

BRAND POSITIONING STRATEGY TEMPLATE

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BRAND POSITIONING STRATEGY

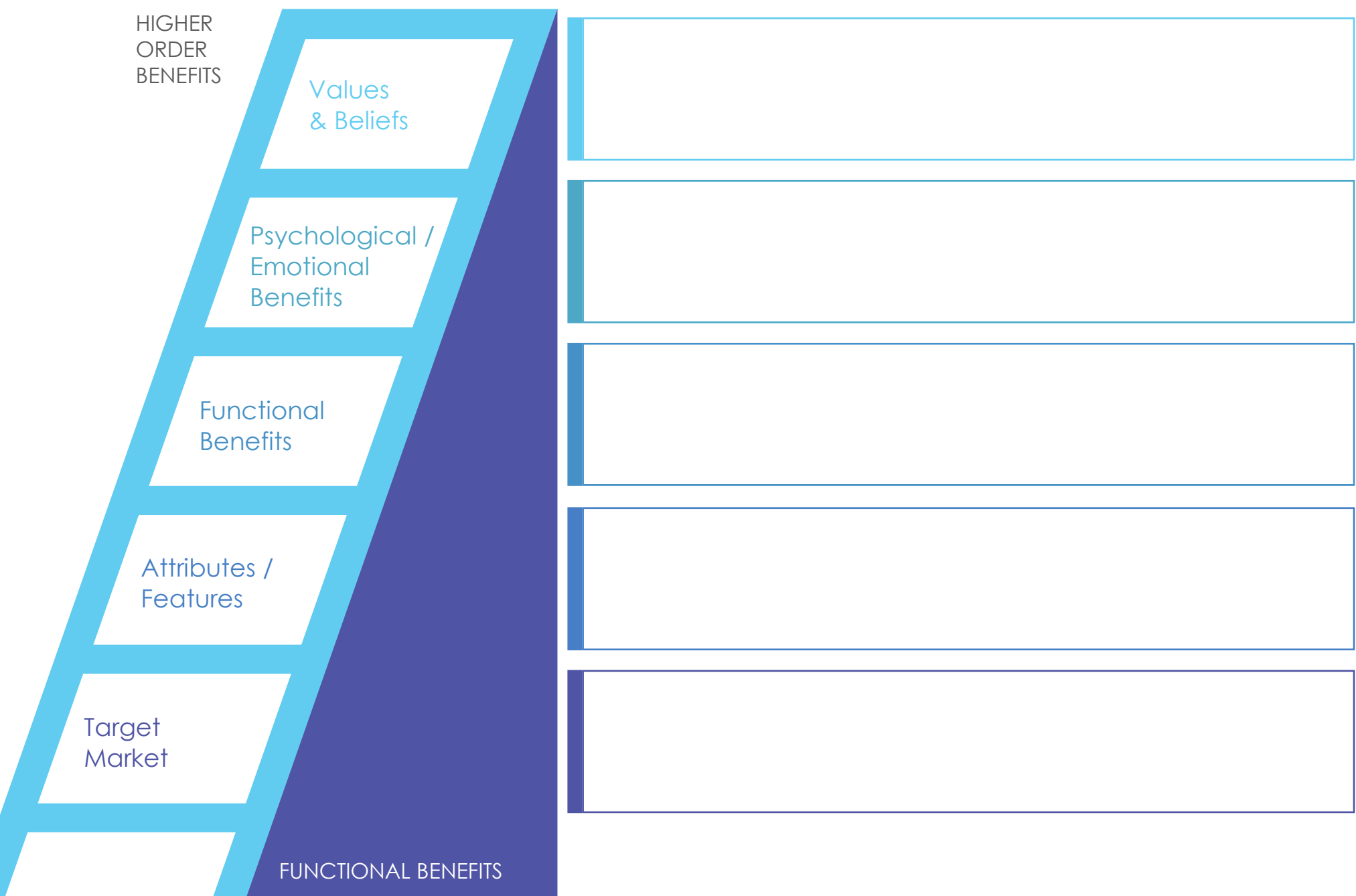


BRAND POSITIONING STRATEGY

Answer these questions to inform your positioning statement:

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| How should the brand be positioned against the competitors? | |
| Who is the competition? | |
| Who is the target customer or industry? | |
| What are you trying to communicate? | |
| What are our taglines? | |
| Why was this business started? | |
| How is the product or service designed and created? | |
| What is the product or service's uniqueness? | |
| How is the brand currently being positioned? | |
| How are competitors positioning their brands? | |

BRAND BENEFIT LADDER



POSITIONING STATEMENT

| | |
|---|--|
| TARGET CUSTOMER Who this brand serves. | |
| PROBLEM Customer's unmet need that your brand resolves. | |
| CATEGORY The context in which the brand competes. | |
| VALUE PROPOSITION The unique benefit your brand provides. | |
| DIFFERENTIATION What sets you apart from competitors. | |
| REASONS TO BELIEVE One or two points proving why your benefit is true. | |

FINAL BRAND POSITIONING STATEMENT

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