



## Brand Foundations for 'Organic Fresh'

Purpose | Vision | Positioning | Pillars | Promise | Personality



# Brand Foundations



## Purpose

*The passion that gets us out of bed everyday!*

### Our Purpose Statement

**To help people stay healthy for longer by improving the quality of their food.**



## Vision

*Where we want to be, our future goal*

### Our Vision Statement

**To be recognised as the No. 1 organic food store in Australia by 2020.**



## Positioning

*How we position ourselves in the minds of target buyers.*

### Our long term Mindshare

**100% Organics**

### Our Positioning Statement

**For lovers of healthy food, Organic Fresh is the Australian fruit and veg store that provides highly nutritional 100% pesticide, herbicide and fungicide free produce through our strict and ethical 'farm to plate' quality control process.**

### Strategic Value Pathway (SVP)

#### Customer Intimacy

You have chosen 'Customer Intimacy' as your strategic value pathway. Customer Intimacy is characterised by occupying only one (or a few) high-value customer niches and being obsessive about understanding the individual customers in detail. You should be aiming to excel in customer attention and customer service.

**The golden rule:** Solve the client's broader problem.

**Your focus should be on:** offering a unique range of customised / personalised services to meet your different customer's needs.

**You should be building expertise in:** client acquisition, relationship development and solutions development.

**The Sales role:** is to create value. A consultative sale (group of offers/skills) or stepped up to co-creation where provider and client create a customised solution together.

**Your company culture should be:** high service orientated. Deep customer knowledge, insight and a customer comes first mentality is essential.

**Economics:** High cost of customer acquisition makes it imperative to gain a large wallet/market share; economies of scope are key.

**Brand personality:** brands in this category are often perceived to be supportive, intuitive, engaging, friendly, warm, caring, kind, helpful, interested, multi-faceted.

**Brand innovation:** To become a leader new product identification is your no. 1 aim. Focus on identifying new products or services required by customers.



# Brand Foundations

## Customer Value Proposition (CVP)

	Price	Features	Quality	Support	Availability	Reputation
<b>Product Leadership</b> ↑ <b>Customer Intimacy</b> ↓ <b>Operational Excellence</b>	<ul style="list-style-type: none"> <li>Premium</li> <li><b>Premium/Competitive</b></li> <li>Competitive</li> <li>Competitive/Leader</li> <li>Leader</li> </ul>	<ul style="list-style-type: none"> <li>Original</li> <li>Original/Customised</li> <li><b>Customised</b></li> <li>Customised/Basic</li> <li>Basic</li> </ul>	<ul style="list-style-type: none"> <li><b>Excellent</b></li> <li>Excellent/Average</li> <li>Average</li> <li>Average/Acceptable</li> <li>Acceptable</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive</li> <li><b>Comprehensive/Standard</b></li> <li>Standard</li> <li>Standard/Minimal</li> <li>Minimal</li> </ul>	<ul style="list-style-type: none"> <li>Restricted</li> <li><b>Restricted/Selective</b></li> <li>Selective</li> <li>Selective/Universal</li> <li>Universal</li> </ul>	<ul style="list-style-type: none"> <li>Prestigious</li> <li>Prestigious/Respected</li> <li><b>Respected</b></li> <li>Respected/Functional</li> <li>Functional</li> </ul>
	To offer good value for money, i.e high quality service and produce at an affordable price.	As good as the best and some innovations like presentations from suppliers, bookstore, juice bar, but largely one of a group rather than pushing ahead.	High level of fresh produce and affiliate products through our strict ethical controls. Beautiful and clean store presentation.	Offer advice in-store and website on recipes, how to grow organically and live sustainably. Employees exceptionally knowledgeable. Loyalty program available.	Inner city suburbs across Australia via stores, home delivery and website orders. Limited reach for outer suburb and none for country areas.	Consistent award winner for service excellence. Clever branding and product association with high profile organic gardeners and chefs.



## Pillars

Our guiding principles that are the most important attributes/benefits that we, and our customers value most.

### Our Pillars

#### Pillar 1

#### Fresh and chemical free

We ensure all our products are certified free from pesticides, herbicides and fungicides. And with a direct farm-to-plate philosophy, we only buy direct from farmers who meet our strict quality standards.

Your food is checked, packed and delivered to stores or home within one day of being picked, so you get the freshest, tastiest and healthiest organics, guaranteed.

You'll find beautifully presented produce, as our team takes every care to minimise the perishable nature of products.

#### Pillar 2

#### 100% Organic

We believe in looking after our precious environment, and ourselves, by eating and living in a sustainable organic way.

You'll find a willing team and a wealth of expert knowledge about our local suppliers, our processes and the health benefits of eating organically.

By joining our Organics Club you get information on how to grow your own and great discounts for group buying with family or friends.

#### Pillar 3

#### Locally grown

We guarantee you get fresh and nutritious produce because we only buy from local farms close to our distribution networks.

Unlike many competitors who source produce from overseas, when you shop at our stores or online, you will know you are supporting local farmers, with the best in-season produce whilst also reducing your environmental footprint.



# Brand Foundations



## Promise

*Supporting our Purpose and Position, and founded on our Pillars to deliver an emotionally connected and differentiated customer experience.*

### Our Promise Statement

**Feel healthy, have energy – everyday. Get fresh and tasty 100% chemical free organic produce from locally sourced Australian farms.**

### Promise Dimensions

*Our Pillars on which our Promise is founded, and the Touchpoint Actions of behaviours, actions or practices that bring it 'to life' for customers.*

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You'll find beautifully presented produce, as our team takes every care to minimise the perishable nature of products.

#### Touchpoint Actions

- 'Farm to Plate' quality standards reporting
- Staff induction and manual to be provided for everyone
- Training on presentation, packing and storing for all types of produce
- Quarterly machinery calibration
- Monthly supplier meetings
- Test new suppliers produce prior to contracts
- Test & measure procedures
- In-store monitoring to check presentation, quality and freshness

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#### Touchpoint Actions

- In-store information how long and where produce is grown, recipe ideas, companion produce
- In-store organic library/recipes
- Point of sale information
- Staff training on trends, facts
- Development of website store
- Nurture partnerships to provide expert advice for blog ePapers/Whitepapers
- Mystery shopper, to monitor staff performance / customer experience
- Home delivery van graphics for brand awareness. Recycle/return boxes.
- Organics Club loyalty program
- Email marketing monthly newsletter for blog articles and specials
- 1% yearly profits go towards local community groups involved in sustainable living projects

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#### Touchpoint Actions

- In-store bio's on our suppliers – they are part of our team
- 'Meet your supplier' via market stalls and new store open days
- Local flavour in each store to represent and respect the history of the area
- Regular staff training at our distribution networks
- Attend organic farming conferences for networking and education purposes
- Build partnerships with local chefs and gardeners



# Brand Foundations



## Personality

*Human characteristics/traits that define how we speak and behave, to connect emotionally with our target market.*

### Outspoken

#### Does mean

We are single-minded in our belief in Organics. We are frank, straightforward, tell it like it is, but what we say is always backed up by facts.

#### Doesn't mean

Opinionated, blunt, challenging, rude.

### Inspirational

#### Does mean

We are positive, passionate and uplifting. When we speak, we want to say things that encourage a healthy lifestyle.

#### Doesn't mean

Heady, over excited, sugary, glorifying.

### Disciplined

#### Does mean

We are systematic, hardworking, diligent. It's important for us to be rigorous in all we do.

#### Doesn't mean

Being fixed to one way of doing things, quiet and obeying, bland.



Think, Act & Grow like a Brand