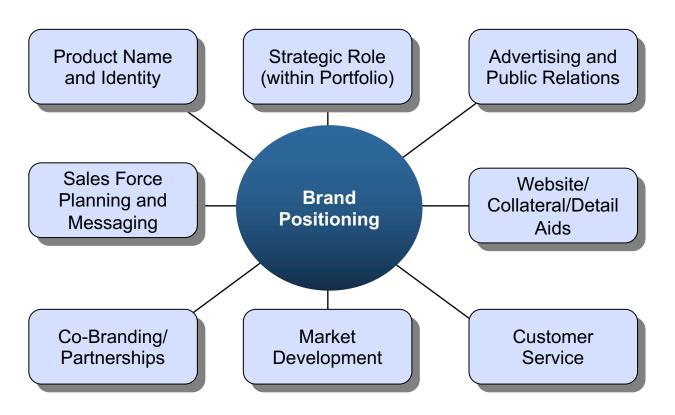
The positioning brings focus and clarity to the development of marketing strategy and tactics

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

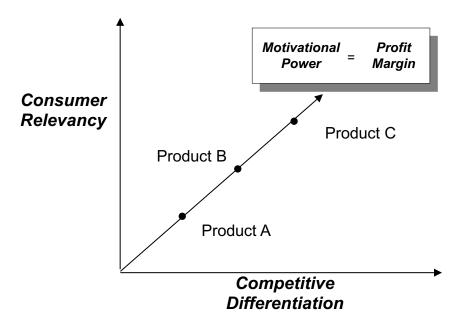
Positioning defined

 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 and 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 Category Frame of Reference

Key Benefit(s)
Delivered

Reasons-to-Believe (Proof points)

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

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

What benefits should the brand stand for and deliver on?

What are the reasonsto-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	
Position and own the category benefit	Position the product and the consumer
 Volvo: Safety Miller Lite: Great taste, less filling Disney: Magic 	 U.S. Army: Be all you can be Budweiser: For all you do, this Bud's for you Pepsi generation
 Position how the company does business Burger King: Have it your way The friendly skies of United WalMart: Always the lowest price 	 Position against the competition 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

