

Brand Positioning

What is Brand positioning?

A marketing strategy that aims to make a brand occupy a distinct position, relative to competitor brands, in the mind of the consumer.

KEY TAKEAWAYS...

1 Be distinctive, appealing and relevant

- ✔ Positions include market leader, follower, premium/luxury, low-cost and niche/challenger.
- ✔ Consider rational and emotional components.

3 Be open to evolving positioning, stay relevant by: solving category problems and building a trusted brand identity

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Establish a clear belief and an ambitious vision

Six guiding principles

- ✔ Base positioning on your commercial ambition.
- ✔ Reach longevity by thinking about the future, not just the present.
- ✔ Have a clear purpose from the outset to inform areas for brand growth.
- ✔ Provide a clear lens for making a purchase decision.
- ✔ Create a simple idea that can be readily understood.
- ✔ A brand pyramid is helpful but ensure such templates do not restrict creativity.

Brand positioning statements often include:

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Proposition
What the brand stands for



Character
Who the brand is



Essence
What is at the heart of the brand



Values
What the brand believes in



Benefits
What it promises to do for the consumer

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Actionable principles are better than brand values in brand positioning

Brands that have clearly stated principles and beliefs, which guide their behaviour:



7 Brand positioning can be an effective way to refresh a brand

Intel Corp. evolved its brand positioning with a new "Experience What's Inside" tagline to connect with millennials and transform people's perception.

Using celebrity endorsement Intel was able to reverse the negative trend across every brand metric, and grew its brand value as well as its market capitalisation.

[Read the full case study](#)

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Brand strategy and brand positioning are even more important in the digital age. Brands should:

- ✔ Uncover consumer insights, focus beyond products and services.
- ✔ Remember what made the brand famous.
- ✔ Ensure brand positioning outputs are simple, clear and visually inspiring.

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Brand positioning can be determined by brand, product or consumer truths

Guinness successfully changed its brand positioning with its Made of More campaign. This strategy used three brand truths:

Brand Guinness heritage is one where the founder carved his own path.

Product No other beer looks or tastes quite like a Guinness.

Consumer Research identified aspirational consumers who don't just follow the crowd.

[Read the full case study](#)

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