**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Positioning+Strategy+word+11225&lpa=Brand+Positioning+Strategy+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND POSITIONING**

**STRATEGY TEMPLATE**

Shape, background pattern

Description automatically generatedBRAND POSITIONING STRATEGY

BRAND MANAGER NAME

BRAND MANAGER

00/00/0000

BRAND POSITIONING STRATEGY

Answer these questions to inform your positioning statement:

|  |  |
| --- | --- |
| 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

HIGHER ORDER BENEFITS

FUNCTIONAL BENEFITS

Values

& Beliefs

Psychological / Emotional Benefits

Functional Benefits

Attributes /

Features

Target Market

Target Market Description

Attributes / Features Description

Functional Benefits Description

Psychological / Emotional Benefits Description

Values & Beliefs Description

POSITIONING STATEMENT

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

FINAL BRAND POSITIONING STATEMENT

|  |
| --- |
|  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |