

# Evidence-Based Brand Positioning Decisions for Wellness Products

## Client Situation

A startup developing **healthy coffee and tea infusors** sought to position its products in the wellness market.

The founders needed to appeal to two distinct consumer orientations:

- consumers drawn to **biohacking and scientific optimization**
- consumers seeking **plant-based alternatives to conventional medicine**

## Strategic Challenge

The key question was not simply *which message to use*, but **how to balance competing brand narratives**.

The research addressed:

- scientific vs. natural-health framing
- roles of different brand elements: company name, visual branding, and text-based branding
- which messages should anchor core positioning versus supporting communications

## | Approach

Designed and led a **research initiative** that included:

- survey research across major urban U.S. markets
- Examining change in consumer perceptions as brand “layers” are added, including A/B testing
- segmentation analysis
- oversight of external research vendors to ensure analytic rigor and decision relevance

## Core Strategic Insight

Consumers should not have to choose between **scientific credibility** and **natural health**. The strongest positioning direction treated these as **complementary narratives**.

### Brand architecture

Different brand elements can carry different meanings without requiring a single message to do all the work.

### Messaging implication

Natural health should lead the value proposition, with scientific standardization positioned as *supporting credibility*.