

Customer Problems Rank Stack Template

A fast track method for
quantifying key customer
problems to create a
messaging platform



Customer Problems Rank Stacked vs. Green Vibrance's Ability to Deliver

Product performance is strong against key customer problems, and moderately strong vs. the competition in most areas



Customer Problems or Needs	Customer Need or Pain Level	How Well We Deliver a Solution	Our Solutions and Offerings/Benefits	Advantage vs. Competition
I don't eat enough fruits & vegetables	8	10	Provides nutrient dense plant based whole foods including acerola, green tea, turmeric root, and barley/oat,/wheat grass	6
I want to know exactly what's in my supplement	5	10	Nice focus on transparency, with no proprietary blends that act as a "pixi dust" marketing story	8
I aim to eat right, but sometimes I need a boost	9	9	Great solution on days when eating healthy foods is tough	7
I want a convenient, fast way to get healthy nutrients	9	7	Comes in packets for easy travel use	7
I want to live as long as possible, as healthy as possible	8	7	Has the claim "resistance to oxidative changes associated with aging"	6
I want more natural energy and focus	9	6	Contains ingredients that stabilize blood sugar and help the cardiovascular system, and brain healthy ingredients like green tea for focus and neurological health	2
Multivitamins are ok, but they give me an upset stomach and I'm not sure that little capsule can cram all the nutrition I need	7	6	Does what a multivitamin can't do, including probiotic, immunity, and holistic health support without upsetting your stomach	(10) vs. vitamins (2) vs. scoopable supplements
I want a green drink that tastes good	9	3	I'm ok with the fact that taste is the weakness for this product. It's a trust signal to me that it's as healthy as possible.	2



Focus Areas for Messaging Based on Customer Problems

As a starting point for customer driven ad copy, choose the most acute customer problems that you deliver well on. Then, create an overarching value statement supported by multiple statements that boost value and credibility of your offering.

