

Brand Positioning

Aim : Discover your brand's fundamental truth

For : Marketing Managers, Brand Managers, Brand Guardians

Time : As long as it takes

What's so special about your brand? Easy? If not, this template will help reveal the essence of your brand.

Brand "Name"

(your brand)

is better than

Competition

(the brands your target customers currently buy)

for

Target Customers

(Describe your customer in terms of both their fundamental needs and their wants)

because it

Advantages

(define clearly the advantages your brand has, compared to the competitors you have mentioned, in meeting the needs and wants of the target customer)

so that it

Key proposition

(Explain the benefits, both rational (e.g. performance) and emotional (e.g. more fun) that your target customer will experience with your brand.

Questions to consider:

Have you got the product right?

Is your organisation able to deliver on its promises?

Have you really got a unique positioning?

Don't stop until you do...

Download more Brand Manager Tools from www.tanbranding.com

If you'd like more information on any of these tools, or would like a workshop for the rest of your colleagues, please contact Kyle Talbot on +31 (0)30 230 30 20.

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