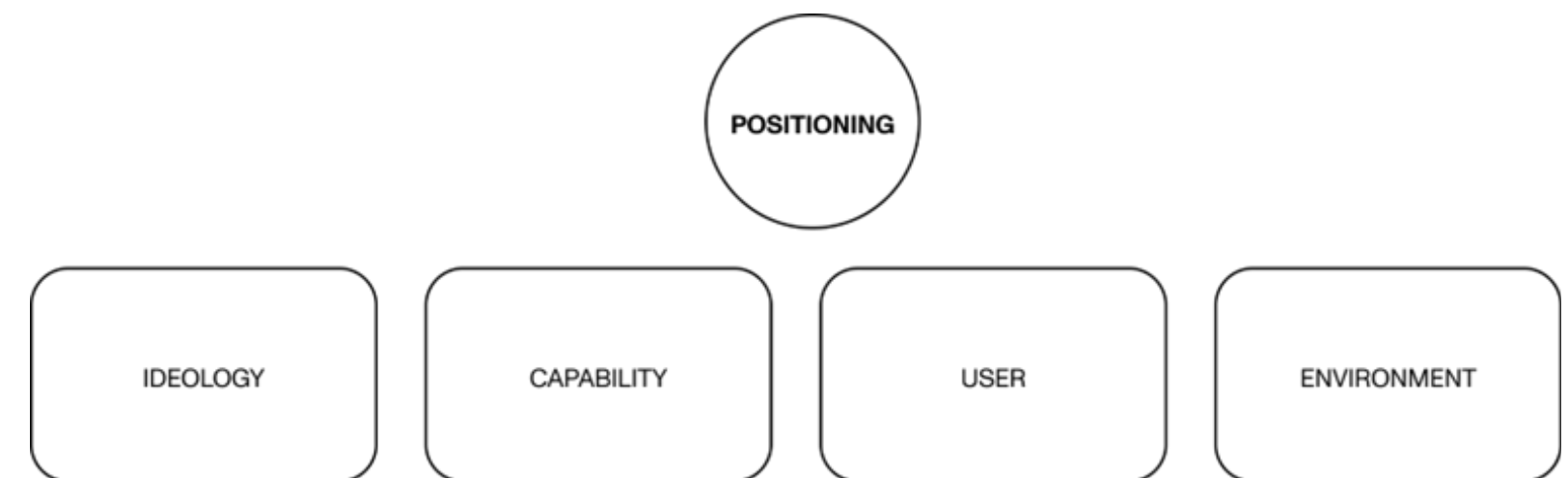


Main Research Question:

How can “X” company apply brand research methods to develop an effective brand positioning for a crowdfunding campaign?



Across the four elements of brand research from Beverland's approach to establishing brand positioning (2018), along with further segmentation and targeting, a brand positioning strategy was developed to better align with potential backers within a crowdfunding context.

BRAND POSITIONING

“For the Sophisticated Connoisseurs, the “X” Espresso Machine uses ground coffee to create authentic espresso shots. Iterated from a previous crowdfunding campaign, “X” elevates espresso-making into a mindful practice. Designed as more than a simple click-and-go coffee, it transforms the act of making coffee into a moment of pride and redefines coffee preparation to express an innovative sense of style.”

THE ESPRESSO CEREMONY

The positioning was then translated into a video campaign.

Results

- The video successfully aligned with brand positioning but did not significantly increase backing intention
- Brand message “Espresso Ceremony” was well received and should be retained.
- Sophisticated Connoisseurs showed higher interest compared to other segments but with limited backing intention.
- Keep existing logo with small refinements to enhance brand consistency and consumer recognition.

Practical Implication

- Increase video engagement, perceived value, and price justification. How?
- Offer multiple video variations to improve engagement and credibility instead of relying on a single campaign video
- Incorporate social proof, to boost consumer confidence.
- Strategic refinements in brand messaging, campaign structure, and pricing transparency

9 Design Rules

- 1 Quality materials and Transparent design
- 2 Comfortable operation with hissing cues
- 3 Authentic Italian espresso
- 4 More than quick-and-go
- 5 Evokes a feeling of pride
- 6 Innovative sense of style
- 7 Speaks Confidently
- 8 Speaks Inspirationally
- 9 Speaks Poetically

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Keven Wu
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Committee
Chair: Ellis van den Hende
Mentor: Sijia Bakker-Wu