

DWIGHT JEWSON, PH.D.

Dr. Dwight Jewson received his Ph.D. in psychology at the City University of New York's Graduate Center.

He has been actively involved in Brand Marketing/Positioning for 35 years, with a career that has included both the creation of new Brand identity as well as the re-interpretation/positioning of existing Brands. His work is at the leading edge of the intersection of Psychology and Marketing, with a highly competitive "political" twist.

- **Doritos** Brand Positioning developed in mid 70's—still alive and kicking today—"irreverence."
- Introduction of **Crystal Light** in 1979: "I believe in Crystal Light because I believe in me" (pretty racy stuff for 1979).
- Understanding that **Jay Rockefeller** was, in the West Virginia of 1980, a "psychological prototype" as a "rich, powerful outsider," and that the key to his successful election as Governor—then Senator in 1984 and subsequent elections in 1990, 1996, 2002 and 2008 – was **not** to try to change that prototype (impossible to do) but to make it **the** key reason to vote for him ("Jay Rockefeller's Clout For West Virginia").
- Insights around the difference between "affordability" and "price-value," and that the opportunity for **Taco Bell** was to reposition itself as a value player rather than a "Mexican" restaurant. Jewson's work was a key ingredient in Taco Bell's 1987 introduction of the first "value menu," tripling sales in a two-year period.
- Understanding that **Mrs. Clinton** in her 2000 Senate Race was "on point" for how women who seek power in America are seen, and working to reinterpret the perception (widely if covertly held) that, if you are a strong powerful woman in America, you are either our Mother...or a manipulative, opportunistic *word that rhymes with rich*. Her core positioning: "For over 30 years I have been a strong and powerful voice for issues New Yorkers care deeply about: Jobs, Health and Education."
- A series of insights about the consumer need to integrate time efficiency with self esteem and the need for a "social third place" which led to the creation of **Panera Bread**.
- Positioning of **Procrit**, a drug for people receiving chemotherapy: "Strength for Living."
- Identification of the "essence" of **Colgate University** around "irrepressibility," positioning successful \$600MM Capital Campaign: "Passion For the Climb."
- Re-stage of **Mountain Dew**, "Pushing The Limits." Since 2000, Mountain Dew remains Pepsico's strongest brand.
- Re-positioning of the **March of Dimes**: "Saving Babies, Together."
- Global Brand Positioning for **Johnson & Johnson**: "Unmistakable Loving Feeling."
- Development of Brand VoiceStream, "Get More" **T-Mobile** Positioning.

For the past 16 years, Dr. Jewson has been on the Board of the Austen Riggs Center, one of the top psychiatric hospitals in the U.S. Riggs is internationally known for its successful work with "treatment resistant patients."

"The key issue for any brand is to develop a deep understanding of 'what business are we really in' and to be very clear that strong brands are strong because they are a powerful vehicle consumers use to position themselves."