

Geddit

Brand Positioning Statement

1/28/15

Version 1.3

Position

Our Position is how we think of ourselves – the image we want to put out to the world in terms of product, attitude, design, experience. Our Brand, on the other hand, is what the world thinks of us as a result of their experience with our communications, products and service. The sweet spot is when our Brand matches our Position.

To take orders by phone or online is one thing. To make customers 100% happy with what's delivered is quite another.

We do both.

We know that telephone and Internet ordering of groceries and other products is not a substitute for brick and mortar shopping – it is a primary choice for shopping today.

Who we are

We are two distinct things: the experience and the products. 1) the experience of shopping [either on the phone or on the web] from people who get it right the first time; and 2) the large selection of quality and fresh products that is, to date, only available from the largest markets.

Geddit is a full service, home delivery market that doesn't do retail. We stock and maintain a full warehouse of fine foods, grocery store items, drinks, cleaning supplies, with much more on the way. We take orders on the phone or web, expertly pack them, and deliver them promptly, usually within 2 hours.

Differentiation

How our service is different from the others, in a way that makes people excited about what we're doing. This is the nuts-and-bolts of what makes us different from others offering similar service.

Geddit re-prioritizes the business of remote shopping. It is not an extra stock guy pulling things off the shelf and dropping them in a box. It's your personal grocer squeezing the tomatoes to make sure they're firm.

Our competitors' services offer one of these: great selection, high quality, accurate orders, good prices, fast delivery. Not one of them put it all together.

Geddit does. We get the order right, choose only the best products for our customers, pack it like they're standing there, and get it to them fast. **Geddit** gets it.

Unique Selling Proposition

This is the “elevator pitch” – the one that lights up investors eyes.

Geddit takes all the effort the finest stores put into their *retail* presentation and operations, and funnels it into our *phone and web order* business.

Philosophy

Offer them the best.
Get their order straight.
Get it to them fast.
Repeat.

Brand Keywords

PRODUCTS

premium
fresh
wholesome
kosher
exciting
unexpected
international
gourmet

STORE*

convenient
stocked
fun
well-priced
fast, not rushed
hassle-free
accurate
guaranteed

*website or phone

Competition

AGGREGATORS



- + Bright user interface, heavy internet marketing. Good energy.
 - Service is completely dependant on the grocery you link to. Impossible to see full list of stores.
-

SUPERMARKETS



- + Large and excellent selection of products.
 - Less than stellar phone service, difficult website. Business model wants people in the store, not on the phone.
-

SMALL MARKETS



- + Better service, more personal connection, faster local delivery.
 - Smaller selection, more likely to replace items on an order. Smaller fleet with less geographic coverage.
-

WEBSITES



- + National brands, big URLs like kosher.com. Basic, standard website shopping.
- 2-day wait for products. Useful only for people far from a community with no other kosher choices. Unappetizing.

Competition (new)

PHONE ORDER



- + New service in Monsey area. Claims high quality, delivery only grocery service.
- No internet site. Unprofessional graphics and presentation. Scary truck.



Attribute Grid

We excel in our speciality, Delivery, but equal or best the competition in everything but Store Presentation. [We don't maintain a store in which to present!]

	Aggregator*	Supermarket	Small market	Website	GEDDIT
Phone order	?	● ● ●	● ● ● ●	●	● ● ● ● ●
Internet order	?	● ● ●	●	● ● ● ● ●	● ● ● ● ●
Delivery	?	● ● ●	● ● ● ● ●	●	● ● ● ●
Packing	?	● ● ●	● ● ● ●	● ● ● ●	● ● ● ● ●
Store Presentation	?	● ● ● ● ●	● ● ●		
Price	?	● ●	● ● ●	● ● ● ●	● ● ● ● ●
Returns	?	● ● ● ●	● ● ●	● ● ● ●	● ● ● ● ●

poor excellent
 ● ● ● ● ● ●

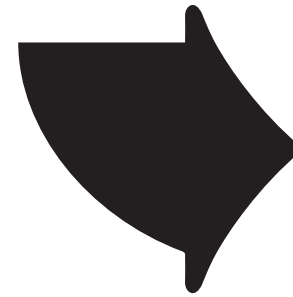
*Aggregators like EZ Kosher do not actual fulfil orders... they are merely a conduit to markets that do. Their attributes are impossible to rate.

Converting Customers

Success depends on converting the former to the latter through a highly positive initial experience and great follow-up.

CASUAL

The casual customer counts on phone and internet ordering for special occasions or extreme circumstances. They are used to going into the store – they may even like the store experience. Many, however, would gladly never set foot in a grocery again if given a good alternative. They've just been disappointed with the current services available.



CORE

The core customer orders from us several times a week. There is generally a large Shabbos order, which will be delivered late Thursday. Then there are two or three orders during the week that should be delivered within two hours. They may have started out as a casual customer, or even a one-time customer, but when they got their first few deliveries, they began to question why anyone would brave a trip to the grocery anymore.

Runner up Names

These names are not available as dotcoms, obviously. We will find a suitable combination that will make them work (GingysMarket, and alternate domain suffix, etc.).

Each name is sufficiently common as to be available for our additional use, but not used in our type of service.

Red Dot

Super visual. You can picture the truck without having see one, right?

RedBasket

Sounds like bread basket. Also, a great opportunity to brand with color.

Geddit

Invented word. Geddit while it's hot (or fresh, or on sale, etc.)

Tapioca

Great color palette. It's also beautiful sounding & appetizing.

Presto

In music, it means "fast." It also sounds like something good to eat.

Caraway Market

Put your "car away" – we deliver. Upscale sounding. Nice color palette, too.

The Shuk

Where everybody goes to shop for the best deals. They've got *everything*.

Gingy's

A more personal touch, built around a illustrated grocer with a red beard.

Thyme & Place

It's herbal, it's spicy, and it's clever. You tell us when you want it and where its going.

Cornucopia

We are overflowing with everything good. The horn of plenty is a great logo starting point.

Lemontree

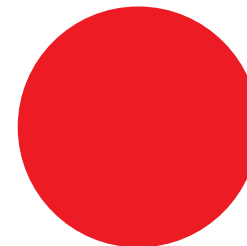
Another great color name. Fresh and appealing.

Names Finalists 1

Red Dot

Simple, graphic name that lends itself to expansion of service.

PROS	CONS	IDEAS	OPTIONS
Super visual. You can picture the truck without having seen one. Memorable. Easy to say.	Possible confusion with Red Dot airport shuttle in New York. Also, Pink Dot is a 25-yr-old delivery service in LA. Looks like Target.	On the dot. Dot's good.	Choose another color: Blue Dot. Play with spelling: Reddot.

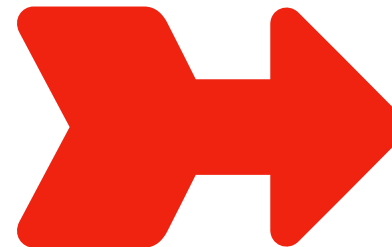


Names Finalists 2

Geddit

Invented name that grows on you; the brand promise is right in the name.

PROS	CONS	IDEAS	OPTIONS
No conflict with existing businesses. Short and memorable. Invented words are a modern approach to naming.	Too playful? Must be spelled out in vocal presentation [like a radio ad, e.g.].	Geddit while it's hot. Or fresh. Or new. We Geddit. Geddit when you want it. Like the color gold.	Play with spelling. Gettitt. Gettit. Hyphenate? Add a word to find an available URL. BuyItGeddit, etc.



Names Finalists 3

Presto

From the music term for “fast.”
Indicates great service.

PROS	CONS	IDEAS	OPTIONS
Sounds like something good to eat: pesto, pasta, Prego. Very modern – good secular connotation as well. Associated with magic act: “presto chango.”	Common. Also associated with magic act: “presto chango.” There is a PrestoFresh grocery delivery in Ohio.	Wants to be the color green somehow. Can brand on delivery time: 60 minutes or less. Get it Presto.	Add another word for URL: Presto Market, Presto NY, ShopPresto, etc.



Names Finalists 4

Gingy's Market Personal, colorful, very relatable to our core audience.

PROS	CONS	IDEAS	OPTIONS
Sounds like a personal grocer is taking care of business. Secular meaning is gingerbread.	Some have a negative feeling about gingy men. Go figure. May have more of a food association than we want.	Illustrated character.	Change to another name... but which? Zaide's?



Slogan formation

A slogan will come from the name, but these ideas form the basis for some slogan thoughts.

Geddit while it's hot. Or cold.

It's on its way.

It's what you ordered.

It's what you asked for.

We geddit right, so you geddit right.

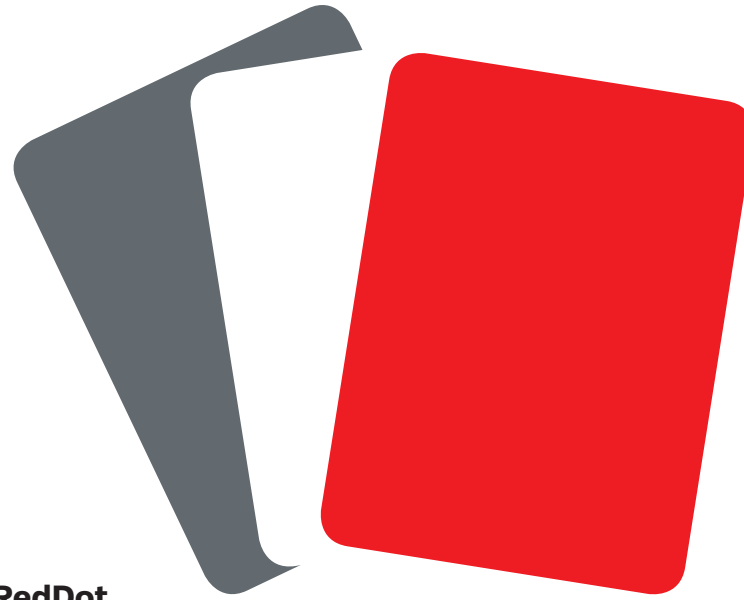
We pick what you'd pick.

Geddit gets it.

Color

Color palette also depends on name. A couple of palettes shown here.

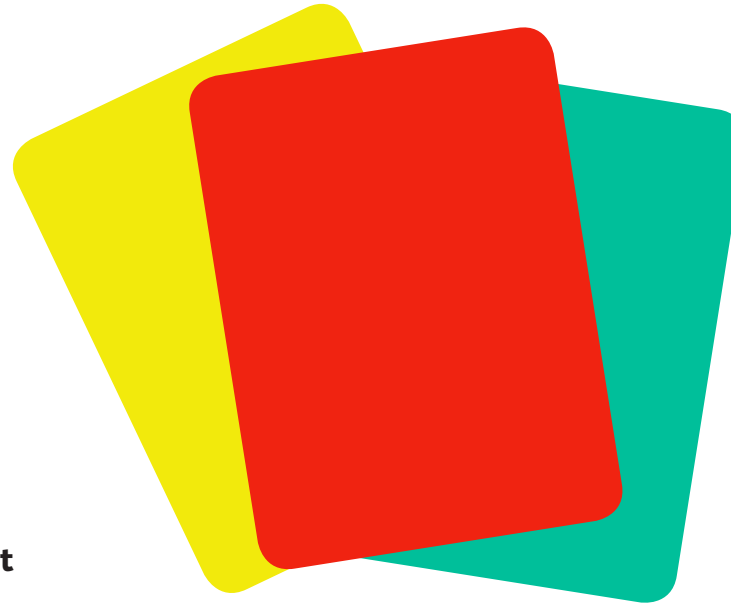
RedDot



Presto



Geddit



URL options

Geddit.com is not readily available, though there is nothing parked at that address. We suggest bringing in a broker to negotiate a deal for the URL. Alternately, we suggest searching for variations like the ones at right.

We strongly recommend being ready to purchase when checking availability for these or other variations.

GoGeddit.com

GedditNow.com

UGeddit.com

WeGeddit.com

GedditRight.com

GedditNY.com

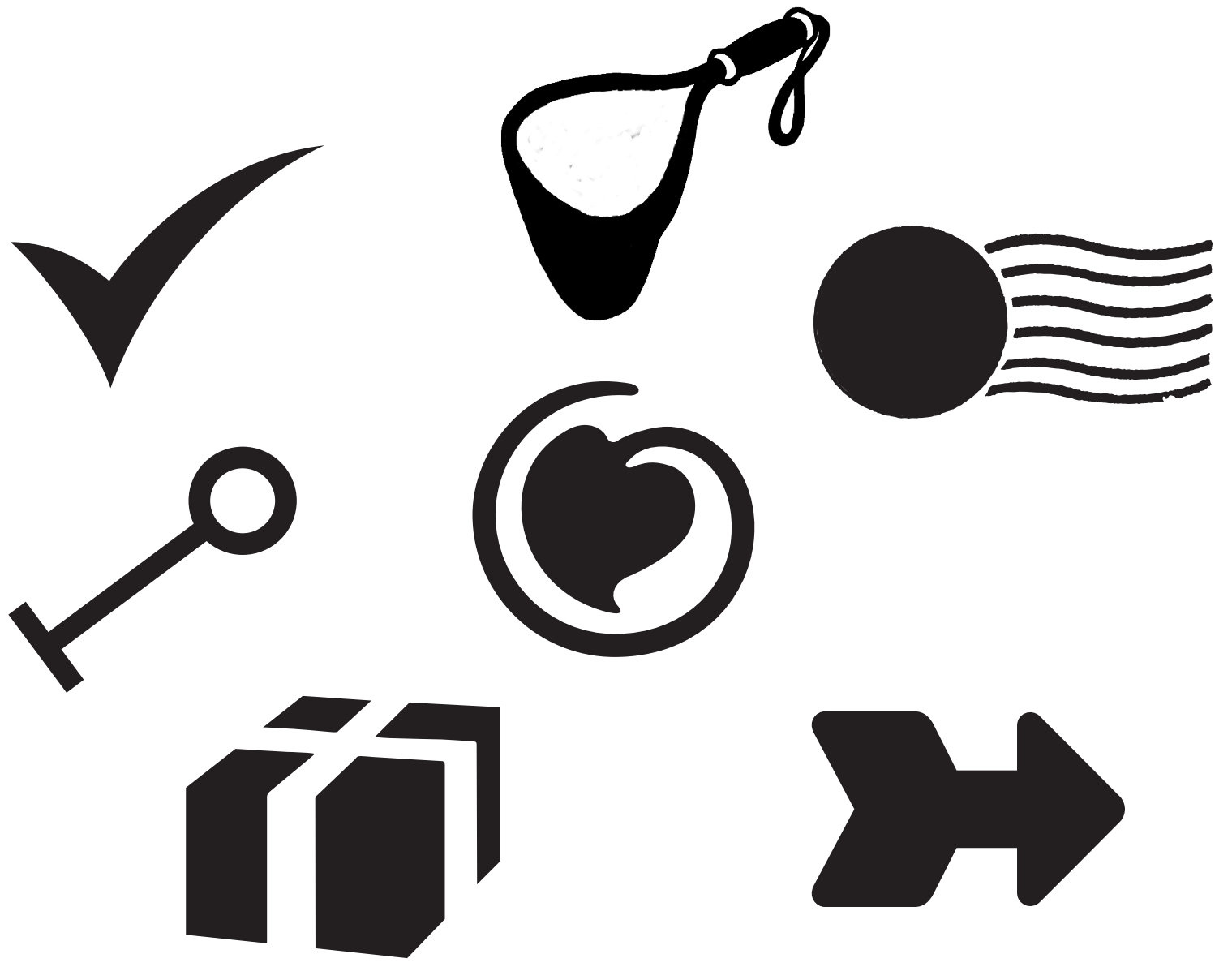
GedditEast.com

GedditOn.com

BuyitGeddit.com

Shape

These are not logo sketches, just a few thoughts that might lead to design ideas.



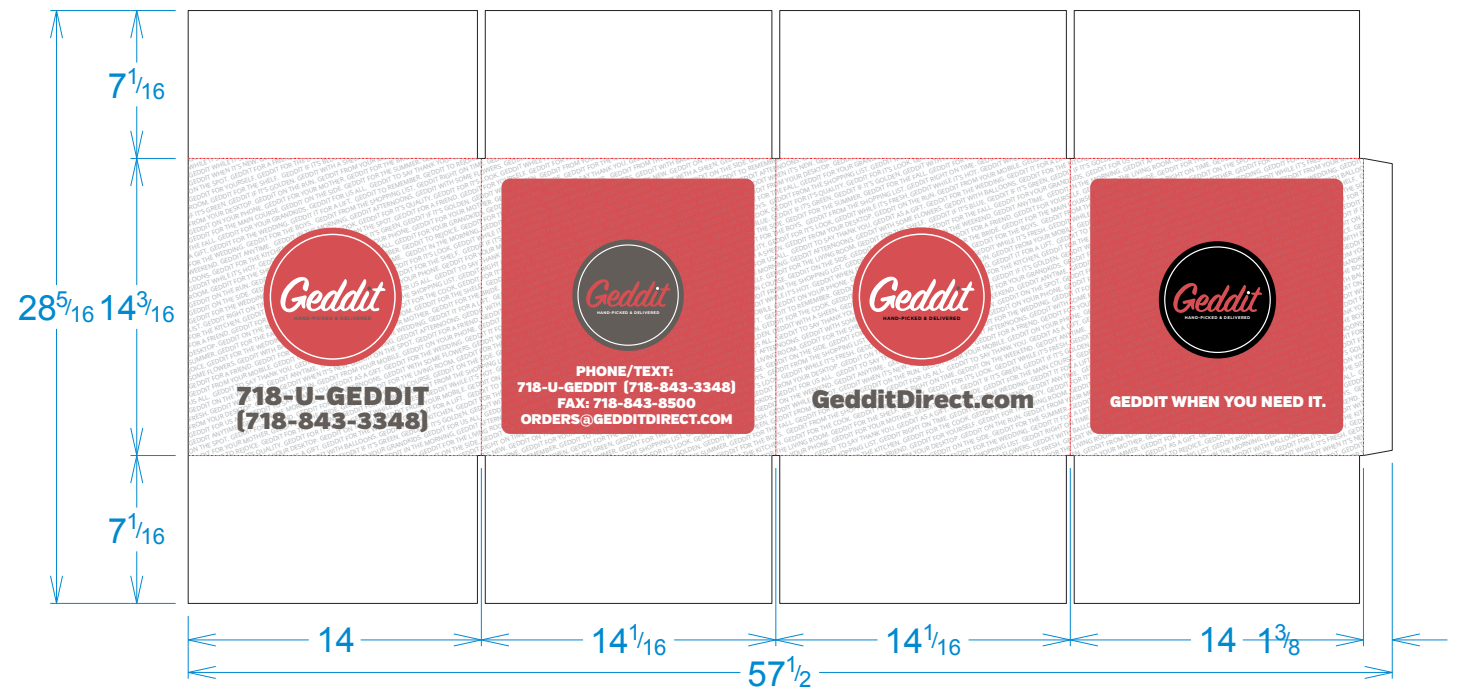
Logo



Logo Mock-ups



Packaging



DESIGN#: 11002 (EPS FILE)
PRINTED SIDE

Random Thoughts

“I used to go to the grocery store.”

Remember when people used to go to the grocery store?

The way people shop today.

Ad idea: photo of a well packed carton. “We pack your order like you were standing there.”

Ad idea: photo of beautiful produce. “We choose your produce like it was for our table.”

We are in the fulfillment business. In every sense of the word.

Ads

Geddit before your first cup of coffee.



FAST FREE DELIVERY BEFORE 8 AM!

GROCERIES
BAKED GOODS
PREPARED FOODS
HOUSEHOLD ITEMS



**PHONE/TEXT
718-U-GEDDIT**

718-U-FAXDIT

ORDERS@GEDDITDIRECT.COM

Free delivery on orders \$20 and up. Otherwise \$1.99 flat fee per delivery. Geddit takes phone, fax & email orders every day except Friday from 4pm till midnight, mozzai Shabbos 2 hours after the zman till midnight. Serving Boro Park, Flatbush & Kensington.

Geddit before the kids go off to school.



FAST FREE DELIVERY BEFORE 8 AM!

GROCERIES
BAKED GOODS
PREPARED FOODS
HOUSEHOLD ITEMS



**PHONE/TEXT
718-U-GEDDIT**

718-U-FAXDIT

ORDERS@GEDDITDIRECT.COM

Free delivery on orders \$20 and up. Otherwise \$1.99 flat fee per delivery. Geddit takes phone, fax & email orders every day except Friday from 4pm till midnight, mozzai Shabbos 2 hours after the zman till midnight. Serving Boro Park, Flatbush & Kensington.

Geddit in time for breakfast.



TUESDAY SPECIAL. ONE DOZEN FARM FRESH EGGS JUST \$0.99!

FAST FREE DELIVERY BEFORE 8 AM!

GROCERIES
BAKED GOODS
PREPARED FOODS
HOUSEHOLD ITEMS



**PHONE/TEXT
718-U-GEDDIT**

**FAX
718-U-FAXDIT**

**EMAIL
ORDERS@GEDDITDIRECT.COM**

Free delivery on orders \$20 and up. Otherwise \$1.99 flat fee per delivery. Geddit takes phone, fax & email orders every day except Friday from 4pm till midnight, mozzai Shabbos 2 hours after the zman till midnight. Serving Boro Park, Flatbush & Kensington.

Prepared by **DPZEE**
www.dpzee.com