

Edge Finder

AoM Edge Finder gives companies and brands a clear and sustainable competitive edge by tapping into and aligning with the attitudes, needs, behaviors and aspirations of your current and prospective customers.

What is an Edge?

Your distinct and relevant competitive position that gives target customers a clear and compelling reason to choose what you offer over other options in your marketplace.

What Question will it answer?

AoM Edge Finder will identify and validate a clear, actionable brand positioning that your entire organization can rally behind, and one that will strongly resonate with your current and prospective customers. It can help guide how you operate and communicate for a competitive edge in your market, based on sound insights and your key strengths.

What do I receive (the output)?

AoM Edge Finder makes the process transparent and actionable with key outputs: 1) a report containing key learning and insights into your market and customer/prospect base; 2) brand positioning options to evaluate and validate for a final recommended version; and 3) a clear action plan for putting the new brand positioning into play.

What is included?

AoM Edge Finder works through five phases which flow seamlessly and logically together. Each phase enables you to be an active participant so deliverables hit the mark:



Product phase	What will it deliver?
Phase I Discovery	A thorough category and brand review develops a deep understanding of your competitive environment and of issues and opportunities that can impact your position in it.
Phase II Customer Profile	A tailored research approach captures critical insights into how you can attract prospects and retain customers, for the long term.
Phase III Positioning Workshopping	We develop and workshop competitive positioning options that set you up to win with existing/prospective customers, all rooted in a thorough exploration of their attitudes, needs, behaviors and aspirations.
Phase IV Validation	Positioning testing and validation confirms the best approach that balances internal strengths with competitive opportunities.
Phase V Mobilization	We deliver a clear and measurable action plan, including recommended timing, to put your new positioning into practice across your business (including operations and marketing) for optimal impact on customer recruitment and retention.

Get in touch:

Contact us to learn how we can help you find your competitive edge with consumers 55+

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