insights and strategy consultancy that helps the world's biggest and best-loved companies build their brands from the insight out.

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At its core, a great value prop should tell busy people what you do and why they should care.

Think a short, simple articulation that informs your audience how your brand solves their problem or makes their life better.

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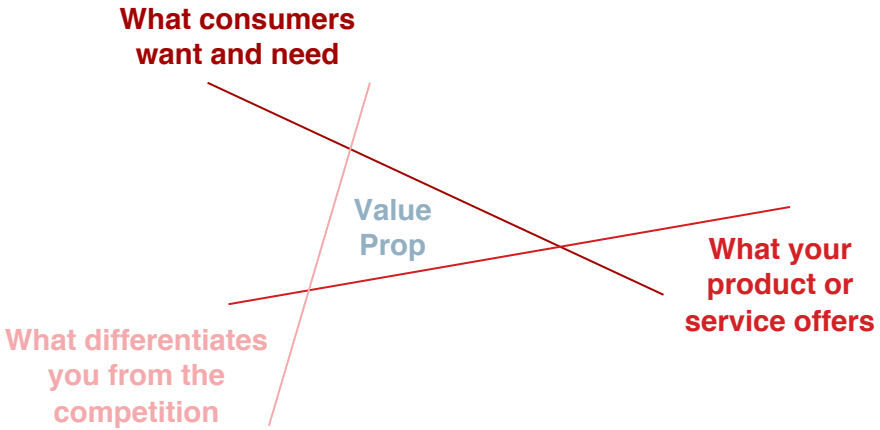
ANATOMY OF A

Value Proposition

A great value proposition lives at the intersection of:



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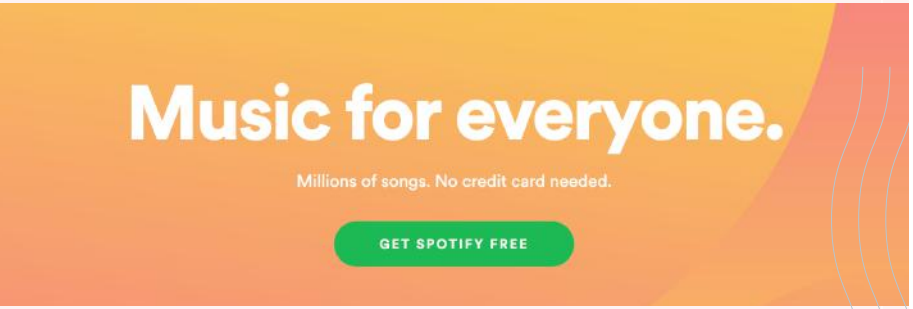

EXAMPLES OF

Great Value Props

- Apple's MacBook Air: *Lightness strikes again*
  - Playfully highlights the product's defining feature
- Spotify: *Music for everyone*
  - Quickly conveys the company's key differentiator — the breadth of its library
- Dollar Shave Club: *Look, feel, and smell your best*
  - Acknowledges the practical and emotional needs of the consumer

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How do you create a value proposition that earns consumer interest in an age of unlimited choice?

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By following these 4 steps:

1 **Craft**

2 **Refine**

3 **Validate**

4 **Deliver**

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step 1

CRAFT

- Explore your existing market research — or conduct new research — to solidify what makes your brand Authentic + Electric:
  - **Your brand's DNA:** Define what makes you unique, outline your core values and what drives your company and its people to excel.
  - **Competitive analysis:** Understand how other brands are marketing themselves so you can differentiate yourself.
  - **Product/service benefits:** How does your product solve a pain point for your potential customer?
- Conduct a stakeholder brainstorming session and use what you've learned to create a handful of potential value propositions, or starter statements.

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step 2

REFINE

- Share your starter statements by hosting a series of insights sessions in multiple markets, leaving plenty of time between groups for backroom workshopping to hone and revise your statements.
- Topics to explore with consumers:
  - **Consumer Need:** Identify what problems your product/service solves.
  - **Product Benefit:** Discuss the emotional and functional benefits that your product/service owns.
  - **Category Differentiator:** Discover how your product solves problems in new or different ways compared to other available solutions.
  - **Value Prop Assessment:** Finally, share your starter statements with consumers and discuss strengths and weaknesses of each.

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step 3

VALIDATE

- Following your insights sessions, test the strongest statements using:
  - **Consumer surveys** with diagnostic elements, such as highlighter tools and accompanying tests of related messages and RTBs (reasons to believe).
  - **Quantitative Prediction Markets** that use a wisdom-of-the-crowds approach to measure appeal and brand fit.
  - **A/B testing** on website landing pages.

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step 4

DELIVER

- Gather as a team to discuss, debate, and refine your consumer statements, ultimately narrowing to one winning value proposition.
- With your team, brainstorm all the ways you can activate it in the marketplace.
- Develop a **Value Prop Playbook** that outlines how to realize your value prop as a straightforward, practical promise for your brand to deliver today — and strive to deliver in new and innovative ways tomorrow.

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WE LOVE TALKING ABOUT THIS STUFF.

Want to learn how Kelton can help you develop a value prop that cuts through the noise?

Give us a call or drop us a note.

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