

12.1 Appendix A

The Dresscode is a method to define the external and internal components of a brand. In Figure 13.1-40 on page 80a representation of the Dresscode template is illustrated. The t-shirt is an analogy for a brand as defined by the elements of the t-shirt. Just like a t-shirt, the brand should fit with the people who wear it.

The template is printed on an A1 poster, on which owners/employee's of the company place sticky notes. The method starts with the A to C, this part is a generic description about the market in which the company is acting. The numbers are company specific and build up to the company core proposition. The letters and numbers correspond to the following topics:

A. Market Definition

This sets the boundaries of the external context in which the brand acts. It forms a starting point for defining competitors, potential customers, but also the basis for step B. and C.

B. Legislative Necessities

This covers the obligations that a company has by law, this differs per market but also per business construction/model.

C. Entry Assets & Qualities

This entails what the assets and activities that are needed for every company to be active in the market. An example for an airliner: airplanes, booking system, airport contracts, luggage management.

1. Internal values

This is the first company specific part. Where the values that the company stands for are described.

2. External values

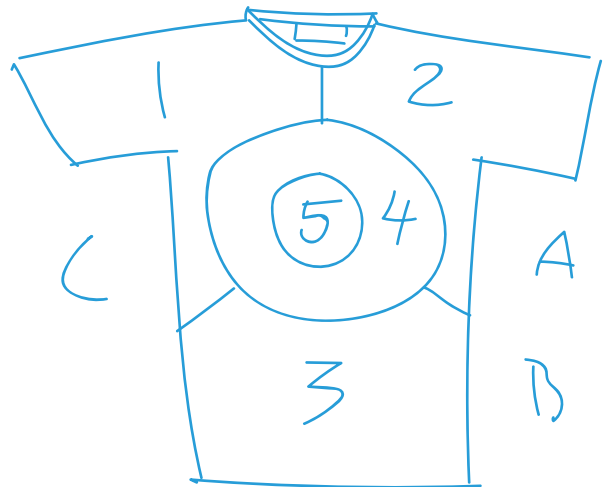


Figure 12.1-40: The Dresscode template by Van Berlo for brand development.

The external values are defined from a consumer perspective to explore what they find important and what their needs are. The following statements are based on contact with Bundles customers via reviews, customer support and generative sessions with customers and non-customers.

He/she wants to: have a high quality machine, pay for what they use, a flexible contract, have no worries about maintenance, get the best result from their machine, enjoy a fast, personal and helpful service, contribute to a sustainable life.

3. Brand personality

The brand personality is explored by discussing the 15 character sub-traits that Aaker (1997) used to describe brand personalities. The traits were positioned on a flip-over sheet with three concentric circles on it with the Bundles logo placed in the middle. Each character trait was then placed in one of the three circles, the closer the circle to the logo the more the character trait fits the desired personality for Bundles.

4. Proof

The proof consists of characteristics or assets that support and express the core proposition.

5. Core Proposition

This describes the key differentiating value that is offered by a company to the target group.

12.2 Appendix B

Company	Dixons	Skala	Meo	Bundles	Witgoedverhuur. nl	Splash	Homie
Product price segment (Low-Medium-High)	L-H	L-M	L-M	H	L-M	L-M	L
Contract duration	7	5	3	1M-59M+€89 5yr+€0	3	5	6m
Price rang (cheapest subscription)	L:€22 H:€49	L:€24,95 H:€37,95	L:13,50~ H: 29,50	H1:€12,95+€0,8x wash H2:€14,95+€0,8x wash H1:€22,95 H2:€24,95	L:€11,50 H:€19,50	L:€9,5 H:€17,5	€0~€20
Benchmarking scores and upsides by Consumer Agency testlab	L: Bosch WAT28321NL (6,7) Detergent residual H: LG FH4G1BCS2 (?)	L: Bosch wae-28267-nl (?) H: Samsung WW90K6604QW (6,9) Noisy +Door-in-Door	L: Candy CS1472D3 (Android Connected) H: Miele WKB 130 (7,2) Detergent residual	H1: Miele WDB 020 (7,2) Detergent residual H2: Miele WKG 120 (7,2) - Detergent residual	Own brand Indesit BWE 81683 (6,0) noisy slow detergent residual Med result	Own brand Siemens WM14B262NL (5,7) - Noisy	Zanussi zwf7144 (6,1) - noisy - small door - slow
Service	Delivery & Repair	Delivery & Repair	Delivery & Repair	Delivery & Repair	Delivery & Repair	Delivery & Repair	Delivery & Repair

