

# UNDERSTAND BRAND POSITIONING

By establishing a strong brand positioning, you can create a solid foundation for growth, differentiation, and long-term success.



# WHAT IS A BRAND?

- ❑ A brand is a set of associations linked to a name, mark, or symbol associated with a product or service.
- ❑ The difference between a name and a brand is that a name doesn't have associations; it is simply a name.
- ❑ A name becomes a brand when people link it to other things. A brand is much like a reputation. The Coca-cola brand, for example, has associations including cola, refreshment, red, etc.



# BRAND POSITIONING

Brand positioning refers to the unique place a brand occupies in the minds of its target audience. It is the piece of the customer's mind, which you own. It's a promise you make – and keep

It's the process of creating a distinct identity for your brand, which differentiates it from competitors and thereby resonates with your customers.



# BUILDING BLOCKS OF BRAND POSITIONING

The building blocks of brand positioning include:

1. **Target Audience:** Understand the demographics, needs, and preferences of your target audience.
2. **Unique Value Proposition (UVP):** Clearly define the brand's unique benefits and value proposition.
3. **Brand Identity:** Develop a distinct brand identity that reflects the brand's values, personality, and tone.
4. **Competitor Analysis:** Understand the competitive landscape and differentiate the brand from competitors.
5. **Brand Promise:** Make a promise to customers that the brand can deliver on.
6. **Brand Personality:** Define the tone, language, and behavior of the brand.
7. **Key Messages:** Develop clear and concise messages that communicate the brand's value proposition.



# WHY BRAND POSITIONING MATTERS

- 1. Differentiates your business:** Helps your business stand out in a crowded market and be differentiated from competitors.
- 2. Creates a unique identity:** Establishes a distinct identity for your business that resonates with your target audience.
- 3. Builds customer loyalty:** Fosters customer loyalty by consistently delivering on the brand's promise and values.
- 4. Increases brand recognition:** Enhances brand recognition and awareness, making it easier for customers to find and remember your business, products, and services.
- 5. Supports marketing efforts:** Provides a clear direction for marketing efforts, ensuring consistency and effectiveness.
- 6. Drives business growth:** Helps you to attract new customers, increase sales, and drive business growth.





# WHY BRAND POSITIONING MATTERS

With this brief background, you can now understand that by creating a strong and effective brand positioning strategy, your business will resonate more with your publics, and thereby drive business results that you deserve

***Now, explore the comprehensive Toolkits that will assist you to turn your business into an enduring brand***

***To your Success.***



# ABOUT PARAGON MEDIA - Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.



# LEADERSHIP

## **CHARLES ODIBO – Managing Director**

Marketing Communications Practitioner with distinguished career in Journalism, Public Relations, Brand Building. He rose to the position of Deputy General Manager (DGM) in the nation's banking industry.

Pioneer Head of Corporate Affairs, Standard Trust Bank (now UBA); Pioneer Head of Marketing & Corporate Communications at Platinum Bank/Bank PHB (now Keystone Bank); and former Divisional Head of Brands & Communications at Fidelity Bank

He holds Masters Degrees in Business Administration (MBA) from Enugu State University of Technology (ESUT) and Public Relations (M.Sc) from University of Nigeria, Nsukka.

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**THANK YOU**

