



the clarity wizard

The Clarity Catalyst Framework

Defining everything the brand stands for
in service of *differentiation* and *behavior change*.



Did you know:

46% of consumers say they **purchased a different brand than last year** – an increase of 13 points!

59% buyers are more likely to **stick with a brand** because they have **no reason to change**

2X emotionally connected customers are **more than twice as valuable** as highly satisfied customers, yet *only...*

36% of consumers have an **emotional connection to a brand**

In a world of thousands of brands, each battling over a finite number of consumers, nailing a strong brand positioning is not just nice to have – it is the **KEY** to capturing consumers' hearts and minds.



The clarity wizard

Have you found yourself or your team struggling with the **lack of insight, nuance, and conviction** in your brand positioning?

Kathy is an exceptional facilitator with a keen sense for engaging others and does well at adapting discussions to maximize results.



Head of Innovation,
LALA US



- Continuously revisiting brand strategy and positioning with every new initiative
- Difficulty articulating the primary brand differentiator or your right to win
- Suffering the “and also” problem – unable to prioritize what’s most important
- Misaligned output from agencies, cross-functional partners or vendors
- Secret skepticism in your strategy, innovation, marcom & etc, and later seeing it reflected in poor ROI

Stop asking yourself the same questions over and over and nail the positioning once and for all.



Our Expertise

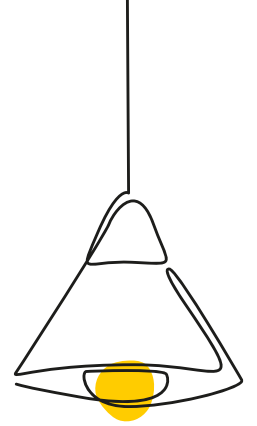
The Clarity Wizard helps brands optimize their brand positioning by:

- Getting smarter and more sophisticated about their consumers & their experiences
- Better articulation of their brand promise, benefits, and differentiation
- Leveraging our powerful Clarity Catalyst Framework to create a holistic and compelling brand story






President
Women's Health,
Pharmavite

Kathy is hands down one of the best strategists I have worked with. And I'm not the only one that keeps coming back to her when I need to move the needle quickly.



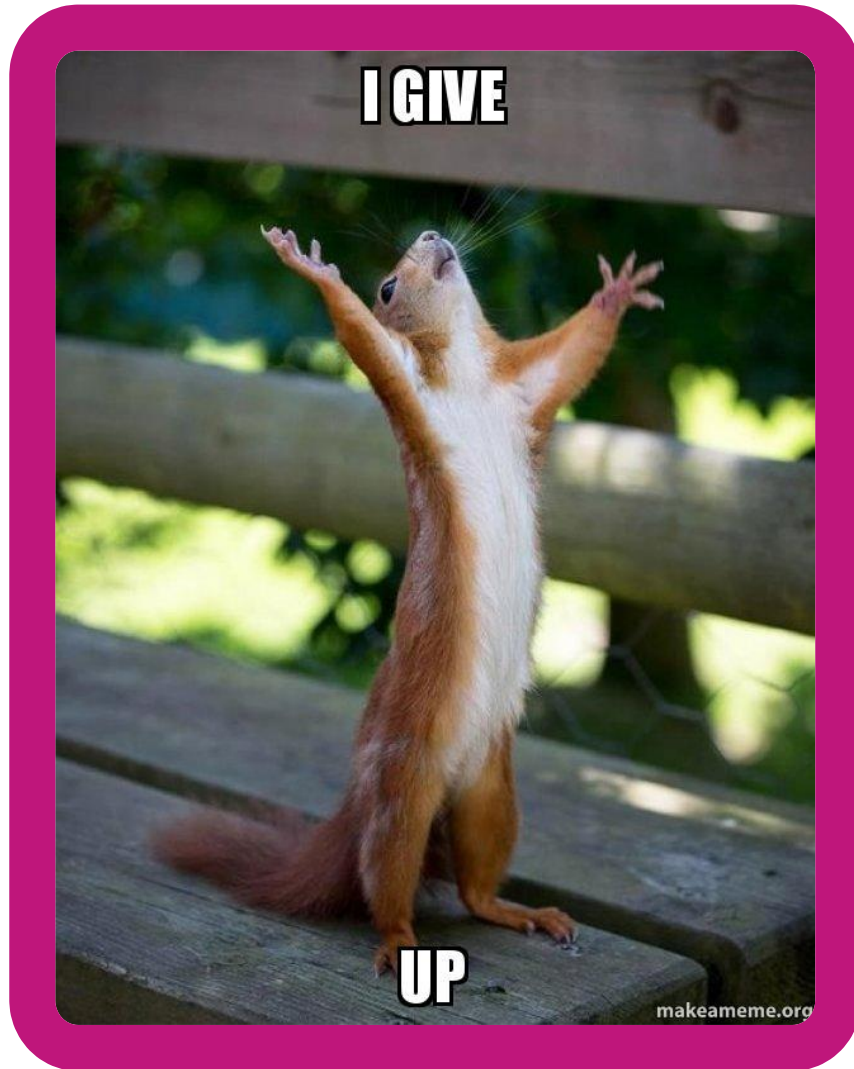
Our Impact

As a result, brand teams have **CLARITY** on **WHAT, HOW, & WHY**

-  improving consumer connection and driving behavior change
-  competing more effectively everywhere your brand shows up
-  & increasing revenue and decreasing risk!



Why Brand Fundamentals



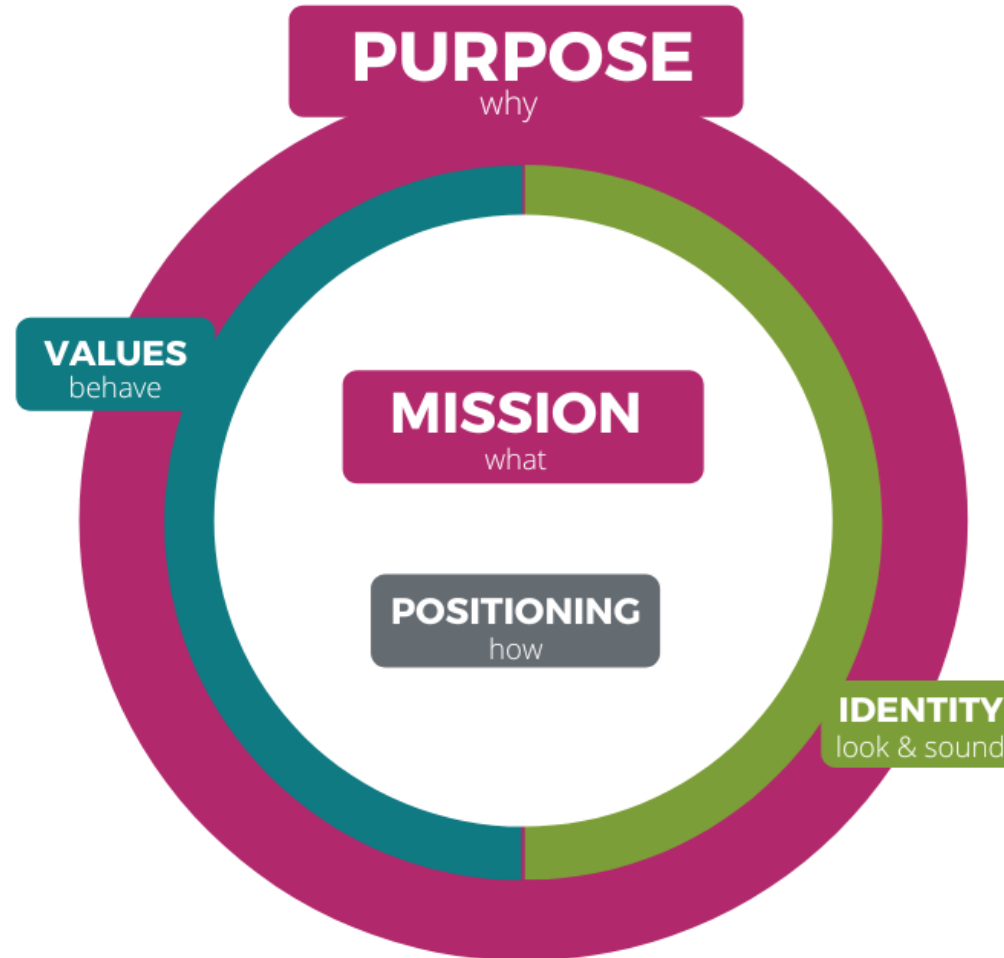
Brands have a lot they want to say and a lot **they don't even know how to say**

As a result, **brand positioning is a challenging task as they struggle to synthesize all the content** into a relevant and compelling brand positioning

This is true no matter the stage of the brand: new brands are **creating from zero**, emerging brands are **continuously sharpening** to compete, and mature brands **chase after elusive relevance**



The Clarity Catalyst Framework provides a foundation from which to build the brand's fundamentals and optimal brand positioning



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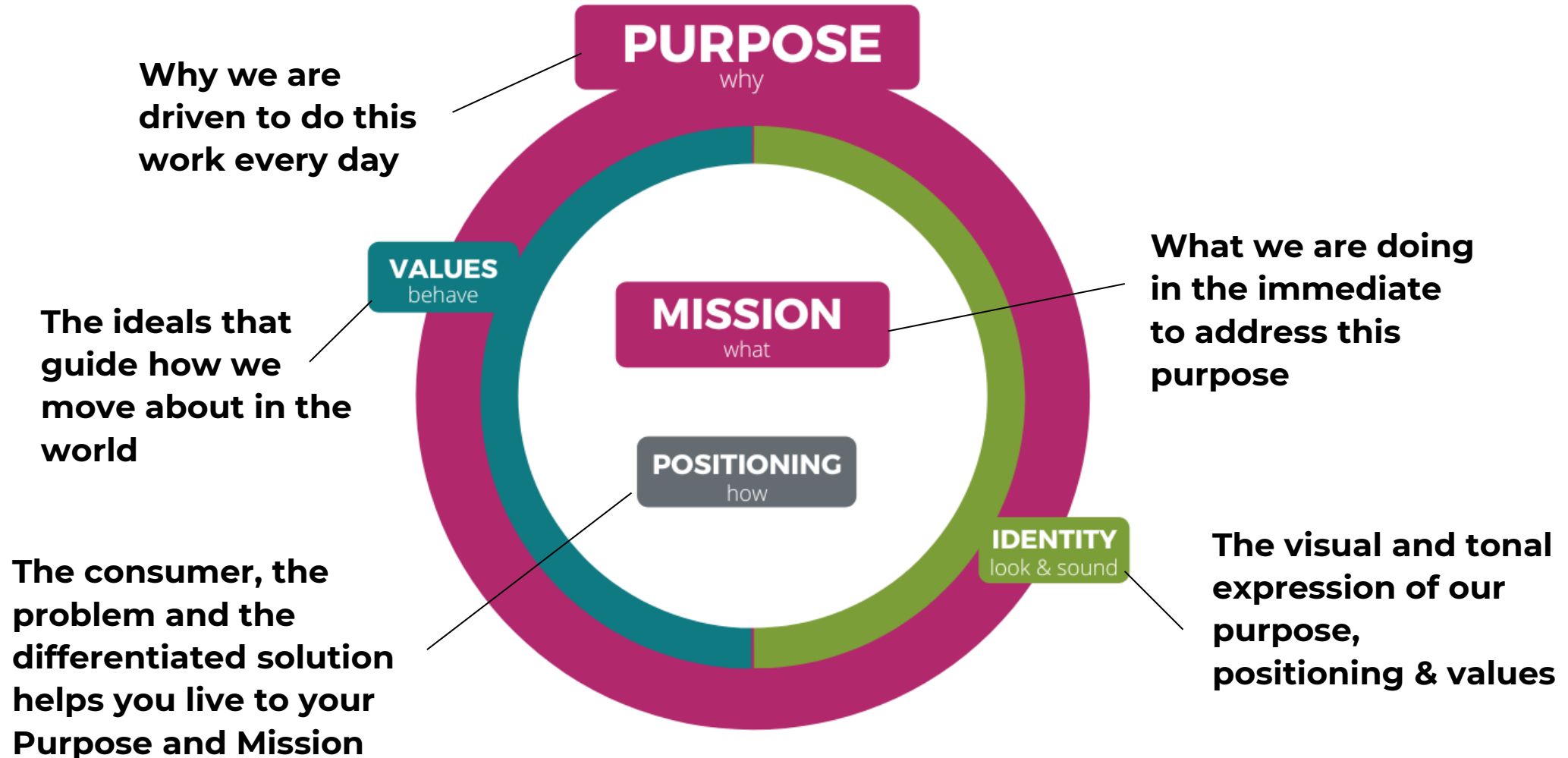
Each brand fundamental element's definition helps clarify and strengthen the definition of the next and vice versa...



...ultimately creating **salience in each point of communication that **creates confidence** and **reduces risk**.**



The Clarity Catalyst Framework provides a foundation from which to build the optimal brand positioning



Simply put, the Framework helps you articulate all the elements of your brand...

Purpose is **WHY** you are driven to this work.

Mission is **WHAT** impact you hope to have.

Positioning is **HOW** you deliver on your mission.

Values tell you how to **BEHAVE**.

Identity tells you how to **LOOK** and **TALK**.

And each element builds on the next, delivering the optimal brand positioning.



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Mission is **WHAT** impact you want to have.

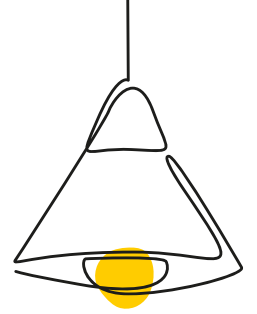
Positioning is **HOW** you deliver on your mission.

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Don't think you have or need a Purpose? **THINK AGAIN.**



This unlikely bunch all have Purpose – why wouldn't your brand?



Purpose is not about a social mission. It's not about “giving back” some arbitrary amount of money. And it's not about “taking a stand”.

Purpose is a reason for being *beyond financial success*. Joy, connection, doing the right thing, becoming more yourself, aspiring to better, and so much more. THAT is the fabric of purpose. And everyone, everything, has a purpose.



If your brand has no purpose, then why the heck are you working so hard? 🤔

The Positioning for Clarity Process



the clarity wizard

1

DEFINE

Illuminate the specific problem to solve by understanding the business opportunity, current state of the brand, and the competitive landscape



2

HYPOTHESIZE

Identify knowledge gaps, prioritizing them by impact and certainty, then creating hypotheses to guide the next phase



3

EXPLORE

Explore positioning pathways with targeted, agile research that tests hypotheses, strengthening both our data set & intuition



4

ARTICULATE

Participate in the **Clarity Catalyst Workshop** where we balance ambition, deep insights & intuition to articulate positioning real time



5

VALIDATE

Qualitative and/or quantitative testing of brand positioning options to identify which best delivers on the business goals



6

IMPLEMENT

Develop or update the Brand Book to effectively tell the story of the brand positioning, sharing it with key stakeholders and partners



This is where the magic happens!

A message from The Clarity Wizard Founder & CEO



“For over 20 years, I’ve worked with brands at all stages of development and experienced firsthand that brand positioning **demands dedicated time and effort to "get it right"**.”

But most brands do not spend enough time on this, and with infinite options, **the consumer has no motivation to choose those that don't effectively speak to them.** These brands struggle to connect with consumers, struggle with mediocre growth, and struggle to motivate teams to deliver work that makes an impact on the business.

My seasoned approach to optimizing brand positioning, along with my proprietary brand fundamentals framework, and my enthusiasm for your personal success, is **the winning combination to make your positioning woes a thing of the past and push your brand into a new stage of growth.**”

Kathy Guzmán Galloway

Head Wizard & CEO

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Areas of Expertise

BRAND POSITIONING: optimizing your insights, brand differentiators and strategic market position for growth and incrementality

CONSUMER INSIGHTS: more sophisticated understanding of your target

STRATEGIC PLANNING: data-based choice-making to maximize growth

Category Expertise

FOOD

salty snacks, yogurt, applesauce, cottage cheese, sour cream, pouch snacks, dip snacks, ice cream & frozen novelties, cookies

BEVERAGES

juice, juice drinks, cocktail mixers, CSD, bottled water, sparkling water, coffee (traditional + RTD), RTD tea, functional drinks, conventional milk, flavored milk, plant-based milk, coffee creamers, conventional

beer

BEAUTY

natural, multicultural haircare

HEALTH

VMS, gut health, probiotics, fiber, gummies, women's OTC, digestive OTC, vaginal/urinary health

CLEANING

multipurpose, bleach, laundry

OTHER

pet

Our Extended Team

Companies, Agencies and Consultants in strategy, trends, research, innovation, product development, and various specialties, industries and product categories

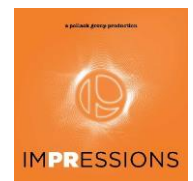
hatch venture group



And more!

We look forward to working with you!

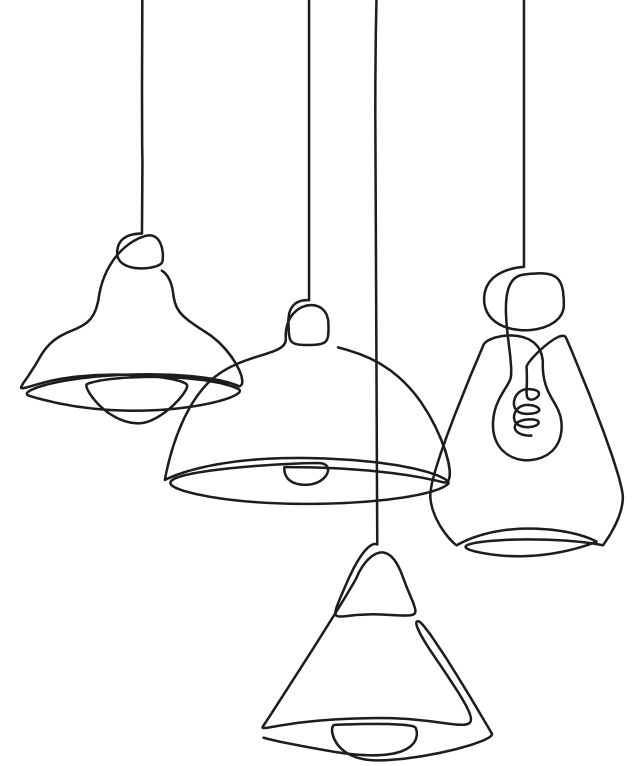
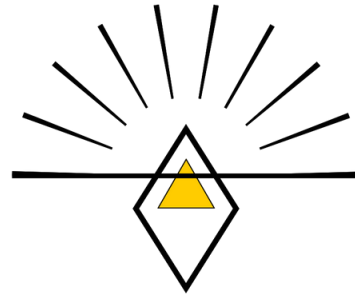
Seen and heard in...



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the clarity wizard

the brand positioning experts

Example



At Moov, we believe that women do more than they get credit for. More than they're asked to do. More than you know. And yet, they can accomplish *even more*.

That's why we are dedicated to inspiring and energizing women to continue to do more everyday and find the joy within.

At Moov, we're on a mission to uplift women to their full potential.

We create products that are carefully crafted with ingredients to support her exceptional life.



Belief

At Moov, we believe that women do more than they get credit for. More than they're asked to do. More than you know. And yet, they can accomplish *even more*.

Purpose

That's why we are dedicated to inspiring and energizing women to continue to do more everyday and find the joy within.

Mission

At Moov, we're on a mission to uplift women to their full potential.

We create products that are carefully crafted with ingredients to support her exceptional life.

Positioning

Moov: the fuel that nourishes the best of you.