

uğurböceği
fikir ve marka aklı

direction document..

sample brand: an aegean family business that has made olive oil for three generations

positioning line.. **oil from a grove you know..**

today..

for three generations they have pressed oil from their own grove.. four fifths of sales go to wholesalers; the name never reaches the shelf and someone else sets the price..

the real problem..

they create the quality; someone else collects the value..

for whom..

home cooks aged 35-55 who want to keep aegean cooking alive in their city kitchens.. second door: small restaurants that want to name their oil on the menu..

naming and messaging..

the family name stays, with the grove's name beside it.. few words, much information: harvest date, tree age and pressing day on every bottle.. words to avoid: unproven praise such as "the best", "unique", "natural"..

the first 90 days..

1. label and bottle (moving to the identity table).. 2. a direct-sales trial with 300 households: orders through a harvest notice.. 3. two restaurants that name the oil on their menu..

what we will measure..

share of direct sales (5 per cent today, 15 per cent target), repeat-order rate, the name on restaurant menus.. on day 90 we sit at the table again..

decision points: positioning (week 2) · naming and messaging (week 3) · decided by: the founder and the second generation

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