

Telling Your Story

1. Define your target market

Select the top 5 in each section as they relate to your products

Demographics-Tangible, quantifiable characteristics			
Customers (Format, Merchandising, # stores, Distribution, Private label, Certifications etc.)			Consumers (Age, Household size, Income, Education, Geography, Hang outs etc.)
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	

Psychographics-Customer priorities and intangible characteristics			
Customers (Sales, Margin, Service level, Quality, Sustainability, Local products, Private label etc.)			Consumers (Value, Convenience, Eating styles, Lifestyles, Local products, Flavours etc.)
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	

Uses-How your customers and consumers will use your products			
Customers (Drive traffic, Image, Sales, Margin, Local image, Quality image, Variety, Foods of the world etc.)			Consumers (Ingredient, Stand alone/substitute, Special occasion, Gift, Kids, Health & wellness, Allergies, Eating programs etc.)
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	

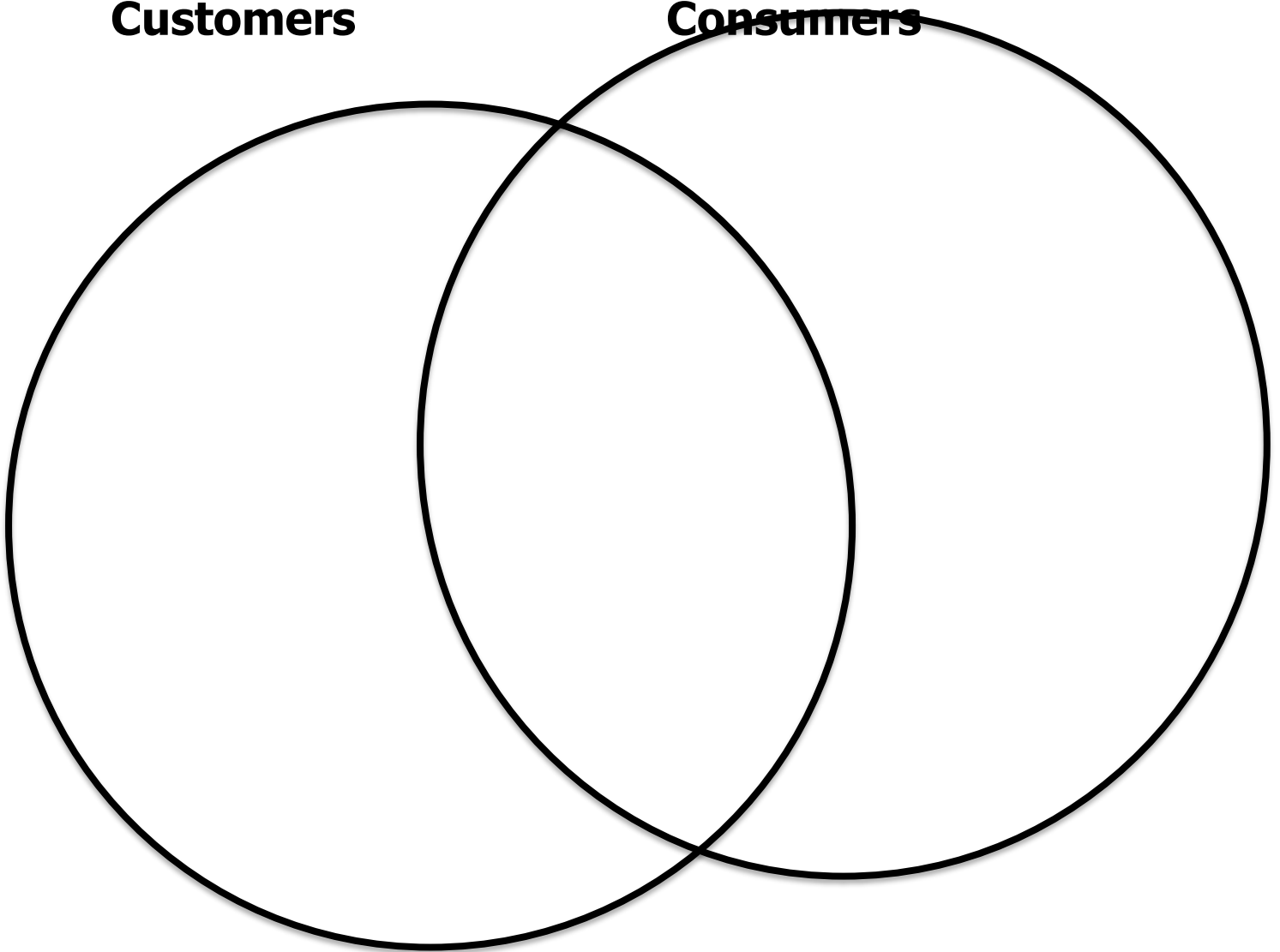
Interacting-How will you interact with customers and consumers?			
Customers (Meetings, Industry events, Linked in, Phone/email/text, Others in org., Recalls, Service level etc.)			Consumers (Mass media, Social media, Packaging, In store, Website, Quality issue, 1 800 # etc.)
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	

2. Needs

List the needs of your customers and consumers in the target market. Some will be unique to each and some will be common to both.

Customers

Consumers



3. Product Features

List the features of your product

	Product feature
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Summarize your target market for customers and consumers using the demographics, psychographics and product uses you identified.

Customers	
Consumers	

Thinking of your definition of each target market, convert the features into benefits for both customers and consumers

Features	Benefits			
	Customers		Consumers	
	1.		1.	
	2.		2.	
	3.		3.	
	4.		4.	
	5.		5.	

4. Tell Your Story

To create the story, consider the target market, what they need, what the interaction will be and how your product benefits them. When you combine the message with:

Who it is targeted at

What they need

Where you will interact

How your product benefits them

You will tell your story effectively

Who it is targeted at	What they need	Where you will interact	How your product benefits them	The story

Peter Chapman
SKUFood
peter@skufood.com
902.489.2900