

Michel & Augustin Cookies: Culinary Adventurers Competing against Food Industry Giants



Presented to you by:
Danielle, Darina, Elisa,
Miriam, Olivia, Suzanne
and Vicky.

TheCaseSolutions.com



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Background History

- Originally from Europe: "Wind Telecomunicazioni"
- Globalive, a Canadian telecommunications company wins bid to launch network
- Difficulty entering the Canadian Market
- Entered the Canadian market in 2009

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Brand Elements

- Memorable
- Meaningful (Persuasive)
- Likeable
- Transferable
- Legally Protected
- Adaptable Over Time
- Easy to Use



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Agenda



- Sources Evaluation
- History of Wind
- Brand Elements
- Keller's CBBE Pyramid
- Positioning: Current and Future
- Value-Link Analysis
- Implications of Future Positioning

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Source Evaluation

- Company Websites
- Social Media
- Newspapers & Broadcasting
- Interviews

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CBBE

Resonance
medium to high

Feelings
mixed emotions

Judgements
not a superior brand

Imagery
young, 18-25,
urban, student, down to earth, budget

Performance
low performance compared to top competitors

Salience
high depth, low breadth

VALUE LINK ANALYSIS

Terminal Value	SELF CONFIDENCE / INDEPENDENCE	
Brand Assets	Independent Life	Independent Personality
Colors	Redness	Greenness
Shapes	Rectangular	Irregular
Text	Simple	Complex
Images	Human	Non-Human
Logos	Simple	Complex
Icons	Simple	Complex
Patterns	Simple	Complex
Colors	Redness	Greenness
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Current Positioning

Current

Provide core quality mobile service in the top 100 cities in the market at a lower price



Subscribers and Toppers



Market Share



Future Positioning

- Simple, no frills mobile service provider for the average city dweller
- Niche market, ages 25 - 40
- Non-competitive, reasonable



Implications of Future Positioning

- Boring - doesn't stand out
- Non-competitiveness could be unappealing to people who want the best
- Difficult to build loyalty and attachment
- Unreliable service outside of major cities

Thank you!

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Please Turn Off Your
Cell Phones

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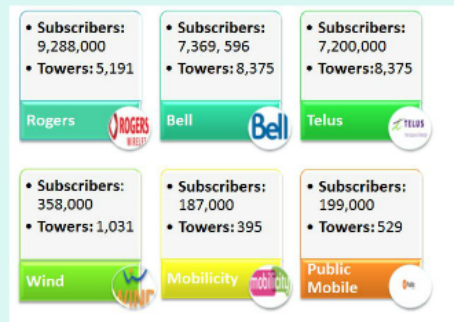
Current Positioning

Current

Provide same quality mobile service as the top providers in the market at a lower price.



Subscribers and Towers



Market Shares

