Comstrat 564: Consumer Behavior and Brand Development:
Brand Positioning
Brand Position

OLD

NEW
A brand positioning statement:

- For *(target audience)*, *(brand name)* is the brand of *(frame of reference)* that *(delivers benefit/point of difference)* because only *(brand name)* is *(reason to believe)*.
For cost-conscious moms of large blue-collar families with active children, tide is the brand of laundry detergent that gets clothes their cleanest and keeps them looking new because improved Tide formulation powers out stains while keeping clothes from fading and fraying.
Brand Positioning Statement

• Target audience:
  – For cost-conscious moms of large blue-collar families with active children, Tide is the brand of laundry detergent that gets clothes their cleanest and keeps them looking new because improved Tide formulation powers out stains while keeping clothes from fading and fraying.
Brand Positioning Statement

• Frame of reference:
  – For cost-conscious moms of large blue-collar families with active children, tide is the brand of laundry detergent that gets clothes their cleanest and keeps them looking new because improved Tide formulation powers out stains while keeping clothes from fading and fraying.
Brand Positioning Statement

• Frame of reference:
  – For cost-conscious moms of large blue-collar families with active children, tide is the brand of laundry detergent that gets clothes their cleanest and keeps them looking new because improved Tide formulation powers out stains while keeping clothes from fading and fraying.
Brand Positioning Statement

• Frame of reference:
  – Direct & indirect competitors.
  – Life stage of a brand:
    • competitive & mature-direct.
    • Introduction & decline-indirect
Brand Positioning Statement

• Benefit:
  – For cost-conscious moms of large blue-collar families with active children, tide is the brand of laundry detergent that gets clothes their cleanest and keeps them looking new because improved Tide formulation powers out stains while keeping clothes from fading and fraying.
• Reason to believe:
  – For cost-conscious moms of large blue-collar families with active children, tide is the brand of laundry detergent that gets clothes their cleanest and keeps them looking new because improved Tide formulation powers out stains while keeping clothes from fading and fraying.