



THE
BRAND
CONCEPT
BY DARKLION STUDIO

FOR THE BUSINESSES WHO ARE BUILDING TO LAST

BRAND POSITIONING TEMPLATE

TARGET AUDIENCE. PROBLEM. SOLUTION

How Brand Positioning helps?



Defines desirable position for a brand in the market

Opens doors for expansion into new markets, product lines, or customer segments

Provides a framework for consistent messaging and communication across various marketing channels

Identifies the key attributes, qualities, and values

How to create Brand Positioning statement?



Steps to create

STEPS	DESCRIPTION
Target audience	Identify the specific group of customers you want to reach with your brand, considering demographics, psychographics, and relevant characteristics.
Market research	Gather insights about your target audience's needs, desires, pain points, and preferences through qualitative and quantitative research methods, competitive analysis, and market trends.
Competition analysis	Evaluate competitors' positioning strategies, brand messaging, and market presence to identify gaps or opportunities for differentiation.
Determine UVP	Define the key benefits and value that your brand offers, highlighting what sets you apart from competitors and why customers should choose your brand.
Develop brand positioning statement	Craft a concise statement that communicates your brand's unique value proposition and target audience, capturing the essence of your brand and resonating with customers.
Align elements	Ensure consistency across all brand elements, including visual identity, messaging, tone of voice, and customer experience, reflecting your brand positioning.
Test & refine	Gather feedback from your target audience, conduct market testing, and continuously monitor market trends and customer preferences to refine and adapt your brand positioning strategy.

What problems your Brand is solving?

What specific problems or challenges does your target audience face?

How does your brand address these problems?

What solutions does your brand offer to alleviate these problems?

How does your brand differentiate itself from competitors in terms of problem-solving capabilities?

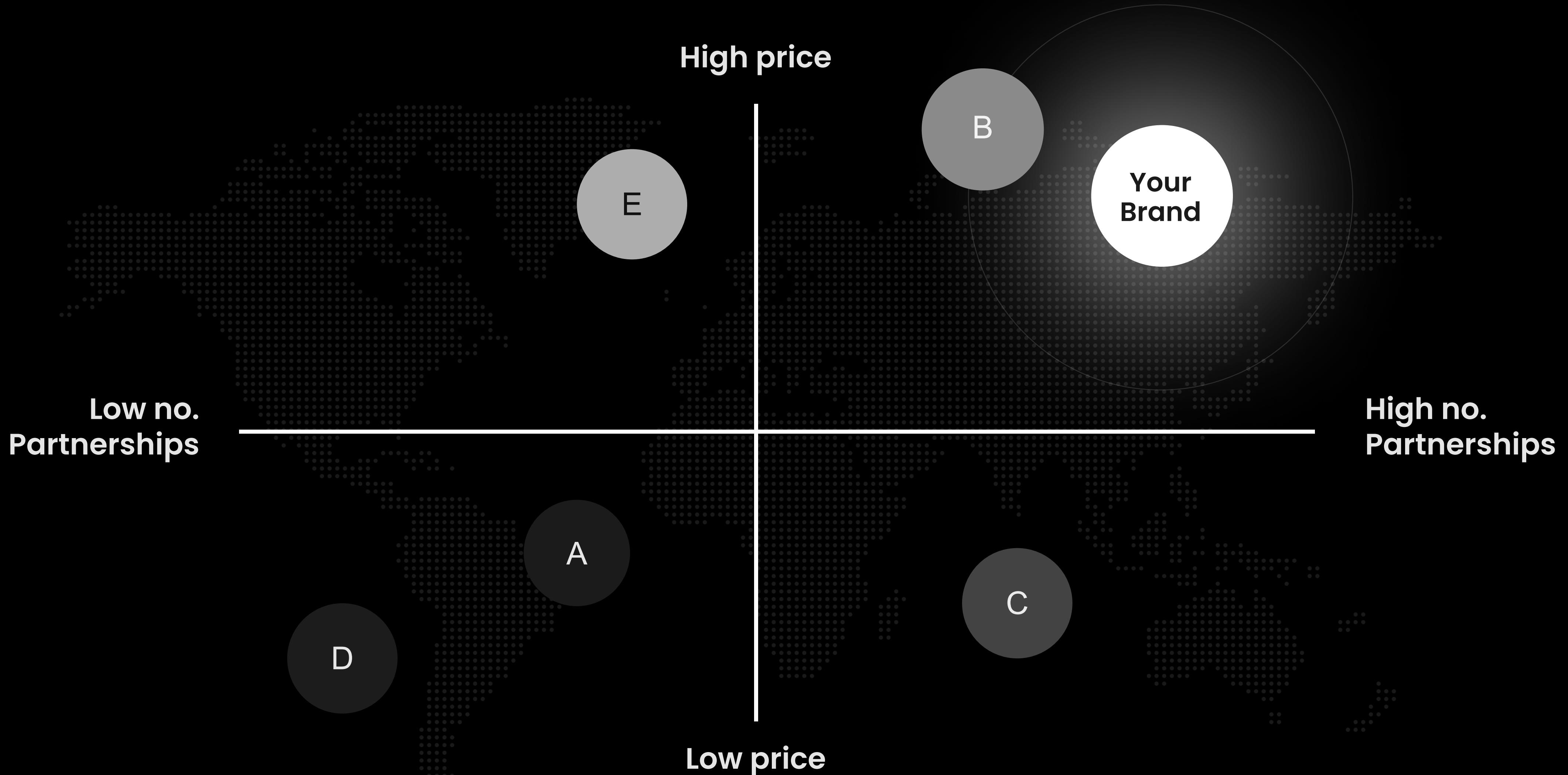
How does your brand provide a superior or more innovative solution compared to existing alternatives?

Answer the following - to create clear Market Messaging to stand out in crowd!

- Q.** What specific needs or desires does your target audience have?
- Q.** How does your brand fulfil those needs or desires?
- Q.** What unique solutions does your brand offer?
- Q.** How does your brand's solution stand out from competitors?
- Q.** What tangible or intangible results can your target audience expect from using your brand's solution?
- Q.** How does your brand's solution address the specific pain points or challenges of your target audience?
- Q.** What specific features or benefits does your brand's solution offer to solve those pain points or challenges?
- Q.** How does your brand's solution simplify or streamline the process for your target audience?

Positioning Graph

Please define x-axis & y-axis and place competitors card as per your business





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What else we have for your Brand?

VISIT THE BRAND CONCEPT