



Defining and Articulating your Unique Value Proposition



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Connecting Great Ideas and Great People

Session Overview

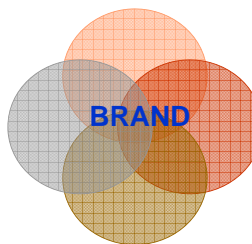
- Unique Value Proposition and your Brand
- Unique Value Proposition Defined (UVP)
- The power of identifying your UVP
- Tools for defining and articulating your UVP
- Identifying UVP performance measures
- Case Study: The Natural Products Association



Elements of a Brand

BRAND STRATEGY

BRAND IDENTITY



BRAND EXPERIENCE

BRAND MANAGEMENT

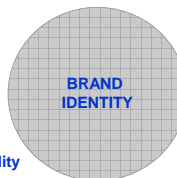


Elements of a Brand: Identity

Name

Design

Logo



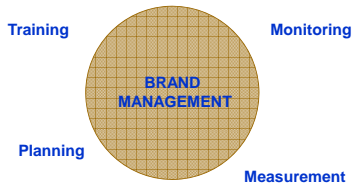
Tag

Personality

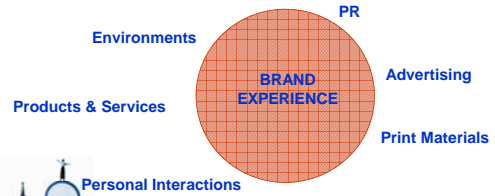
Assets



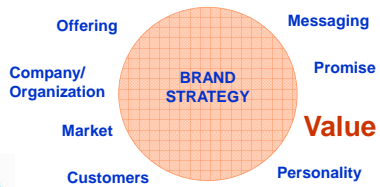
Elements of a Brand: Management



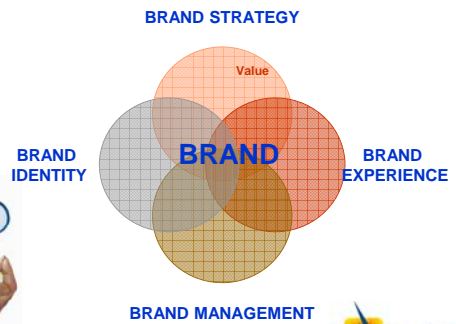
Elements of a Brand: Experience



Elements of a Brand: Strategy



Elements of a Brand



Unique Value Proposition Defined

- A clear statement, in line with your market's challenges and desires, communicating the unique contribution your company, product and services provide to your market different than your competitors.¹



¹ Source: infomarketerszone.com



Characteristics of Strong Unique Value Propositions

- Differentiation
 - You may match a competitor on every dimension of value except one.
- Excellence (in at least one element of value)
 - You become the best choice for your customers



BRANDS WITH STRONG VALUE PROPOSITIONS



FedEx.

WHOLE FOODS MARKET

www.TOMSshoes.com

natural care
Toms
of Maine



Unique Value Proposition Defined

- What a Unique Value Proposition isn't...
 - A Mission Statement or company 'tag line.'
 - A statement that you can create and then forget about
- What a Unique Value Proposition IS...
 - Answers the questions: "Why should I do business with you and not somebody else?" and "Our customers and prospects will buy from us because"
 - Appeals to the customer's strongest decision-making drivers
 - Believable / authentic
 - Specific (as much as possible)



The Power of Identifying your Unique Value Proposition

You MUST live up to your Unique Value Proposition

- Focuses strategy
 - Increase revenues
 - Increase market share



Tools for Defining your Unique Value Proposition

- Customer & non-customer research
 - Member & non-member survey
 - Focus groups
 - Executive interviews
 - Anecdotal research
- Competitive analysis
- Business plan
- Testing



Defining YOUR Unique Value Proposition

- Keep it clear and concise
- Be specific
- Focus on the customer
- Look at all forms of value:

- Quality*
- Image*
- Convenience
- Time
- Price*
- Safety
- Trust



* Predictive Value drivers



Defining YOUR Unique Value Proposition

- Refine, rewrite, rework your unique value proposition until it is:
 - 100% accurate
 - instantly credible



Articulating your Unique Value Proposition - Use in Developing your Narrative

- Coming up with the right wording for your UVP takes time!

"When worded effectively, your customers will respond emphatically to your UVP. It will speak to their hearts and souls. It will reach them and touch them."¹

¹ Source: Cygnus Interactive



Articulating your Unique Value Proposition - Use in Developing your Narrative

- Find the right UVP “buzz” words (talking points) and stick with them.
 - Remember: consistency is one of the axioms of effective marketing!
- Saying the same thing a dozen different ways isn’t creative, it’s confusing. Develop your narrative and stick to it.



Defining Performance Measures for your Unique Value Proposition

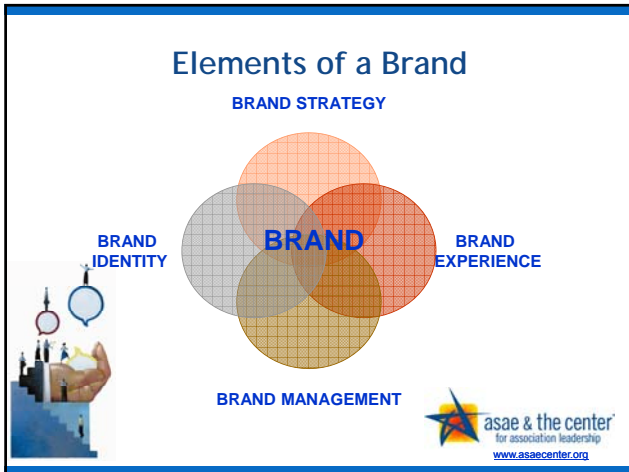
- Market Research (internal & external)
 - Member & non-member survey
 - Executive interviews
 - Focus groups
- Competition positioning



Natural Products Association

- Re-branding project: 2005 - present
 - Everything on the table
 - Re-defining mission
 - Creating longer term vision
 - Considering name change
 - Reinventing annual trade show

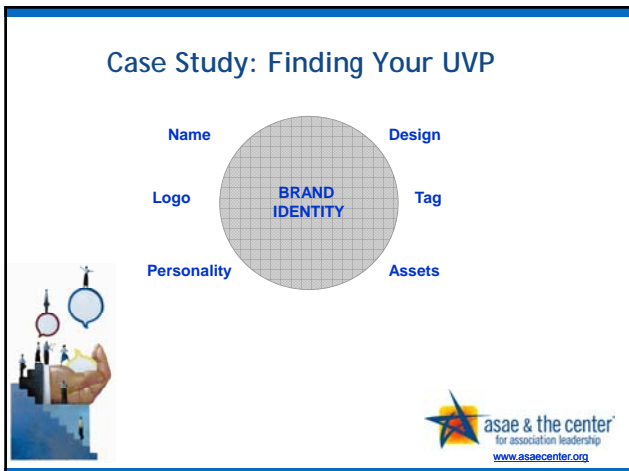




Natural Products Association

Through the re-branding initiative, a unique position was adopted designed to articulate the association's key unique purpose and value.


for association leadership
www.asaecenter.org



- ## Case Study: Finding Your UVP
- Step 1: Environmental Scan
- What we found
 - Dramatic changes in the marketplace
 - Supply members consolidating
 - Traditional health food retailers challenged by mass market
 - Opportunity to capitalize on mainstream acceptance of natural products
- 
for association leadership
www.asaecenter.org

Case Study: Finding Your UVP

Step 1: Environmental Scan

- What we found (*continued*)
 - Membership did not reflect industry demographics
 - Growing categories were under-represented
 - Focus was on maturing industry categories



Case Study: Finding Your UVP

Step 2: Get the Right People on the Bus

- Establish high-level task force
- Bring in outside expert
 - Conduct stakeholder research
 - Members
 - Leadership
 - Boards and committees
 - Regional representatives
 - National staff



Case Study: Finding Your UVP

Step 3: Dialogue and Engage

- Research stakeholder perceptions
 - Members
 - Leadership
 - Boards and committees
 - Regional representatives
 - Key staff



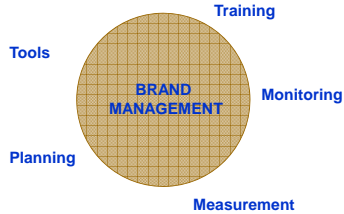
Case Study: Brand Identity

Step 4: Let Data Drive Actions

- Compile/distill findings
- Get leadership buy-in
- “Sell” membership
- Launch
 - Landmark year - 70th
 - Annual trade show and convention



Elements of a Brand: Management



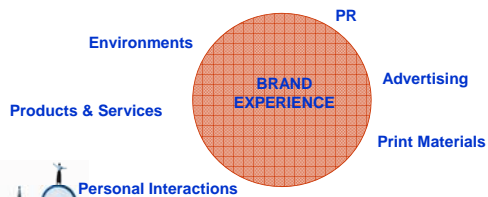
Case Study: Brand Management

Step 6: Set Standards

- Create reference manual
 - NPA Brand positioning
 - Fights for the rights of consumers
 - Advocates on behalf industry
 - Assures quality products
 - Creates business opportunities
 - Nurtures grassroots communities
 - Promotes health and wellness



Elements of a Brand: Experience



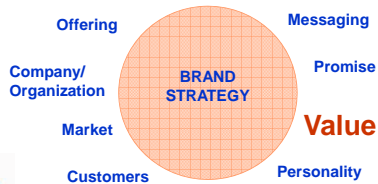
Case Study: Brand Experience

Step 8: Walk the Talk

- Validate "big tent" position
 - Environments
 - Trade show
 - Education
 - Advocacy events
 - Products and services
 - Newsletter
 - Public relations



Elements of a Brand: Strategy



Case Study: Brand Strategy

Step 9: Implement

- Example: Natural Products Certification and Seal for Health and Beauty Products
- Creates value for underserved category of present members
- Attracts new targets
- Amplifies UVP in press



Natural Products Association - Marketplace

- The Natural Products Marketplace serves a unique niche of smaller, family owned natural products businesses where customers can receive one-on-one advice from natural products professionals - a unique resource missing from the larger “branded” stores.



Natural Products Association - Marketplace

- Natural Products Marketplace attracts the natural products industry’s most educated, committed and passionate community of retailers and suppliers.
- Natural Products Marketplace is committed to the continued growth of the natural products industry - provided FOR the industry BY the industry.



Natural Products Association

- Natural Products Association is the objective and reliable source (nonprofit) dedicated to the advancement of the industry.



Q & A



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SEE YOU NEXT YEAR!
Annual Meeting & Expo
August 21 - 24, 2010
Los Angeles, CA



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Examples

