

Positioning Statement Model



_____ provides _____ with _____ than any other _____ .

We do this by _____ , _____ , and _____ .

The basic construct of a strong brand positioning statement:

[Brand Name] provides [1] with [2] than any other [3]. We do this by [4a], [4b], and [4c].

There are four key elements to the positioning statement model:

1. Target Customers What is a concise summary of the attitudinal and demographic description of the target group of customers your brand is attempting to appeal to and attract?
2. Brand Promise What is the most compelling (emotional/rational) benefit to your target customers that your brand can own relative to your competition? What unique value do you provide them?
3. Market Definition What category is your brand operating / competing in and in what context does your brand have relevance to your customers?
4. Reasons to Believe What is the most compelling evidence that your brand delivers on its brand promise?