

BRAND POSITIONING STATEMENT

A Framework For How Your Brand Fits In/ Stands Out

1. Brand Positioning

THE ONLY _____
WHAT
e.g. for Harley Davidson this would be "The only motorcycle manufacturer"

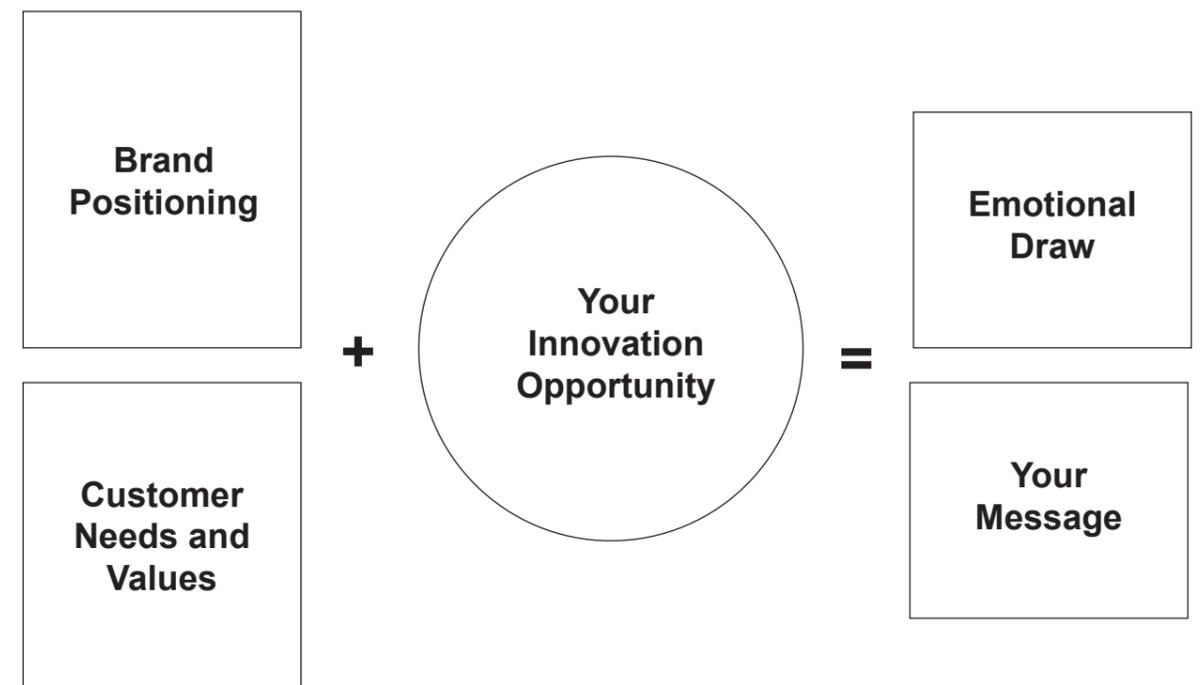
THAT _____
CATEGORY (PRODUCT, SERVICE, PRICE)
"that makes big loud motorcycles"

FOR _____
WHO (CUSTOMER, NEEDS, DESIRES)
"for macho guys (and "macho wannabes")"

IN _____
WHERE (MARKET, GEOGRAPHY)
"mostly in the United States"

LEVERAGING _____
UNDERLYING TREND
"in an era of decreasing personal freedom"

How Brand Positioning Leads to Brand Messages



BRAND POSITIONING STATEMENT

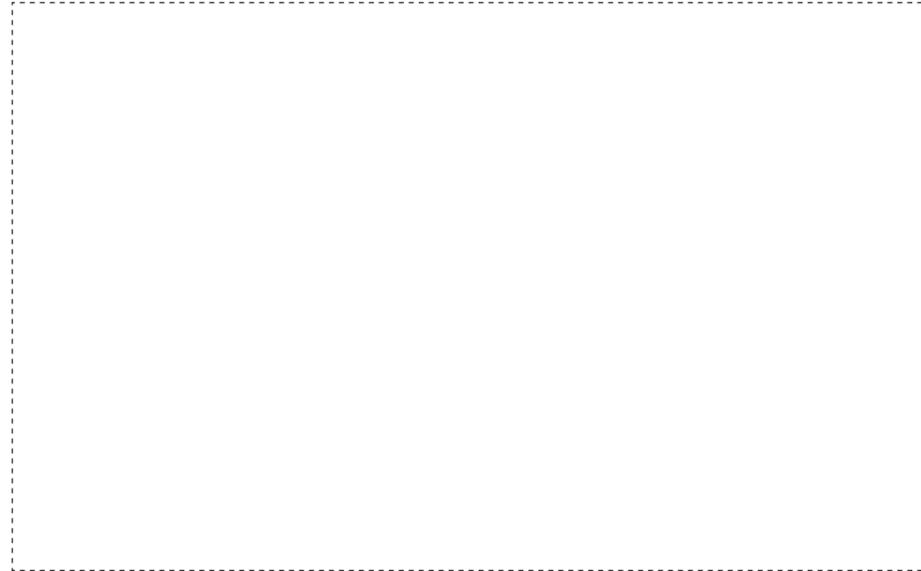
A Framework For How Your Brand Fits In/ Stands Out

2. MY CUSTOMERS NEED AND VALUE

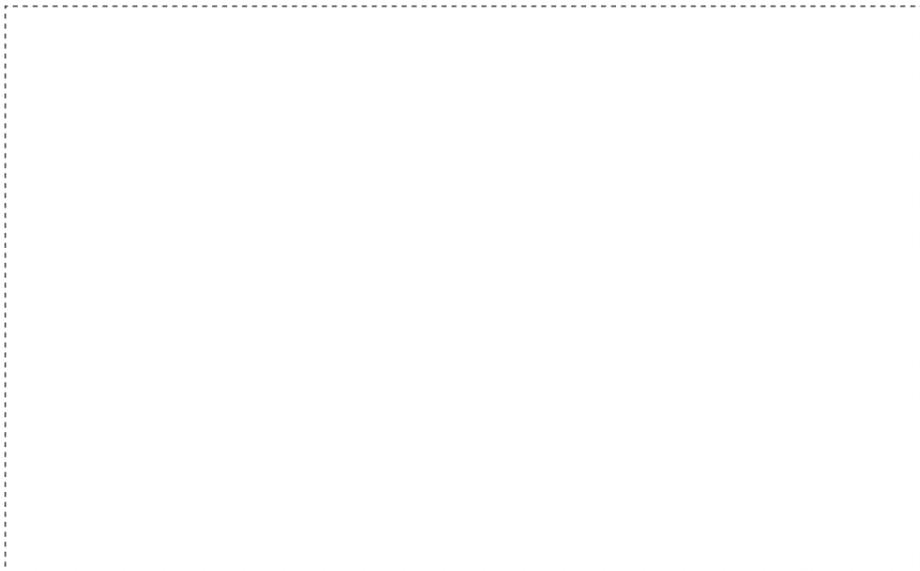


4. EMOTIONAL DRAW

How this makes people feel



3. MY INNOVATION OPPORTUNITY



5. MY MESSAGE(S)

How you convey all of this

