

# HOW FAR CAN YOUR



# STRETCH?

Exercises To Expand Your Brand & Brain

# HOW FAR CAN YOUR BRAND STRETCH?

## What exactly is 'brand stretch'?

Brand stretch is how far a company can successfully stretch its existing brands into new and/or different categories. The less extreme version of a brand stretch is a 'brand extension,' when an existing brand launches a new or modified product into the same general market.

## In these exercises you will:



Define your brand promise



Profile your target audience



Identify 'pains' your target faces and 'gains' you can help create for them



Document your customer's ideal experience



Develop ways you can stretch your brand to make a customer's life better

## Terminology & Thought Starters

### Brand Promise

A brand promise is a value or experience a company's customers can expect to receive every single time they interact with that company. The value of a brand is based on how powerfully and consistently we deliver on our promise - and how meaningful the promise is. So, for what do you seek to stand in your customers' eyes?

### Target Audience

A target audience is the segment of people most likely to be interested in your product or service. What are the demographic, attitudinal, and behavioral characteristics of our primary target?

### Customer Needs, Wants, Frustrations, and Desires

In the context of your brand space, what are the needs, wants, and frustrations of your target audience?

#### FUNCTIONAL – HEAD

What are the rational jobs that our customers need to get done using our brand?



#### EMOTIONAL – HEART

What are the feelings that our customers should have when using our brand?

# BRAND STRETCH WORKSHEET

For many of the items below, we'll provide an example to help catalyze your thinking. The example will be drawn from a fictional cleaning products company. Let's call this company 'FinchClean' and say that it makes environmentally sustainable household cleaning products.

## Brand Promise

*FinchClean Example:* An Earth-Friendly Shine

## Target Audience

*FinchClean Example:* Women ages 25-54 with young kids in the household, who are responsible for purchase of household items, who share in or lead the cleaning, and who are at least moderately concerned about the environment.

## Customer Needs, Wants, Frustrations, and Desires

### FUNCTIONAL – HEAD

*FinchClean Example:* A clean house without streaking, pleasant odors, no damaging chemicals, good value for the money, etc.



### EMOTIONAL – HEART

*FinchClean Example:* Responsibility, love of family, pride in home, confidence in brand integrity, passion for environmental progress, etc.



# BRAND STRETCH WORKSHEET

## Ideal Consumer State

If today is a starting point ('from'), what would be our customers' ideal of how the future is better ('to')?

FROM	TO
<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> Disposable</p>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> Reusable</p>
<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> Environmentally hurtful</p>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> Environmentally helpful</p>
<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> Cleaning products</p>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> Household and personal care</p>
<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> A line of products</p>	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> <p><i>FinchClean Example:</i> A lifestyle</p>

## Potential Ideas

If you could wave a magic wand and create three perfect solutions to help customers come from point A to point B what would they be?

Using deeper, more textured versions of the concepts in this worksheet, Finch Brands helps clients define, stretch, and activate the full potential of their brand(s)!