

BrandStar™ – A Better Way to Understand the Unique Dynamics of Your Brand

Your brand is an intricate relationship among many different factors and attributes. RTi's BrandStar™ model provides structure to help you piece these elements together and develop a coherent Brand Strategy. Establishing a Brand Strategy is imperative and explicitly defines the strategic direction for all tactical marketing decision that follow.

Brand Strategy begins with an understanding of the market – the Market Structure. *What is the current state of the market you compete in? Who are the players? What will the market look like at the time of launch? Do you expect the competitors to change?* These questions along with others must be answered as they are part of the foundation of the Brand Strategy.

Before launching a new product or service into the market, you must focus on where your business will come from. *What brand(s) currently have a large share of the market that you will be able to take business from?* It is important to note that these brands must be large enough so that you can be successful in taking a portion of it away. This comprises the Source of Business of the Brand Strategy.

The first leg of the BrandStar™ is the primary Market Target – those consumers who are heavy users of the Source of Business brands. Gaining acceptance among the heavy users in a category is one of the keys to success of a new product or service. *Who most needs what your brand is offering? Who will be the target of your marketing efforts?*

The User Benefits component of the BrandStar™ defines the user benefits offered by both your brand and the expected source of Business brand(s) from the point of view of the Market Target. For each Source of Business brand, the advantages and disadvantages they offer

must be explicitly stated as perceived by the Market Target. This is a critical step in building a unique market position for your brand.

Next, the single most important User Benefit that your brand can uniquely deliver to the Market Target is determined. This unique benefit that your brand can offer while the Source of Business cannot is your Point of Difference. If the Market Target is only going to remember one thing about your brand – this is it.



Product or service features and attributes that can support your Point of Difference claim are called Reasons to Believe. They are the factual support to why the Point of Difference is important to the Target Market and why your brand is the only place to get it.

Finally, an Umbrella Positioning is developed (when applicable) to ensure that the Brand Strategy you execute fits within the overall position of your division / company.

Here at RTi, we use the Brand Strategy to drive our research design and to ensure actionable and relevant recommendations from every project.