**BRAND POSITIONING**

**STRATEGY TEMPLATE**

BRAND POSITIONING STRATEGY

BRAND MANAGER NAME

BRAND MANAGER

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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

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 CUSTOMERWho 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

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