

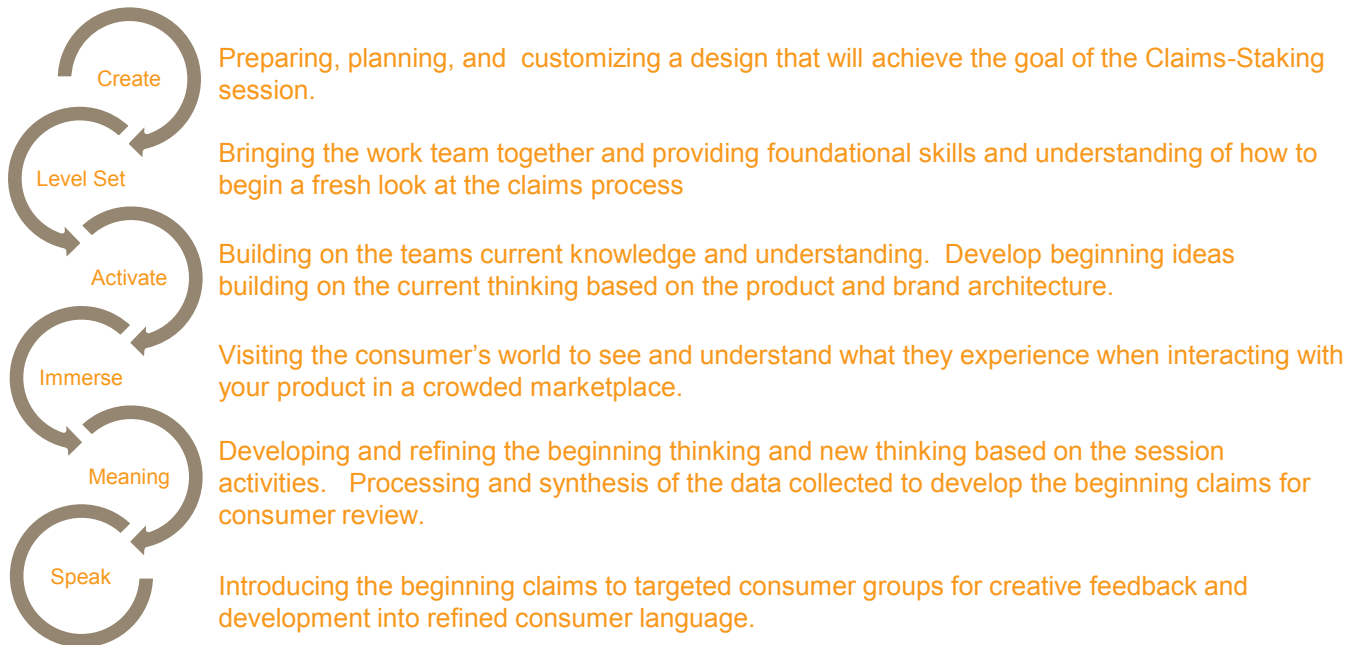
# Synecticsworld Claims-Staking™

## The CLAIMS Framework for Breakthrough Product Claims Generation

Within your organization resides the knowledge and talent to effect the kind of marketing you need to succeed because *you know your consumers and customers better than anyone*. What Synecticsworld® does, through **Synecticsworld Claims-Staking™**, is focus the innovation potential of your organization on your product claims challenges.

We work closely with you to plan and design a customized process to generate and develop new, targeted language, that will drive your target consumer to choose your product or service over your competitors’.

**Synecticsworld Claims-Staking™** is a dynamic *process* that produces breakthrough language that you can use to differentiate your products at your customer’s point of decision. It consists of six steps: **Create, Level Set, Activate, Immerse, Meaning, Speak**, which constitute a flexible framework for inventing new, and revitalizing existing, product claims and packaging language.



The core of the **Synecticsworld Claims-Staking™** framework is to understand and utilize the consumer insights that exist within your organization. When you activate upon those insights to their fullest potential you can speak directly to the consumer in their own language. The product claim must address what is the most important to the consumer.



- Is an essential component of every marketing decision and activity
- Leverages existing product and category truths
- Creates a deeper understanding of these truths for you
- Leverages the organization in a unique way to create breakthrough claims.
- Is not limiting, creates claims that may be actively developed or arise spontaneously

**What do you wish you could claim about your products?**

For more information, please contact [info@synecticsworld.com](mailto:info@synecticsworld.com)

