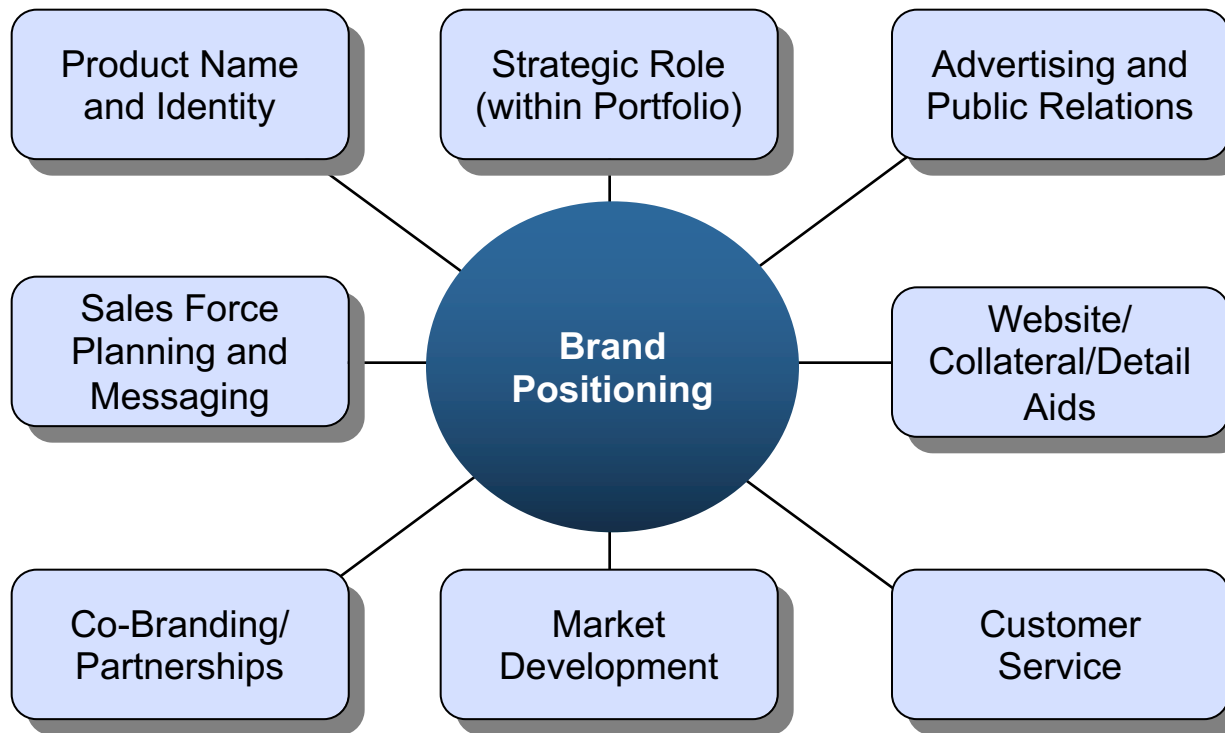


The positioning brings focus and clarity to the development of marketing strategy and tactics

- Every decision that is made regarding the brand should be judged by how well it supports the positioning



▶ **Positioning is developed as an *internal statement of strategy* to guide *external* implementation** ◀

Strategic positioning defined

■ Positioning defined

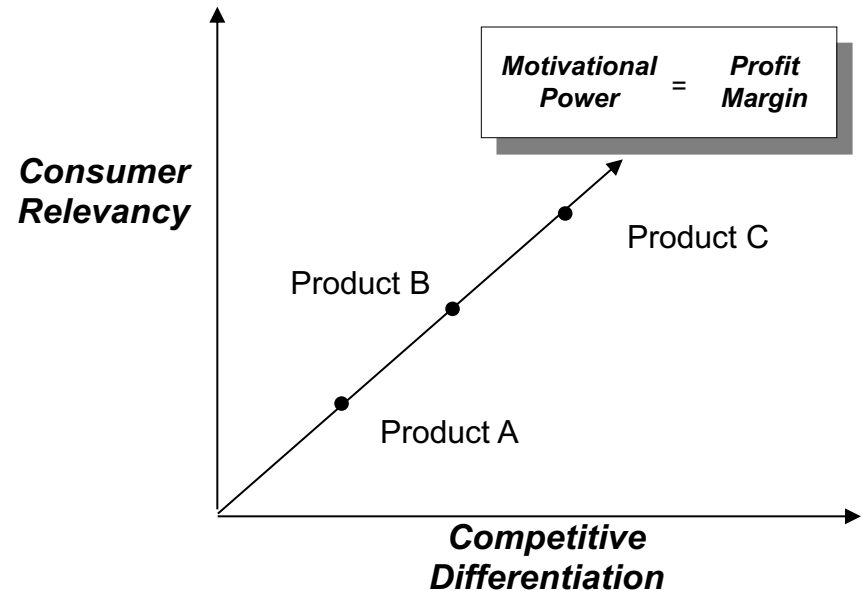
- A positioning is the conceptual place you want to own in the target consumer's mind — the **benefits** you want them to think of when they think of your brand



EquiBrand's brand development process uses "whiteboard" concepts to obtain customer insight and optimize the positioning

■ Successful brands and businesses must:

- Be relevant to consumers
- Be unique versus the competition
- Be credible and attainable



Four components need to be considered in determining an effective positioning

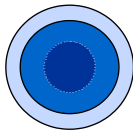
- Positioning statement deconstructed

To **(target audience)** **Product X** is the only **(frame of reference)** that **(benefits delivered)** because **(reasons to believe)**

- Each positioning component offers strategic choices

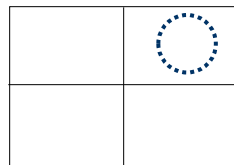
Definition of Target Markets

Who is the brand being built for (i.e., the center of the bulls eye)?



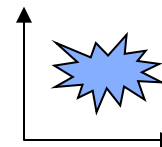
Category Frame of Reference

What is the competitive context? What should the product category be called?



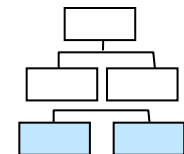
Key Benefit(s) Delivered

What benefits should the brand stand for and deliver on?



Reasons-to-Believe (Proof points)

What are the reasons-to-believe the positioning?



There are at least four ways to position a brand

- Each of these strategies should be considered in positioning development

Four Alternative Positioning Strategies	
<ul style="list-style-type: none">■ Position and own the category benefit<ul style="list-style-type: none">– Volvo: Safety– Miller Lite: Great taste, less filling– Disney: Magic	<ul style="list-style-type: none">■ Position the product and the consumer<ul style="list-style-type: none">– U.S. Army: Be all you can be– Budweiser: For all you do, this Bud's for you– Pepsi generation
<ul style="list-style-type: none">■ Position how the company does business<ul style="list-style-type: none">– Burger King: Have it your way– The friendly skies of United– WalMart: Always the lowest price	<ul style="list-style-type: none">■ Position against the competition<ul style="list-style-type: none">– Avis: We're #2. We try harder– Seven-Up: The Un-cola– Apple: Think different

A perceptual map can be useful in demonstrating the brand's position relative to key competitors

- Perceptual mapping can be developed qualitatively (based on business judgment) or by using quantitative brand research

