

PUR Water Filter: Brand Position

Objective Determine the most powerful brand position for PUR

Data Source Telephone Surveys (verbatim comments)

Question *“What interests you most about buying PUR Water Filters?”*

ThoughtSCAN[®]

VERBATIMS

worry

off/turns off

safe

ThoughtScan Frequency

237

196

173

ThoughtTalk

*“No **worry** as to when the filter needs changing.”*

*“The automatic **shut-off** saves me **worrying**.”*

*“You don’t have to **worry** about drinking **contaminants**.”*

Results

Product positioned as the “Only Water Filter that Turns Itself Off When Full,” capturing a 48% market share within 12 months.

www.wallacewashburn.com