



VALUE REFRAMING Workshop

BBF INSPIRE Program

"VALUE REFRAMING" improves the **perceived consumer value** of your product by positioning the offer as a smart choice. What's unique? Instead of changing the purchase price, it **works via enhancing the perceived benefits** to justify the price. Value Reframing starts with value barriers — the reasons why specific consumers perceive the offer as „too expensive“ and consequently do not buy it. It is a **proven successful approach to drive business growth**. It delivers **fast impact** and does **not require additional investments**.

Objective:

The objective of this workshop is to **develop compelling value reframing ideas for your own product portfolio**. The participants will learn the key concepts and mechanisms of "Value Reframing" and be inspired to develop their own ideas using case studies and creative techniques.

Target Group:

- ✓ Brand teams
- ✓ Market research

Content:

- ✓ Definition & benefits of Value Reframing
- ✓ The „Consumer Value Equation“
- ✓ Defining the right target group
- ✓ Identifying „value barriers“
- ✓ Value Reframing approaches for ideation

Methods:

- ✓ Theory overview
- ✓ Case studies
- ✓ Group work and discussions
- ✓ Ideation / creative sessions

Duration:

- ✓ 1 day

Participants:

- ✓ 5 - 20 participants

Preparation:

- ✓ Brand positioning
- ✓ Consumer learnings & insights