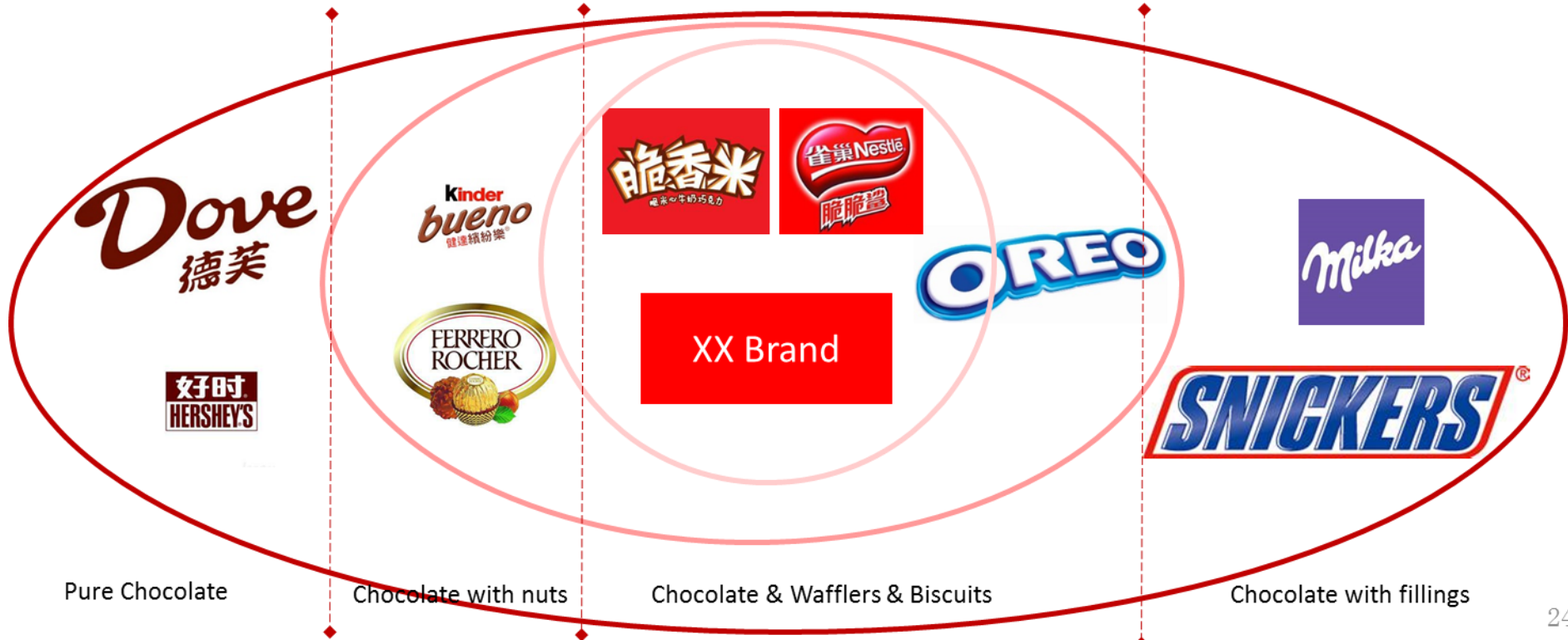


Brand Positioning Example

XX Brand Positioning



Pure Chocolate

Chocolate with nuts

Chocolate & Wafflers & Biscuits

Chocolate with fillings

Brand Perception and Portraits - AVENT



Brand Personality

- Warm
- Friendly
- Caring
- Trustworthy
- Quality
- Loving

Brand Identity

- Professional
- Assurance
- Accompanying

“She is working as a manager in a company and has very positive working attitude. She is very kind and her subordinates like her a lot.”

“This brand makes me feel a connection with other moms around me.”

The overall image of AVENT is professional and having various product lines. Most AVENT users are not the only ones using this brand within their group, their friends' circle are using this brand as well. This is especially typical in Guangzhou.

“它是英国的品牌，新安怡基本上所有妈妈都知道，每个人都说新安怡好，身边的人都在用” – GZ 全职达人，新安怡

