

**BRAND POSITIONING
STRATEGY TEMPLATE**

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BRAND POSITIONING STRATEGY



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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

Values
& Beliefs

Psychological /
Emotional
Benefits

Functional
Benefits

Attributes /
Features

Target
Market

FUNCTIONAL BENEFITS

Empty box for notes corresponding to Values & Beliefs.

Empty box for notes corresponding to Psychological / Emotional Benefits.

Empty box for notes corresponding to Functional Benefits.

Empty box for notes corresponding to Attributes / Features.

Empty box for notes corresponding to Target Market.

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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