

FourFactors® Worksheet



FourFactors®
ACADEMY

BRAND: _____

PRODUCT: _____

The FourFactors® in Brief:

1. Need the product

Who? When Why? The first factor focuses on the lifestyle needs of the consumer and perception and relevance of the product as food in his/her life.

2. Accept the ingredient

Who knows what? What do they know? The second factor is based on consumer knowledge and the awareness of the chosen ingredient in your target market

3. Understand the benefit

How do they understand the benefit? The third factor also relates to simple consumer logic. What is the benefit of the ingredient and of the brand

4. Trust the brand

The fourth factor is the key factor. You must choose your brand carefully so that it's a credible provider of the benefit you want to deliver. You can't trust just any brand. What does your brand stand for?

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 _____