

What is a brand positioning statement?

Your brand positioning statement is a concise statement that paints a picture of how a marketer wants your customers to perceive the brand.

What are the core elements of a strong brand positioning statement?

There are 4 key elements to developing a strong brand positioning statement. Use the form below to write down the key elements as they apply to your company.

Element 1: Target Audience.

Write about the attitude and the demographic of the core audience your brand is intended to appeal to. Define the group of customers who are your most dedicated users.

Element 2: Competitive Frame of Reference.

This is the product category(s) your customers will evaluate during their buying process. Be as precise and narrow as you can.

Element 3: The Point of Difference or Benefit.

What is the single most compelling benefit your brand can own in the hearts and minds of your customers?

Element 4: Reason to Believe.

Lay it on the line, what is the most convincing proof that your brand delivers what it promises?

Fill in the Blanks

Use this simple statement and fill in the blanks with the responses you wrote above:

For _____, _____ is the _____ that
(insert target audience) (insert brand name) (insert competitive frame of reference)

provides _____ because only _____ has/does
(insert the point of difference or benefits) (insert brand name)

(insert reason to believe the benefit)

Let's give it a try!

For hard to please coffee enthusiasts, Harvest Mountain Full House Blend is only coffee blend guaranteed to get thrill your tastebuds. That's because only Harvest Mountain Full House Blend has the perfect mixture of organically grown medium and dark roast beans to provide the full-bodied, aromatic taste you've been searching for.