

how to position your brand

To determine how your brand compares to and competes with other options, you need a **competitive brand positioning** statement.

Use this framework to articulate your competitive brand positioning:

**For X,
we are the A who does B
because C**

X = your target audience

Who are you trying to persuade? What distinguishes them? What's important to them?

hint: define your target audience with more than demographic variables; consider lifestyle, needs, values

A = competitive frame of reference

What is your aspirational competitive set? What is the mental file folder your target should put you in?

hint: think broadly about your competition – you may compete with companies outside your category

B = differentiating value you deliver

What do you do that no else does and that your target cares about? Why should your target value you?

hint: consider the benefits you deliver beyond the functional – think emotional, social, and cultural value

C = reasons to believe

What evidence proves that you deliver the value indicated in B above?

hint: specify unique attributes, actions and assets; include claims, statistics, and results

example:

Jamba Juice

For everyone who chooses to do something good for themselves (X), Jamba Juice is the convenient place for great tasting, healthy products (A) that energizes the way you live and feel (B) because we are considerate of what you put in your body, make it enjoyable to be healthy, and help create healthier communities. (C)

example:

Carhartt

For hardworking men and women who value doing the job right (X), Carhartt is the authentic work wear expert (A) that provides proven, uncompromised performance to support what you do (B), because 1) Carhartt has continuously innovated to meet worker's demands for over 100 years , and 2) Carhartt products have been tested and proven on-the-job with real workers. (C)

visit <http://deniseleeyohn.com/bbb> to view Denise's "How to Build a Breakthrough Brand" video series and access other worksheets

