******Customer Benefit Ladder Example**

Think about where you are on the customer benefit ladder. Your brand increases its potential as you climb the ladder, but you can’t overstep. Customers need to believe your brand’s promise. Once they do, they’ll pay more for your product, and competitors will have a harder time challenging you.

Lindsay Pedersen’s example (below) of Bounce dryer sheets, a new product type introduced in 1975, took time to move up the ladder to the highest-benefit messaging.



**FUNCTIONAL BENEFIT** EXAMPLE

Wrinkle-free clothes.

**EMOTIONAL BENEFIT** EXAMPLE

Enjoy more attractive clothes.

**HIGHEST BENEFIT** EXAMPLE

Feel pretty.

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