

CRAFTING A POSITIONING STATEMENT

A positioning statement is a succinct description of the core target audience to whom a brand is directed, and a compelling picture of *how the marketer wants them to view the brand*. A well-constructed positioning statement is an invaluable means of bringing focus and clarity to the development of marketing strategy and tactics. How? Because every decision that is made regarding the brand is judged by how well it supports the positioning statement – from the brand name, the product itself, and packaging, to advertising, promotions, etc.

TEMPLATE FOR A POSITIONING STATEMENT

For (target audience), (brand name) is the (frame of reference) that delivers (benefit/point of difference) because only (brand name) is (reason to believe).

TARGET AUDIENCE

The attitudinal and demographic description of the core prospect to whom the brand is intended to appeal; the group of customers that most closely represents the brand's most fervent users.

FRAME OF REFERENCE

The category in which the brand competes; the context that gives the brand relevance to the customer.

BENEFIT/POINT OF DIFFERENCE

The most compelling and motivating benefit that the brand can own in the hearts and minds of its target audience *relative* to the competition.

REASON TO BELIEVE

The most convincing proof that the brand delivers what it promises.

CRITERIA FOR EVALUATING A POSITIONING STATEMENT

- Is it memorable, motivating and focused to the core prospect?
- Does it provide a clear, distinctive and meaningful picture of the brand that differentiates it from the competition?
- Can the brand own it?
- Is it credible and believable?
- Does it enable growth?
- Does it serve as a filter for brand decision making?

THE ROLE OF RESEARCH

Research is critical; development of a positioning statement assumes you can answer the following with confidence.

- How well do you know the target audience: their needs, attitudes, motivators, etc.
- How deep are you going with the target audience? Is there a subgroup where the brand may have more resonance?
- What role does your brand (and your competitors) have in their life?
- What is the perception of your competitors, and where is their whitespace in the product/service category?
- What is the truly unique aspect of your brand? Does this uniqueness matter? Is it believable?
- How impactful and believable are your reasons to believe?

What kind of research do you recommend?

A combination of qualitative and quantitative approaches is ideal. Qualitative methods are designed to uncover perceptions, opinions, beliefs, and attitudes. First, you need to understand brand expectations for the entire category. Identify expectations covered by competitors, and where the target audience is over-served or under-served. Quantitative research is designed to measure. How prevalent are the attitudes about your brand? If re-positioning or stretching your brand, what permissions do consumers give you? What are the measurable strengths and weaknesses of competing brands? Perceptual mapping can identify whitespace opportunities. Quantitative research can also measure the strength of your point of uniqueness on relevance and believability.

WEBSITE

StandPointGroup.com

PHONE

770.270.4800

CONTACT

Kip Creel, President

kcreel@standpointgroup.com