

Positioning (Comparison) Exercise

Based upon the discussion, what are the positioning of your brand and competitor brands?

ACTIVITY/TASK

Compare your brand and competitor brands with animals. What would it be? A lion, an eagle, a dog, or else? It's a quick way to assess brand's personality and positioning.

This exercise helps you: look through a different lens to see new things in your brand. For example, you may dream of being the lion but realize your brand is more like the lamb. There's something wonderfully non-threatening about comparing your brand to an animal, which can reveal powerful insights.

QUESTIONS

1. What animal does you equate your brand to be? Why?
2. Pick one competitor and equate it with an animal? What would that animal be? Why?