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.



Preparing, planning, and customizing a design that will achieve the goal of the Claims-Staking session.

Bringing the work team together and providing foundational skills and understanding of how to begin a fresh look at the claims process

Building on the teams current knowledge and understanding. Develop beginning ideas building on the current thinking based on the product and brand architecture.

Visiting the consumer's world to see and understand what they experience when interacting with your product in a crowded marketplace.

Developing and refining the beginning thinking and new thinking based on the session activities. Processing and synthesis of the data collected to develop the beginning claims for consumer review.

Introducing the beginning claims to targeted consumer groups for creative feedback and development into refined consumer 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

