

Managing brands

Lecture 6 – Concept writing

By Zamira Ataniyazova

What will we cover today?

- Why we need concepts?
- What is a concept?
- Concept elements
- Do's
- Don'ts
- Examples

Why concepts are created and tested?

**Avoid bad
decision
making**

**Protect your
relationship with
customers**

**Save
organizational
times**

**To gain confidence in
future success**

Avoid losses

**Make sure your
offering is valued
vs. competitors'**

Squeezed out: widely mocked startup Juicero is shutting down



The company, which offered pre-sold packets of diced fruits and vegetables that users plugged into its \$400 machines, launched only 16 months ago was shutting down.

Why concepts are created and tested?

Concepts are precise, and articulate the most important elements of the Positioning in a compelling way.

They enable people to understand the Positioning quickly so that they can feed back to us usefully

What is a concept?

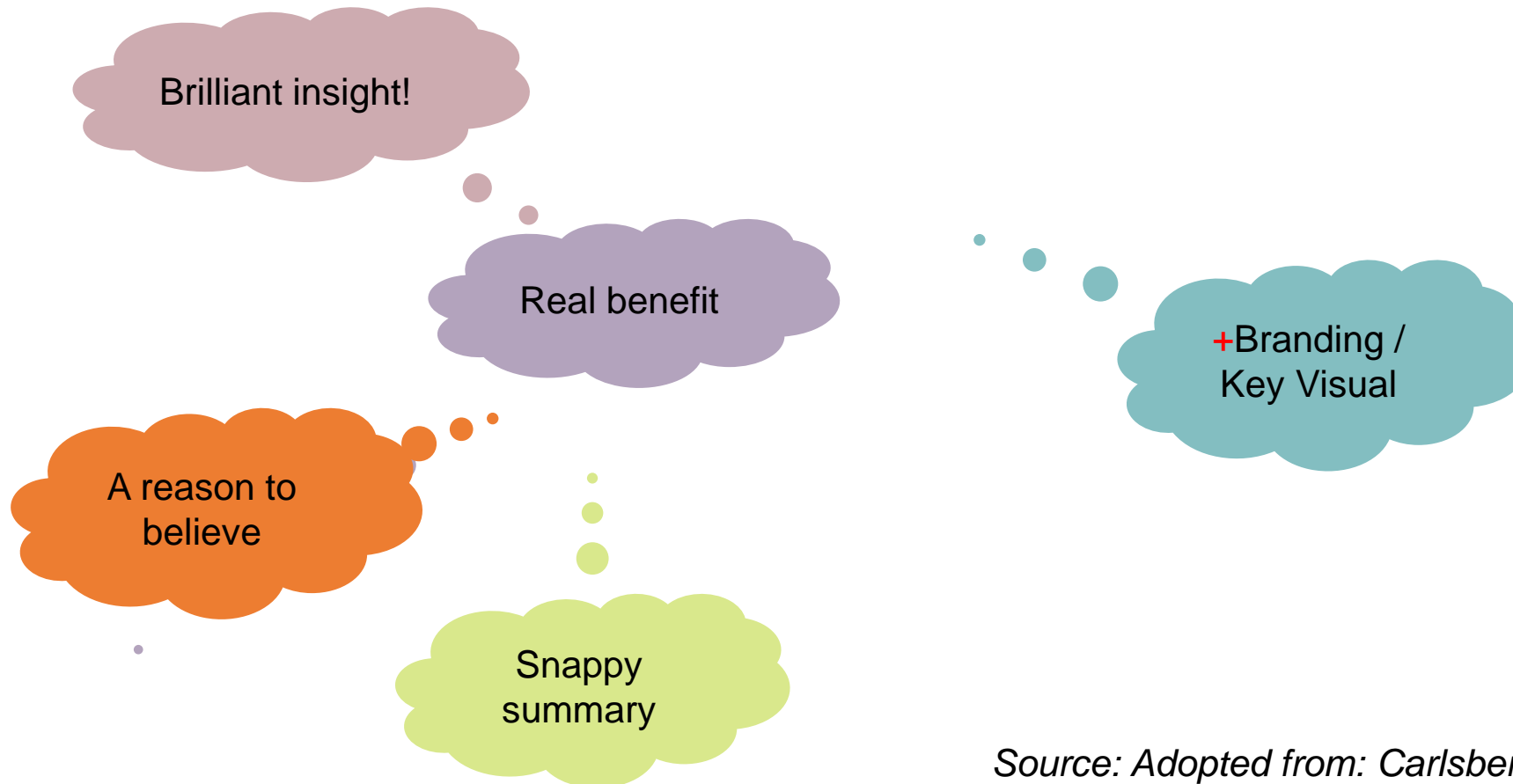


A concept is the tool used to capture and communicate the relevant elements of a Positioning idea

It describes the insight and the specific and differentiating benefits that the Brand will deliver

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

Concept is made up of **4 elements**



*Source: Adopted from: Carlsberg Group
concept writing guidelines*

**Brilliant
insight!**

Insights should be based on a **need or a problem** and are frequently an expression in a very subjective way of the target consumer's beliefs, values, aspirations, lifestyle or situation

There is a kid inside of every adult

What is insight for Snickers?

Men want to progress in life

Parents constantly worry that they are not good enough parents

Source: Adopted from: Carlsberg Group
concept writing guidelines

“Nurofen 2010 Ad.” YouTube, uploaded by
australiaads, 28 March 2010, <https://www.youtube.com/watch?v=VsPXQJQlqwM>



**Brilliant
insight!**

“Snickers Mr Bean TV advert – Subtitled.” YouTube, uploaded by Snickers UK, 4 October 2014, <https://www.youtube.com/watch?v=qIVDxL2lgN4>



**Brilliant
insight!**

“SNICKERS Marilyn "Dafoe" commercial.” YouTube, uploaded by Miss Cellaneous's Entertainment, 17 February 2016, <https://www.youtube.com/watch?v=-Vf3K6J2fps>





**Brilliant
insight!**

An insight can come from earlier exploratory research study or it can be a hypothesis generated internally that needs to be tested with consumers.

Avoid excessive negative phrasing – the insight should leave you feeling positive.



*Young people live to have
fun...*

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

Brilliant insight!

Insights shouldn't be too extreme or worthy, and using "sometimes, "often" at times" avoids consumers rejecting the concept because they feel it is too extreme for them

Consumers need to relate to the insights so try to make them feel more personal "you" can feel accusing or intimidating whereas "I", "I feel" and "some people feel" are often better received

If the nose is blocked, nasal sprays are suitable to breathe freely again at short notice. However, they are ineffective against the cause of the blocked nose. In order to recover quickly, a preparation which fights against the cause is recommendable.

I prefer my son/daughter owning a business rather than work for a company in this sphere. Consequently, relevant education and skills are vital to success.

Living a modern, healthy lifestyle means that you keep an eye on what you consume but you still want to be able to go out and enjoy yourself whenever you feel like it

Different insight formulations for the same product:

Common cold, rhinitis – especially during the winter season a blocked nose complicates your daily life. In order to make you feel better again quickly, it is important to fight against the cause of the cold - the cold viruses - in addition to the symptoms. Often **nasal sprays** are used but they act only on the symptoms.

In case of a rhinosinusitis, I prefer to recommend something strong and effective. It would be amazing if for the insistent cases of rhinosinusitis there would be something with a strong efficacy and at the same time well tolerated, which would relieve the annoying headache quickly.



What is the insight here

1. “Awake Purified Drinking Water Ad.” YouTube, uploaded by Isaac Adjei, 21 March 2016, https://www.youtube.com/watch?v=3pwjzZ75u_Y
2. “SUBWAY Live Fresh Eat Fresh (30s).” YouTube, uploaded by SUBWAY® UK Ireland, 21 March 2012, <https://www.youtube.com/watch?v=nY2Gk0WuEB4>
3. “2015 Commercial - [#RealStrength](#) Ad | Dove Men+Care.” YouTube, uploaded by dovemencareus, 20 January 2015, <https://www.youtube.com/watch?v=QoqWo3SJ73c>

Real benefit

The benefit addresses the need identified in the insight

It describes the strengths or advantages of the ideas, which make it unique and new

The herbal medicine fights against the cause and therefore, it is perfect in combination with your nasal spray.

The program provides a strong core of hospitality and tourism courses and a varied general education background leading to a strategically balanced business acumen focused on entrepreneurship.

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

Real benefit

Give consumers what they want (benefit), not what you've got (feature)

It can be emotional and/or functional benefit but most important it should be persuasive

Benefits should be short and to the point

International University is offering a Bachelor of Arts degree in Hospitality & Tourism Management for Small Business/Entrepreneurship.

A private kindergarten with an inclusive and supporting environment

Source: Adopted from: Carlsberg Group
concept writing guidelines

A reason to believe

The reason(s) to believe is the evidence that makes the benefit believable

Provides a product/ ingredient/ service story to support the benefits

Internationally recognized degree

Sunkissed fruits and nuts

Source: Adopted from: Carlsberg Group
concept writing guidelines

A reason to believe

Avoid complicated, lengthy or technical language that is not easily understood by normal people as this can put people off!

Try to provide rational and emotional reasons to believe that will persuade consumers to try the product.

Due to the highly concentrated 5 plants combination

Russian traditional recipe

A snappy summary

A short, snappy phrase that reinforces the benefit, leaving the consumer with a clear, last thought

A present from the past

Take your time - we did .

*Quality water - Quality
education*

*Instant sunshine -
Summer never tasted so
good*

Source: Adopted from: Carlsberg Group
concept writing guidelines

**Branding/
key visual**

Branding with a pack
picture

Moodboard should be
used as the supporting
stimulus, describing the
concept

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

iktijk
enjoylife

Pure water is essential to
live healthy and happy life!

Introducing pure water
from Tian Shan mountains.

New mountain water is
enriched with
microelements that are vital
to keep your body in good
state to enjoy life!

Drink, live, enjoy!



How the concept should be formulated?

Concept



A strong concept must describe the new product or service by:

- Grabbing consumer's attention
- Promising to fill some unmet need
- Delivering the solution (benefit) for the problem (insight)
- Doing it in a unique way

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

1. Sparkling celebrations for any day

For me life is not only work and housekeeping. In any day I can arrange my own “small celebrations”, for example, meet my friends, buy some thing which I like or just buy my favorite dessert.

For this celebrations I always choose Eve – my new light-alcoholic sparkling drink. It has unique sparkling taste because it’s aerated and contents natural juice. And the celebrations won’t be similar because Eve can be different – with unique Litchi and Passion Fruit flavors.

Eve – Sparkling celebrations for any day



1. Sparkling fun for every day

Insight	For me life is not only work and housekeeping. In any day I can arrange my own “small celebrations”, for example, meet my friends, buy some thing which I like or just buy my favorite dessert.
What it is	New refreshing sparkling light-alcoholic drink with natural juice in two flavors: Litchi and Passion Fruit
Benefit(s)	Emo: atmosphere of celebration, foreboding of celebration Func: Unique sparkling taste in two unique flavors: Litchi and Passion Fruit
Reasons to believe	Unique sparkling taste, made of natural ingredients
Key differentiator	Unique flavors, feminine sophisticated package, natural juice, unique sparkling taste

How the concept should be formulated?

Concept



- Overcome category negatives (all the taste, half the calories)
- Offer previously unavailable benefits ()
- Make life better
- Higher quality
- Lower price

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

Concept 2 - An international specialist in Tourism and hospitality (Masters).

The tourism and hospitality sphere in Uzbekistan needs significant development. There is a lack of skilled professionals with relevant education that might have a positive impact on the industry in general.

Introducing a course in International Tourism and Hospitality that is to be offered by an international University in Tashkent in partnership with a University in London.

The Course to be delivered in a blended mode that will include online classes by professors in London, as well as practical sessions on campus in Tashkent.

International degree – international education.



How the concept should be formulated?

Concept



A good concept should be easy to read using consumer language that resonates with the target audience

It is supposed to give as much information as a 30 second advert equivalent on television or radio

Needs to be short, to the point and single-minded - selling one thing only

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

Example 2

Concept 3 – Fruitty & Nutty

I am an open person and like trying new sweets. Current chocolate offers are very predictable and boring. I am looking for good tasting but extraordinary chocolate offers matching my mood/lifestyle.

Introducing new Brand X which provides extraordinary new taste . There are two types : Sunkist fruits covered in chocolate, and nuts covered in chocolate.

Extraordinary fine taste is reached by blending fruits or nuts of Uzbekistan with finest chocolate of Belgium.

Chocolate your style.



Final tips for writing good concepts - DO'S

- **Clarity** – be easy to understand and communicate benefits clearly
- **Fresh** – offer something new and different
- **To the point** – not losing people half way through, max 100 words – 80 better
- **Competitive** – ensure being it better/different than others
- **Persuasive** – have a relevant weighting of ‘emotion’ and ‘function’
- **Relevance** – match tone to target audience – and use consumer language
- **Insight** – acknowledge a real insight

*Source: Adopted from: Carlsberg Group
concept writing guidelines*

Reading

Web articles:

1. Ideas to Go (2022). How to write winning concepts [Online]. Available from: <https://www.ideastogo.com/innovation-blog/how-to-write-winning-concepts>
2. INSIGHT DRIVEN Brand Consulting & Communication (2015). How-to-Write-Better-Product-Concepts[Online]. Available from: <http://www.insightdriven.de/wp-content/uploads/How-to-Write-Better-Product-Concepts-WhitePaper-Insight-Driven-June-2013.pdf>
3. Felicia C. Sullivan (2019). Let's Talk About Brand Benefits and a Reason to Believe [Online]. Available from: <https://medium.com/s/how-to-build-a-brand/lets-talk-about-brand-benefits-and-a-reason-to-believe-37a90fff59d8>

References

YouTube videos:

- “Nurofen 2010 Ad.” YouTube, uploaded by australiaads, 28 March 2010, <https://www.youtube.com/watch?v=VsPXQJQlqwM>
- “Snickers Mr Bean TV advert – Subtitled.” YouTube, uploaded by Snickers UK, 4 October 2014, <https://www.youtube.com/watch?v=qlVDxL2lgN4>
- “SNICKERS Marilyn "Dafoe" commercial.” YouTube, uploaded by [Miss Cellaneous's Entertainment](#), 17 February 2016, <https://www.youtube.com/watch?v=-Vf3K6J2fps>
- “Awake Purified Drinking Water Ad.” YouTube, uploaded by Isaac Adjei, 21 March 2016, https://www.youtube.com/watch?v=3pwjzZ75u_Y
- “SUBWAY Live Fresh Eat Fresh (30s).” YouTube, uploaded by SUBWAY® UK Ireland, 21 March 2012, <https://www.youtube.com/watch?v=nY2Gk0WuEB4>
- “2015 Commercial - [#RealStrength](#) Ad | Dove Men+Care.” YouTube, uploaded by dovemencareus, 20 January 2015, <https://www.youtube.com/watch?v=QoqWo3SJ73c>