

Putting the "Brand" back into Ingredient Brands



the
sports
marketing
agency

01 Who am I?

02 What is brand positioning what is B2B2C?

03 Why is it important to your ingredient brand?

04 What can you do to improve your ingredient brand's positioning?

- The difference between companies that sell materials and companies that sell themselves as ingredient brands- IP
- Review the impact that strategic brand positioning can have on all business aspects of the way an ingredient brand works

A man with a large, styled pompadour hairstyle is performing on stage. He is wearing a shiny, sequined jacket with silver and red sections. He is holding a microphone in his right hand and looking upwards with a focused expression. The background is a dark, solid color.

Breaking the ice

01

Who is Vicky Stickland?





THE NEW REALITY FOR
BRANDS, RETAILERS AND CONSUMERS.

Out
Door
Freizeitaktivitäten

EUROPEAN
OUTDOOR
GROUP

brandwave





NetworkB 2015

Brand positioning

A misty mountain landscape with a forest and a dirt path. The scene is dominated by a dense forest of evergreen trees on a hillside, with a dirt path winding through it. The foreground is a grassy field. The sky is overcast and misty, creating a soft, atmospheric light. The overall color palette is muted greens, browns, and greys.

02

What is brand positioning?

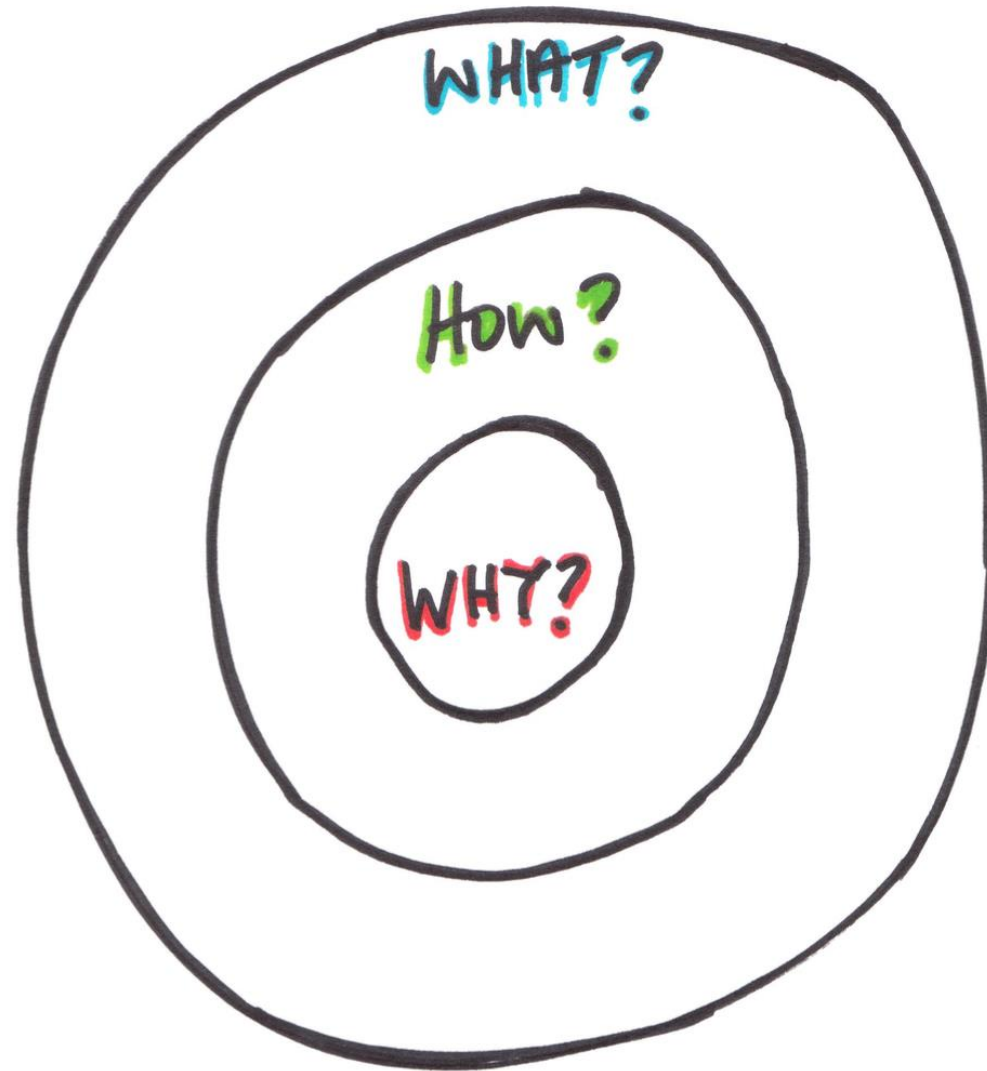


We are no longer
working in
A B2B or a B2C
market...

We are working in a
B2B2C market







BRAND VALUES



03

Why is brand positioning
important to your brand?



Guess the
Ingredient brand



Where do you think your brand is currently positioned?

Heritage



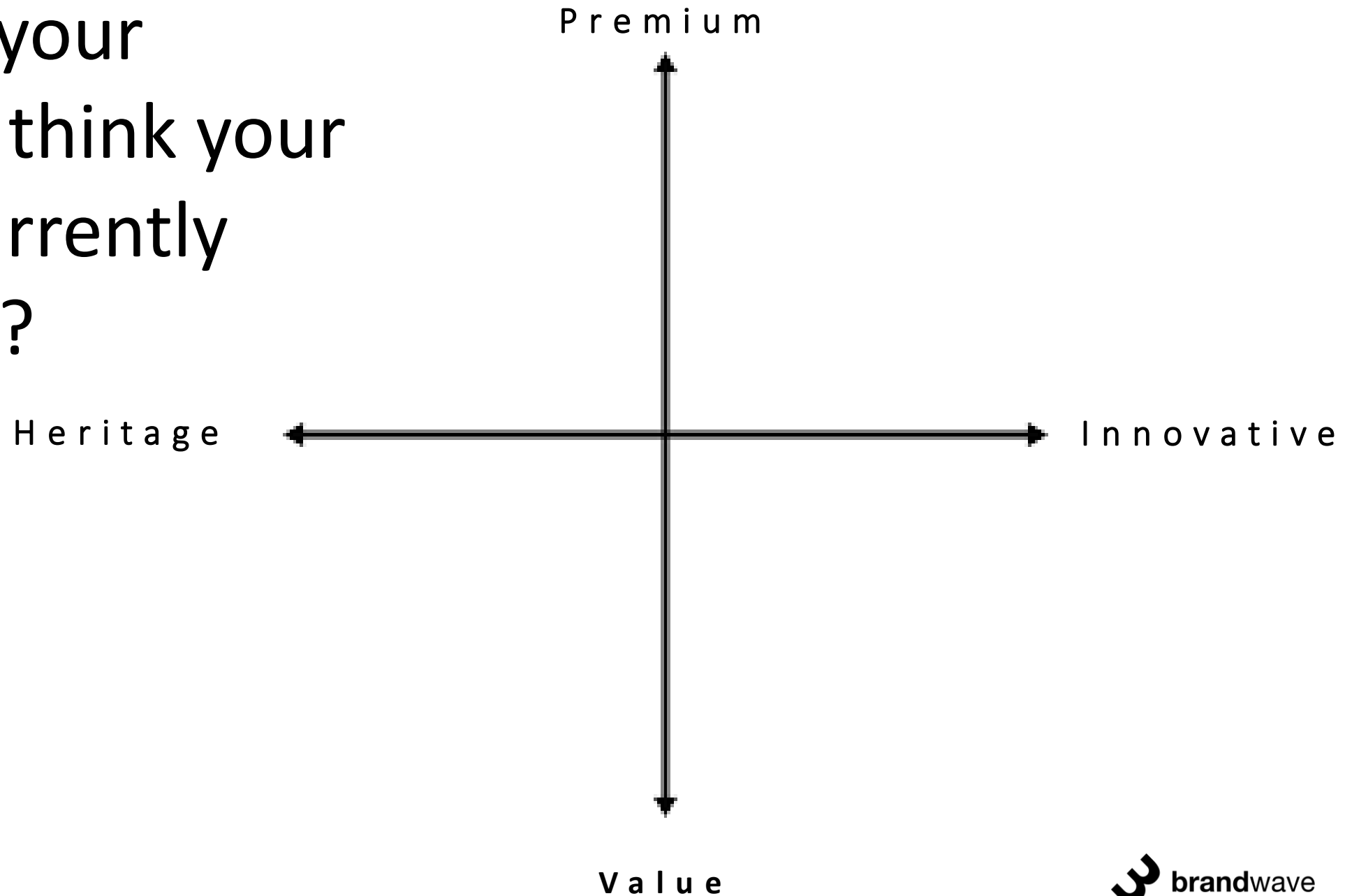
Innovative

Premium

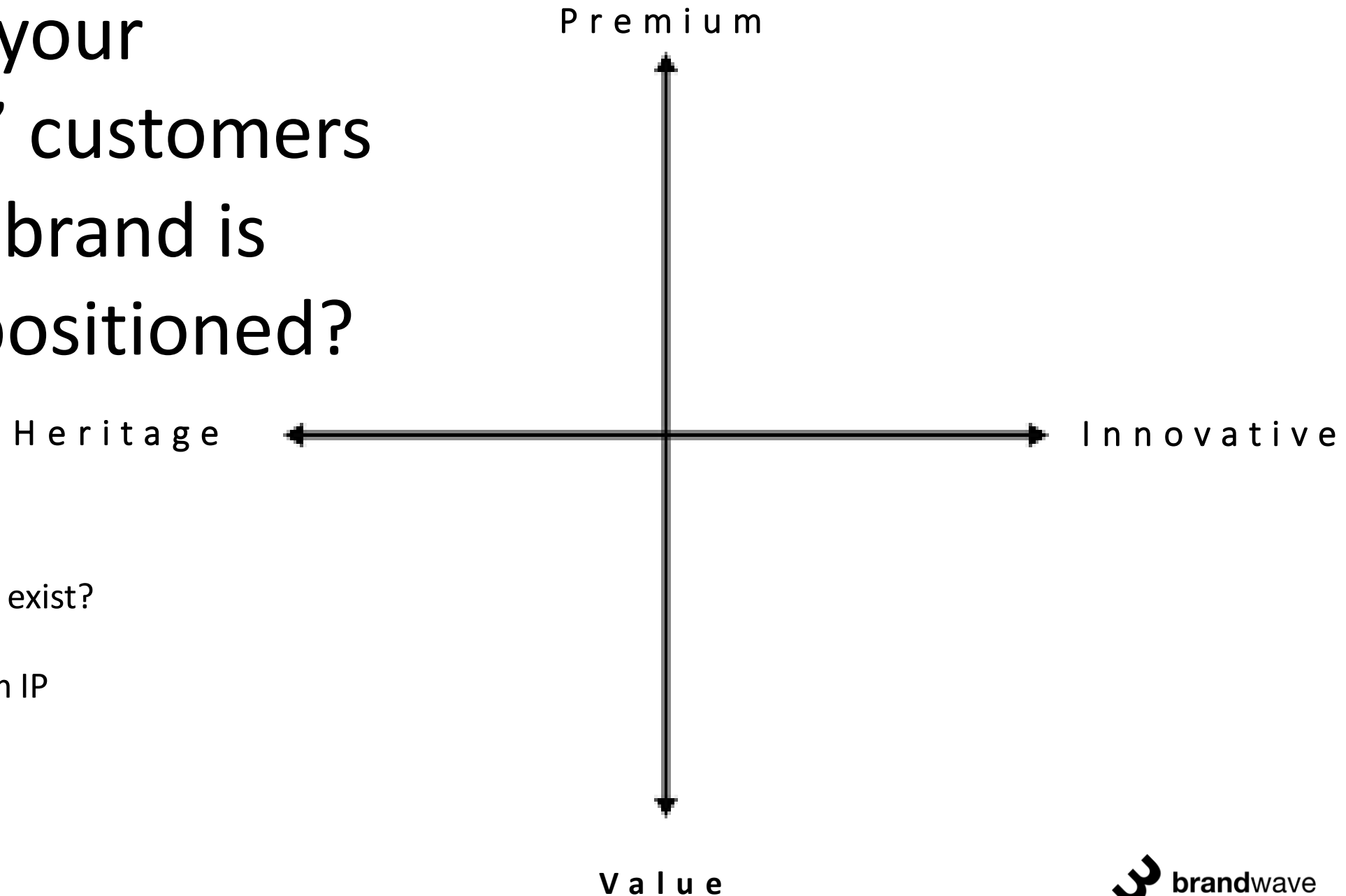


Value

Where do your customers think your brand is currently positioned?



Where do your customers' customers think your brand is currently positioned?



Do they even know you exist?
IP comes from B2B2C
Brand value comes from IP

“ Brand Transcendence ”

04

What can you do to improve
your brand's positioning?



Marginal Gains Theory

- **Market Sectors**
- **Geography**
- **Products**
- **Marketing**
- **Strategic Focus**
- **Staff**
- **Customers**
- **Finance**



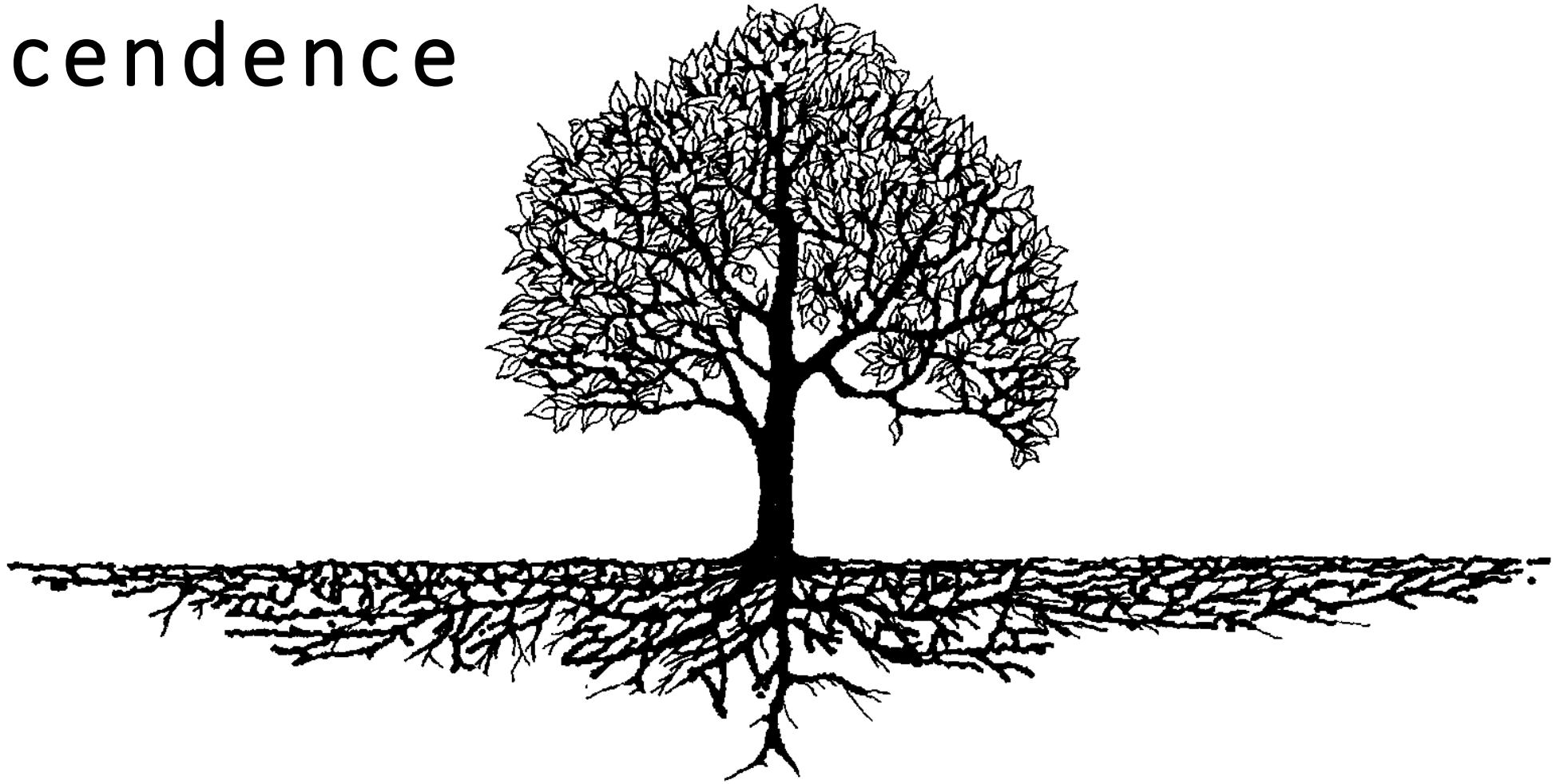
Narrow
& Deep



Authenticity



Brand Transcendence



Conclusion

B2B2C brand?

Personal
action
plan



ASK
QUESTIONS
Please ★

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