

Zigo Positioning Statement

Target Market

Zigo's target market includes employees working in and near the buildings at which the retail pavilions are located.

Within this market the products will be attractive to professional employees living in 1 or 2 person households.

They range from customers who simply view food as fuel, to customers who view food consumption (though not necessarily food preparation) as a gratifying and rewarding event that is often the focus of their evening activities.

What needs does Zigo satisfy for these customers?

Solving a recurring problem through:

- Convenience of purchase, preparation and clean-up.
- Delicious, attractive, nutritious and affordable meals.
- Ease and variety of choice.

What 3 words would we like customers to use to describe Zigo's products?

- Convenient
- Fresh
- Delicious

What is the personality of the Zigo brand?

An innovative solution to a frustrating daily problem. Like Tivo for your evening meal.

Key Words

Simple	Levity	Accessible
Clean	Light	Inviting
Uncluttered	Casual	Cool
Innovative	Flow	Friendly
Happy	Fresh	Clever

Brands with Similar Personalities

Best Wine Cellars	Simplifies choice Makes me feel smart Mass market Assured of quality Convenient	Storylines Innovative Reinventing a tired category Clean and simple Affordable
Apple Stores	Sleek, cool, hip Clean and simple Accessible Interactive Overcomes inertia	Mass market Innovative Reinventing a tired category Informal
Tivo	Changes people's lives Addictive Convenient Innovative	Reinventing a tired category Clever Delivers on promise
Song Airlines	Happy and friendly Motivated employees Customer focused Makes flying fun (TV) Bright and airy	Innovative Reinventing a tired category Mass market Informal Delivers on promise
Virgin Atlantic	Anti-establishment Innovative Reinventing a tired category Young Fun	Mass market Unaffected Casual Informal
Monster.com	Anti-establishment Convenient Mass market	Self serve Casual Informal
Netflix	Innovative Self-serve Convenient	High switching costs Deliver on promise Clever
Jamie Oliver	Anti-establishment Low tech Accessible Young Mass market	Unaffected Informal Casual Fun