

# What partially the video

<https://www.youtube.com/watch?v=il8Xrge4-RU>

# Read the article

<https://www.linkedin.com/pulse/20140527150640-13996180-how-to-write-a-winning-br-and-positioning-statement/>

Consumer  
enemy

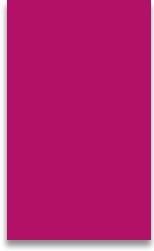
Consumer enemy (insight) – the most frustrating pain points

### **The Starbucks mom**

Put yourself in the shoes of the Starbucks consumer, a 38-year-old mom with two kids. She wakes up at 6:15 am to get ready for work and get everyone in the house prepared for their day. She drops off one kid at daycar at 7:30 am, the other at the public school at 7:45 am and then rushed to the office by 8:30 am. She drives a van, not because she wants to but because it is excellent for carrying equipment for after-school activities, including soccer, dance, tutoring, ice hockey. Her only token of appreciation are hugs at the end of the day. Just after getting both kids to bed, she collapses into her bed, exhausted.

**What is the enemy of the Starbucks mom?**





Starbucks brand fights her enemy by providing a 15-minute moment to escape between work and home. Starbucks has no children playground, just a lovely leather seats. No loud screams, just soft acoustic music. The cool 21-year-old college student not only knows her name but her favorite drink.



# Match the enemy and the brand

1. Growing up
2. Hate to wait
3. Fear of missing out
4. Frustration
5. Losing
6. Other drivers
7. Jeans feel too tight
8. Business is complicated



# Functional benefits



Faster  
Safer  
Performance  
How it is made  
Quality

Lasts Longer  
More powerful

**Works Better**



Keeps you organized  
Easier to use  
Saves time  
Integrated  
Efficient  
Hassle Free

**Simplifies your life**



Updates  
Advice  
Solutions  
Helping hand  
Teaching

**Makes you smarter**



Good value  
Resale value  
Track Success  
Lower Risk  
Invest for future

**Saves you money**



Better Home  
Education  
Comfort  
Moments  
Life Stages

**Helps your family**



Reduces  
Prevents  
Soothes  
Mental Health  
Weight/Exercise

**Helps you be healthier**



Cultural  
Social  
Latest Fashions  
In touch  
Latest technology

**Stay Connected**



Taste  
Touch/Feel  
Sounds  
Smell  
Sights  
Subconscious

**Sensory Appeal**



Variety  
Luxurious  
Occasion  
Rituals  
Memorable  
Personal Service  
Responsiveness

**Experience**



# Emotional benefits



**Curious for knowledge**





Source: Adopted from workshop carried out by Brand Learning

