

Simple way to figure out your Brand Positioning Statement



By Graham Robertson, Author of Beloved Brands

A Brand Positioning Statement defines how your brand shows up in the market. Many brands are negligent in failing to define and differentiate themselves. Importantly, I will provide you a logical approach to get more emotional. To start, match what consumers want with what your brand does best. Furthermore, we have cheat sheets for you to find the ideal functional benefits and the ideal emotional benefits. Conversely, if you don't position your brand the way you want, your customers and competitors will do it for you. And, you might not like how they do it. If you came here looking for a brand positioning process you are in the right place. To illustrate, you will 20 different examples of brand positioning statements.

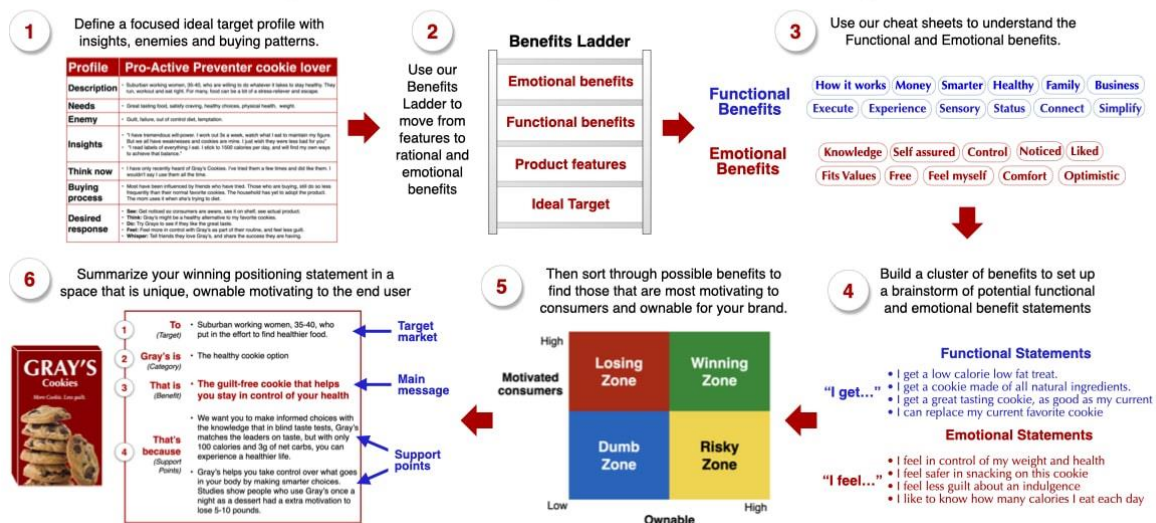
Can you describe your brand in seven seconds in a way that motivates consumers to engage and in a space that is own-able for your brand?

Essentially, we have brand positioning statement examples for a type of brand close to yours.

- Consumer packaged goods.
- Retail.
- Restaurants.
- Tourism.
- B2B.
- Cars.
- Beer and Alcohol.
- Healthcare and Pharma.

Additionally, we provide brand positioning examples of famous brands.

Brand positioning statement process



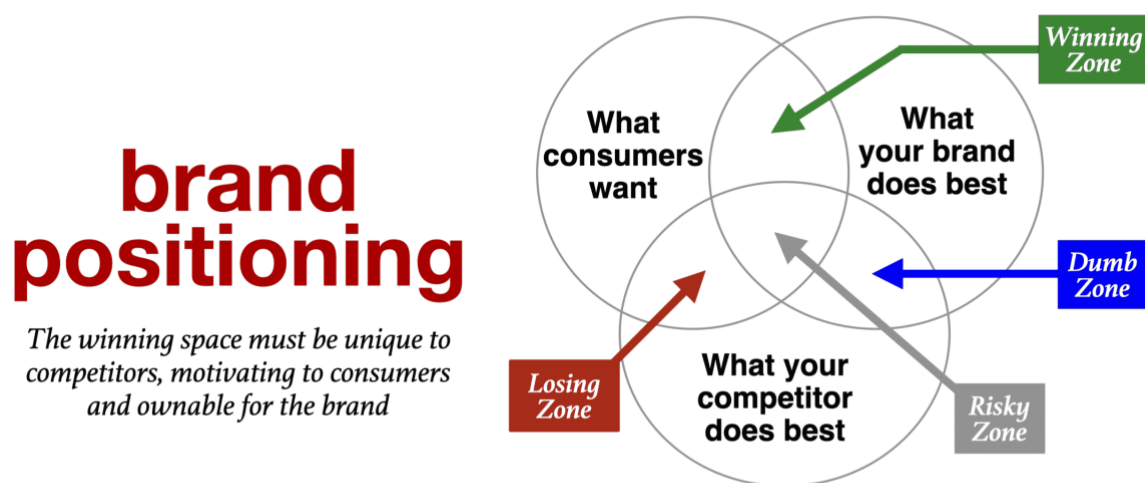
Brand Positioning

To find your ideal brand positioning statement, you want to find the space that is most motivating to consumers. And, find the space that is most ownable for your brand. Our brand positioning statement process starts with a defined consumer target your brand will serve. Then, we focus on the emotional and functional benefits that differentiate your

brand. Further, we use support points to help differentiate your brand from competitors.

Where your brand can win

Brand positioning is the conceptual space that a brand owns in the consumer's mind. It's what they think of you. Importantly, as you dig in on creating your own brand positioning statement, look for the space to play and then the ideal space can differentiate your brand to win in the market.



It's all about how to differentiate. To start, the first circle comprises everything your consumer wants or needs. Next, the second circle includes everything your brand does best. Finally, the third circle lists what your competitor does best.

Your brand's winning zone **(in green)** is the space that matches up "what consumers want" with "what your brand does best." Most importantly, you can own and defend this space from attack. Essentially, you can satisfy the consumer needs better than any other competitor can.

Your brand will not survive in the losing zone. **(in red)** This space matches the consumer needs with "what your competitor does best."

Consequently, you will fail to differentiate, and your competitor will beat you every time.

What happens when there is a tie?

As markets mature, competitors copy each other. It gets harder to be better with a definitive product win. Many brands play in this risky zone (in grey). As a rule, if you and your competitor meet the consumer's needs in a relative tie, you can win the tie with emotions and innovation.

If you only focus on using product features to differentiate your brand, you will fail. As the market matures, competitors copy each other. And that winning green space gets very small. Instead, you can carve out a winning brand positioning space when you focus on the emotional benefits. In this article, I will show you our logical way to engage with our Emotional Cheat Sheet that has 40 emotional benefits to play with.

Avoid the dumb zone

Sadly, I always have to mention the dumb zone. (in blue) Here, two competitors “battle it out” in the space where consumers do not care. One competitor says, “We are faster,” and the other brand says, “We are just as fast.” However, no one bothered to ask the consumer if they care about speed. Both brands end up failing to differentiate and playing in the dumb zone.

Position statement example

There are 4 elements that make up a brand positioning statement. To start, define who you will serve. Then, lay out where you will play, and where you will win. To sum up, use support points for why consumers should believe you.

brand positioning

The 4 elements of brand positioning includes the target, category, main benefit and support points.



1. Who is the consumer target?

First, define a slice of the population who is the most motivated by what your brand offers? However, don't just think about who you want, but rather who wants your brand.

2. Where will you play?

Next, consider the competitive set that defines the space in the market your brand competes in. Brand positioning is always relative to who you compete against. For instance, a brand is never fast. It should be faster.

3. Where will you win

Most importantly, what is the main promise you will make to the consumer target? It should differentiate your brand to stand out as interesting, simple, unique, motivating, and own-able. Do not talk about what you do. (features) Instead, talk about what the consumer gets (functional benefits). And, talk about how the brand makes them feel. (emotional benefits)

4. Why should they believe us?

Finally, lay out the support points and features needed to back up the main promise. Moreover, these support points should close any

potential doubts, questions, or concerns the consumer has after hearing the main promise.

Brand Positioning Map

Before you get started on the details of your positioning statement, you can sketch out where brands currently play. A brand positioning map allows you see the most cluttered space, and the open space. The brand positioning map provides some direction on where you could establish a unique positioning for your brand. But it doesn't provide much detail. Importantly, our process will help narrow in on the specifics of your brand positioning statement.

Pick two dimensions that matter to consumers

Below, we can assess the market for sit-down chain restaurants in the US. First, we look at price; high verses low. Then, we might add in flavors; traditional American vs International. To illustrate, we see two gaps in the market; high-end International and upper-mid American. Moreover, we see a cluttered mess in the lower end American.



Consumer target

Focus on those who are the most motivated by what you do. There is this myth that a bigger **consumer target** will make the brand bigger, so

scared marketers targets ‘everyone’. For instance, there seems to be an irrational fear of leaving someone out.

Moreover, a broad consumer target gives your brand a lower return on investment and eventually will drain your brand’s limited resources. Please focus. Below, you will find a consumer profile that sets up Gray’s Cookies as an example of brand positioning we use. We include **consumer insights** to give flavour to the target.

Building a Target Profile

Target	Pro-Active Preventers
Target Description	<ul style="list-style-type: none">• Suburban working women, 35-40, who are willing to do whatever it takes to stay healthy. They run, workout and eat right. For many, food can be a bit of a stress-reliever and escape.
Their needs	<ul style="list-style-type: none">• Great tasting food, satisfy craving, healthy choices, maintain weight.
Their enemy	<ul style="list-style-type: none">• Guilt, failure, out of control diet, temptation.
Insights that tell their story	<ul style="list-style-type: none">• “I have tremendous will-power. I work out 3x a week, watch what I eat to maintain my figure. But we all have weaknesses and cookies are mine. I just wish they were less bad for you”• “I read labels of everything I eat. I stick to 1500 calories per day, and will find my own ways to achieve that balance.”
What do they think now?	<ul style="list-style-type: none">• I have only recently heard of Gray’s Cookies. I’ve tried them a few times and did like them. I wouldn’t say I use them all the time.
How are they buying?	<ul style="list-style-type: none">• Most have been influenced by friends who have tried. Those who are buying, still do so less frequently than their normal favorite cookies. The household has yet to adopt the product. The mom uses it when she’s trying to diet.
We want them to think/feel/do	<ul style="list-style-type: none">• See: Get noticed so consumers are aware of Gray’s, see it on shelf, see actual product.• Think: Gray’s might be a healthy alternative to my favorite cookies.• Do: Try Grays to see if they like the great taste.• Feel: Feel more in control with Gray’s as part of their routine, and feel less guilt.• Whisper: Tell their friends they love Gray’s, and share the success they are having.

Before you dig in on the brand positioning, you want to understand the needs of the consumer. We use 12 different functional needs and 12 different emotional needs. Knowing your consumer target, start thinking about what you think makes sense for them. These needs will come up later as we explore which consumer benefits to stand behind.

Exploring the needs of consumers

Functional needs

Stay Connected
Makes you smarter
Works better for you
Enhances professional standing
Sensory Appeal
Saves you money
Helps you be healthier
Drives business results
Experience comes to life
Simplifies your life
Helps your family
Helps you execute

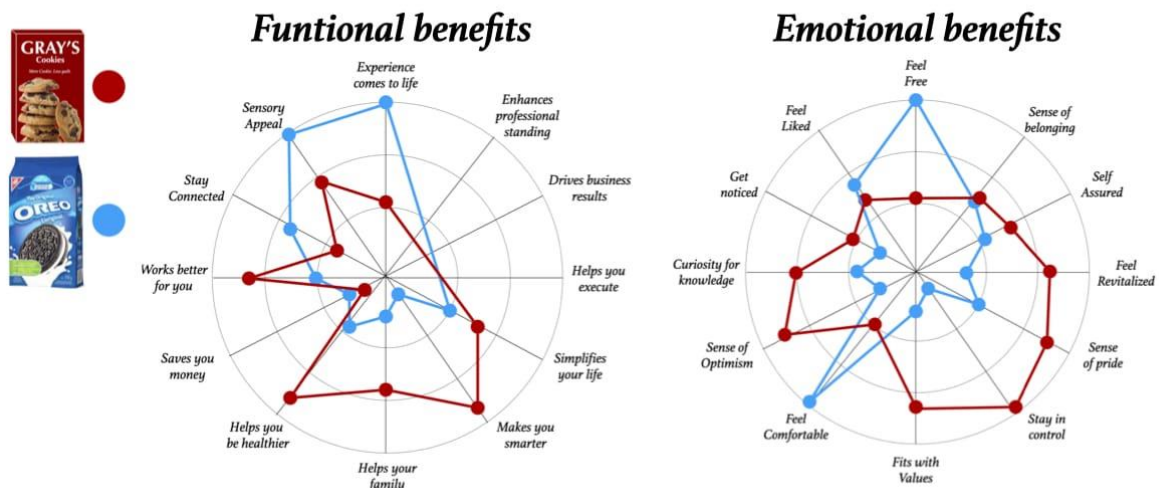
Emotional needs

Curiosity for knowledge
Feel free
Stay in control
Sense of belonging
Sense of optimism
Get noticed
Fits with values
Feeling Revitalized
Feel comfortable
Feel liked
Self assured
Sense of pride

Identifying gaps in the marketplace

To identify where you have opportunity, you can use market research to help plot your competitors. Plot each brand based on the functional and emotional benefits, and you will begin to see space where there may be opportunity for you to win. Below, you can see how Gray's Cookies and Oreo match up when it comes to functional and emotional benefits. The farther from the center, the stronger that brand plays on that element. Oreo wins on sensory appeal, experience, comfort, and feel good. To illustrate, you can see Gray's has the opportunity to win on healthier, smarter, and stay in control.

Identifying gaps in the marketplace



Use our consumer benefit ladder to find your differentiation

Turn your brand's features into consumer benefits. Stop thinking about what your brand does. And, start thinking about what your consumer gets. As a result, your brand positioning statement comes alive.

The 4 steps to build a Consumer Benefits Ladder:

First, leverage all available consumer research to brief the team. Above all, define the consumer target profile with consumer insights, need states, and the consumer enemy.

Second, brainstorm all possible brand features that your brand offers, plus any brand assets. Importantly, focus on the features that give your brand a competitive advantage.

Next, move up to the functional benefits. Put yourself in the shoes of the consumer and for each feature on your list, ask "if I am the consumer, what do I get from that?" Keep asking with answers that differentiate and move into a richer zone.

Finally, move up to the emotional benefits by looking at each functional benefit and ask "so if I am the consumer, how does that make me feel?" Clearly, keep asking the question until you see a deeper emotional space that you can play in, that will help differentiate your brand.

