

A Job to be Done (JtbD) is a Consumer-Centric statement that articulates what you want to have ACHIEVED in terms of Consumer Behaviour in 3 years from now. A good JtbD statement consists of three key elements:

1. TARGET GROUP

Whose behaviour do you want to change?

2. BEHAVIOUR CHANGE

What precisely do you want them to do differently?

3. BELIEF BARRIER

What belief do you need to overcome that is keeping the consumer from changing?

SOME GOOD EXAMPLES:

- Get 115.000 Active Life Enjoyers to choose Zlatopramen instead of Gambrinus and Staropramen, on every Fun Time Socializing occasion, by changing the perception that Zlatopramen is a PET brand only
- Get young adults, bull's eye 24-29 yo, to choose Ciuc Premium instead of Ursus in off-trade, by changing their belief that Ciuc lager is a less premium brand proposition, not worth it's price
- Double the frequency of Desperados usage among young adults (18-24, Social Variety Seekers, in cities), by overcoming the belief that Desperados is way too expensive (not accessible)

WHAT DOES NOT SO GOOD LOOK LIKE?

- A lack of consumer target and behaviour focus, only stating the belief (e.g. "Move associations from 'an average beer for masses' to 'a great brand for me, I can identify with it'")
- Incomplete, being not specific enough (e.g. "Convert brand trialists to occasional users")
- Stating the activity, without any consumer reference (e.g. "Take initiative in opening and lead in new beer segment via product & packaging innovation")
- Stating general business objectives (e.g. "Sustain Brand X's Accelerated Growth")

