

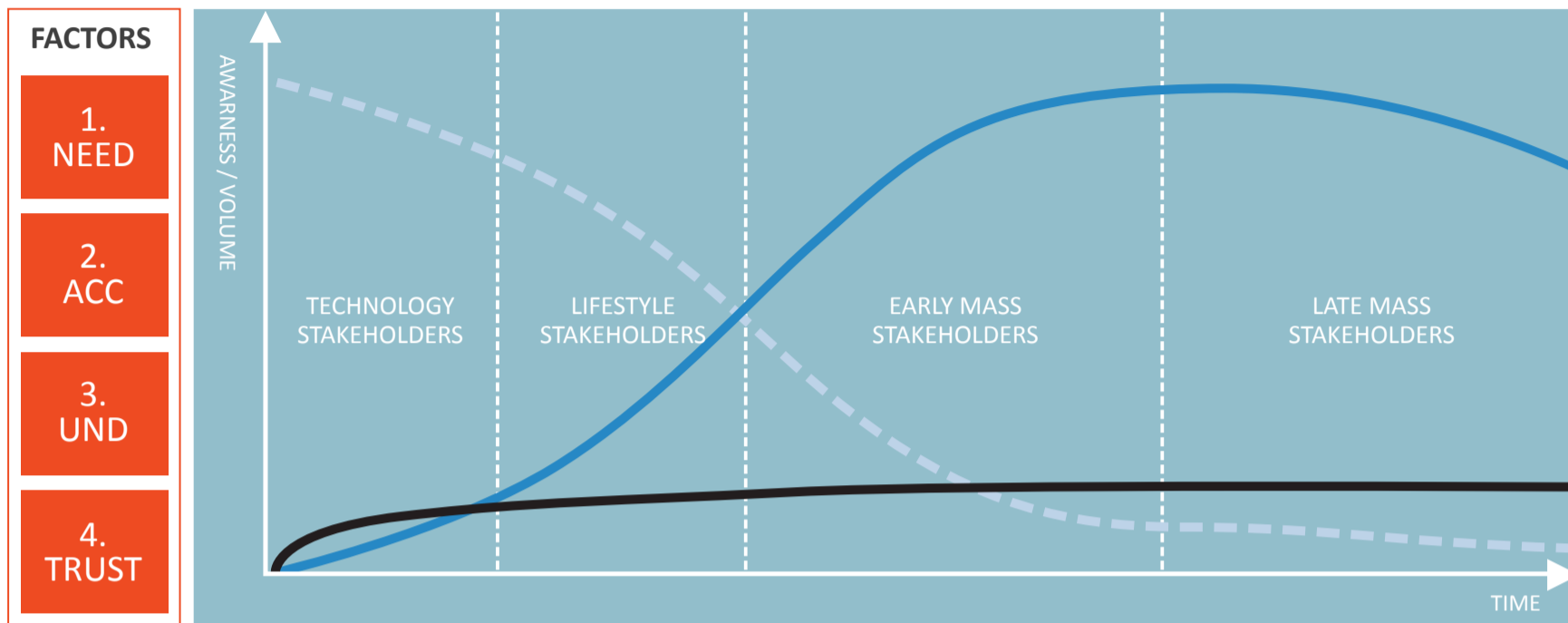
BRAND: _____

PRODUCT: _____



The FourFactors® Brand Acceleration System

STRATEGY: 1. NC 2. NSC 3. WCS 4. LHNA 5. FFMO



- FACTORS**
- 1. NEED
 - 2. ACC
 - 3. UND
 - 4. TRUST

GROUP: INNOVATORS - EARLY ADOPTERS - EARLY MAJORITY - LATE MAJORITY - LAGGARDS

FourFactors® BRAND POSITION

1. NEED THE PRODUCT

WHO? _____

WHEN? _____

WHY? _____

2. ACCEPT THE INGREDIENT

AWARENESS? _____

INTEREST? _____

SUPPORTING TRENDS? _____

3. UNDERSTAND THE BENEFIT

PHYSICAL _____

INTELLECTUAL _____

EMOTIONAL _____

4. TRUST THE BRAND

BRAND IDENTITY & HISTORY _____

BRAND PROMISE _____

BRAND IMAGE _____