

The Consumer BuyWay™ :

Next, Know Who You Are Talking To, Where They Are And What To Say



The Consumer BuyWay™



TopRight created The Consumer BuyWay™ because past positioning frameworks had not evolved to keep pace with the new ways in which Brands are activated today.

Classic Approach

- Designed for simple, uncomplicated purchases
- Generally does not define each step of the purchase process
- Identifies the overall benefit drivers for purchase intent
- Generally difficult to translate into a creative strategy beyond broad reach

TopRight Approach

- Comprehends more complex, longer purchase process
- Dissects purchase process to define consumer needs at each point
- Identifies drivers of purchase intent at each decision point
- Designed for activation – at broad reach and 1-to-1 level

The Consumer BuyWay™ has been designed for flexibility – it can be used to position individual Brands and complementary Brands within a portfolio to assist in portfolio allocation.

It can also be used to develop a position or value proposition for a Brand with a specific consumer and / or customer segment.

