

BRAND POSITIONING

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**“Your brand is a gateway to  
your true work.”**

Dave Buck



## 6 Benefits of Brand Positioning

## 1 Generate Positive Associations

When your brand is effectively positioned, you become the best choice, trustworthy, and superior.

When your brand is effectively positioned, your audience will perceive it as the best choice, trustworthy, and superior to the competition.

These positive perceptions will lead to increased loyalty and brand equity.

## 2 Showcase Uniqueness

Differentiating your brand from the competition is a key to success. Highlight the uniqueness of your brand's products or services, and how they stand out in the market.

Differentiating your brand from the competition will highlight the uniqueness of your brand's products or services.

This positioning will demonstrate how your products or services satisfy the needs of the consumer in a better way than the competition.

### 3 Increase Awareness

Effectively positioning a brand to customers

Effectively positioning a brand will make it more memorable to customers.

They will begin to recognize it as the most logical, preferred choice.

## 4 Build Trust

When you clear the guesswork out of

When you clearly define how your brand is positioned, you take the guesswork out of the consumer buying decision.

If your products provide the solution the customer is searching for, they will trust your brand and most likely make future purchases.

## 5 Demonstrate Value

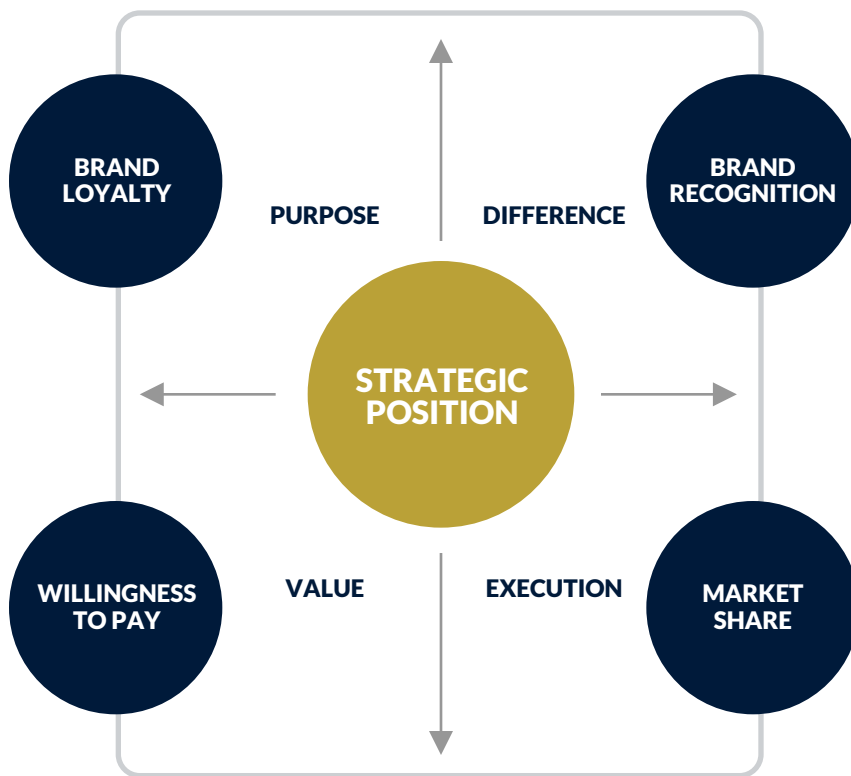
Strong positioning establishes your brand as the preferred option.

When your consumers perceive your brand as valuable, your brand is able to effectively charge a premium price.

## 6 Enhances Messaging

With a powerful and meaningful positioning statement, you will learn what messages engage with your consumers the best.

You can then build off of that foundation to create more compelling marketing campaigns.



Notes:

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Quality-Based brand positioning is a brand positioning strategy that focuses on positioning a brand based on the quality of its products or services.

Quality-based brand positioning can be a powerful differentiator in markets where customers place a high value on quality, such as luxury goods, premium products, or high-end services.

Price-Based brand positioning is a brand positioning strategy that focuses on positioning a brand based on its pricing relative to its competitors.

Price-based brand positioning can be effective in markets where customers are price-sensitive and have a lot of options to choose from.

Benefit-Based brand positioning is a brand positioning strategy that focuses on positioning a brand based on the specific benefits that its products or services provide to customers.

Benefit-based brand positioning can be particularly effective in markets where customers are looking for solutions to specific problems or have unique needs that are not being met by existing products or services.

Leader-Based brand positioning is a brand positioning strategy that focuses on positioning a brand as the market leader or the dominant player in its industry.

Leader-based brand positioning can be particularly effective in markets where customers place a high value on expertise, experience, and reputation, such as professional services, technology, or finance.

## 5 Competitor-Based Positioning

Competitor-Based brand positioning is a brand positioning strategy that focuses on positioning a brand in relation to its competitors.

This strategy emphasizes the brand's unique features, benefits, or advantages compared to its competitors.

Competitor-based brand positioning can be particularly effective in markets where customers are looking for differentiation or have specific needs or preferences that are not being met by existing products or services.

## 6 Lifestyle-Based Positioning

Lifestyle-Based brand positioning is a brand positioning strategy that focuses on positioning a brand in relation to a specific lifestyle or set of values that are important to its target customers.

This strategy emphasizes the emotional benefits that a brand provides to its customers, such as a sense of belonging, identity, or self-expression.

Lifestyle-based brand positioning can be particularly effective in markets where customers are looking for products or services that reflect their personal identity, values, and beliefs, such as fashion, beauty, or food.

## 7 Disruptive Positioning

Disruptive brand positioning is a brand positioning strategy that focuses on positioning a brand as a disruptive force in its industry or market.

This strategy emphasizes the brand's ability to challenge existing norms, shake up established industries, and offer a new, innovative solution to customers' needs or problems.

Disruptive brand positioning can be particularly effective in markets that are ripe for disruption, such as technology, transportation, or finance.

## Value Proposition

Your value proposition is a promise of value to be delivered, and focuses on the functional and emotional benefits of the experience.

Understanding your brand's value proposition starts with analyzing the data from the audience targeting, and competitor audits you completed earlier.

## What do customers value most about your brand?

## How do customers see your brand as different from the competition?

## What is your brand's competitive advantage in the customer's mind?

## What is your brand's promise to the customer?

**What is the number one reason your brand's products or services are the best solution?**

## Unique Selling Proposition (USP)

Your Unique Selling Proposition is an internal statement which only focuses on the competitive differentiator.

It describes why your brand's product or services are better than the competition.

To define this, review the Beating The Competition module you completed earlier where you audited the competitors, and determined what makes your brand unique.

### Notes:

# UNIQUE SELLING PROPOSITION TEMPLATE

**[THE BRAND] offers [PRODUCT/SERVICE] for [TARGET MARKET] to [VALUE PROPOSITION].**

**Unlike [THE ALTERNATIVE], we [KEY DIFFERENTIATOR].**

THE BRAND

OFFERS

PRODUCT/SERVICE

FOR

TARGET MARKET

TO

VALUE PROPOSITION

UNLIKE

THE ALTERNATIVE

WE

KEY DIFFERENTIATOR

Notes:

## Brand Positioning Statement

Your brand positioning statement is a declaration that communicates your brand's unique value to your target audience within the competitive marketplace.

It's job is to provide clarity and direction for your team to consistently guide your brand into the mind of the customer.

Unlike your brand's tagline and mission statement, your Brand Positioning Statement is not customer facing, which means the customer should never see it.

It should only be viewed and used internally to assist your team in their designs and marketing campaigns.



## 5 Elements of a Brand Positioning Statement



**Take each of these elements and develop a concise sentence that defines it.**

### The Audience:

### The Challenge / Pain Point:

### The Key Benefit:

### The Competitive Alternative:

### The Unique Point Of Difference:

### Notes:

### Notes:

**We help [AUDIENCE] who [CHALLENGE / PAIN-POINT]  
to achieve/experience [KEY BENEFIT]  
unlike [COMPETITIVE ALTERNATIVE]  
our solution [UNIQUE POINT OF DIFFERENCE]**

## AUDIENCE

## CHALLENGE / PAIN POINT

### KEY BENEFIT

## COMPETITIVE ALTERNATIVE

## UNIQUE POINT OF DIFFERENCE

- ☐ Is it believable?
- ☐ Is it easy to understand?
- ☐ Is it flexible and allows for future growth?
- ☐ Does it differentiate your brand from the competition?
- ☐ Will it help create more effective marketing campaigns?
- ☐ Does it speak to your audience?
- ☐ Does it motivate your audience?
- ☐ Is it memorable?
- ☐ Is it unique to your brand?
- ☐ Is it better than the competitors?





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# Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

## What to Expect:

### Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

### Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

### Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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