

# Objective



Creating a professional automotive products brand, targeted for the "Retail (TT) marketplace".

The brand must make customers feel like they are making a valuable choice, that they are the ones who win, must inspire confidence and be attractive on the shelf.

# Market segmentation

## Focus

**Retail (TT)** – a market dominated by solvent-based products, with a significant weight in the gray area of the economy, where low-cost brands and the development of retail businesses (store) selling on a tax receipt are facilitated;



## Secondary

**B2B/B** – a multi-brand service market, still dominated by solvent-based products, but with a higher appetite for established brands, with quality products that can provide the safety of well-done works;



**B2B/Dealership** – a market of car dealerships that are bound to meet the manufacturer's standards where water-based paint is predominant and top quality brands are valued.



# End user



## **Automotive painter**

- ✓ 25 - 50 years
- ✓ Urban
- ✓ Low study level
- ✓ He is generally poorly trained and works after the ear, according to the routine
- ✓ Is improvising
- ✓ He's proud
- ✓ Follow his own interest
- ✓ He wants to get as much as possible with less investment

# Our idea

The brand is associated with a name in German for quality enhancement, in translation wertvoll means valuable.

The predominant color is green, a branding coloring that is very used to express freshness and vitality, renewal.

Positioning vs. competition: The most valuable choice!

Brand personality: Realist, up-to-date, reliable, upper class



# Type of packing

















