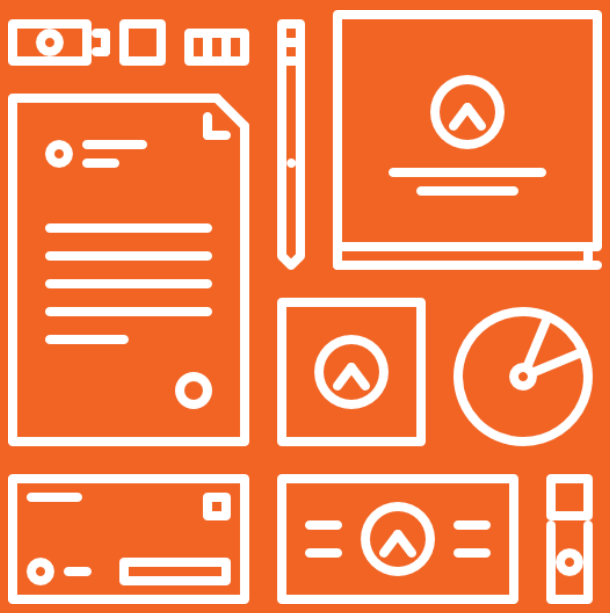
BRAND POSITIONING STATEMENT:

All you need To know



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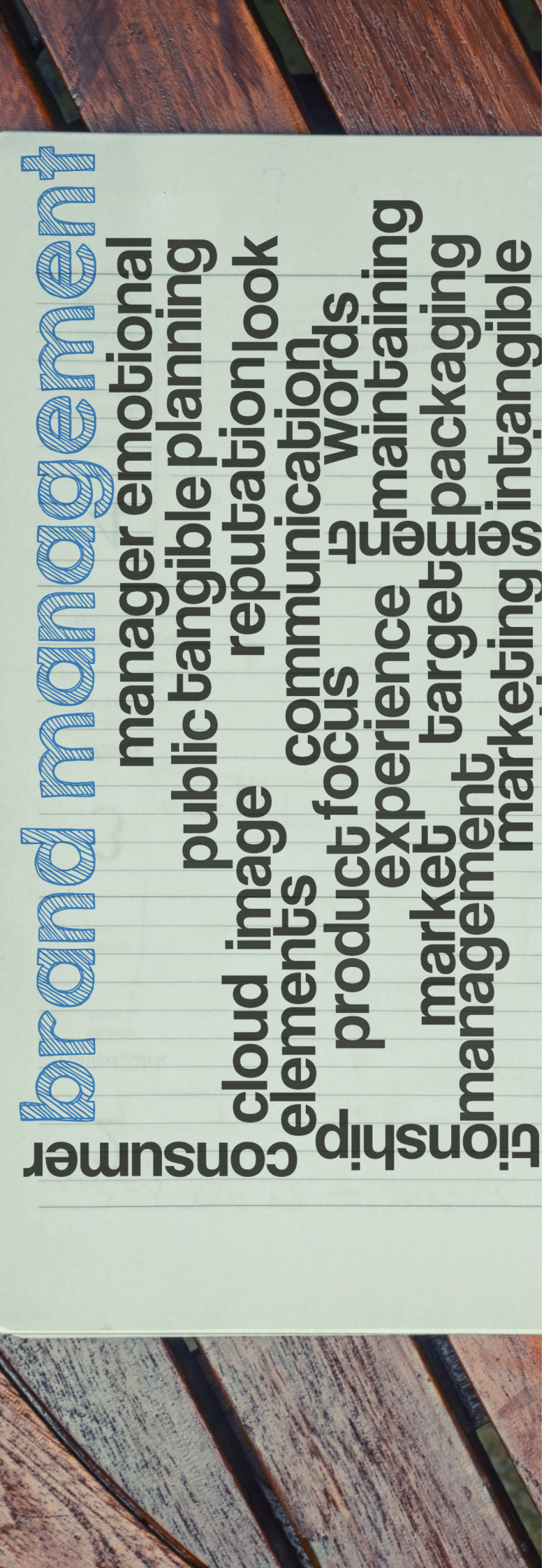
BRAND POSITIONING: LET'S START WITH THE DEFINITION

We can define the **Brand Positioning** as the articulated process that, through the use of different marketing mix levers, aims at the **construction of what is called the "brand perception".**

Basically, Brand Positioning will help **defining the perception** that consumers will have of a new brand, in the case of **pure brand positioning**, or **influencing the consumers' opinion** about an already existing brand (in the case of **brand repositioning**) in order to reduce any possible cannibalization and obtain a correct position on the market.



THE BRAND POSITIONING STATEMENT PROCESS

Usually, **the process related to Brand Positioning Statement** requires a series of predetermined steps:

1. **Preliminary analysis**: it is part of the classic analytical marketing activities and aims to define the main attributes in terms of product class

2. **Positioning strategy**: it is part of the strategic marketing activities and refers to strategic planning, ie the planning of those activities that need to be carried out to create the real brand perception in the minds of potential customers

It is important to underline that, **in the second phase**, we will have to start **structuring all the marketing mix contents** that will be addressed to the market. At the same time, the **positioning strategy** also entails specific **control procedures** necessary to establish the real brand positioning on the targeted market, with the respect of the positioning defined during the preliminary phase.

BRAND POSITIONING STATEMENT: IDENTIFY TO DIFFERENTIATE

Generally speaking, any **Brand Positioning Statement** implies a **strategy of differentiation and uniqueness of the brand** when said brand is compared to real and potential competitors. This differentiation is the result of the analysis of all the specific qualities that are inherent to the brand, but also of the **distinctive benefits** that the brand will offer to consumers.

At the same time, **differentiation** is also built on other parameters:

- Functionality
- Convenience
- Innovation
- Quality
- Uniqueness

And, more generally, **on all the benefits for which the brand wants to be recognized** by its target audience.

BRAND POSITIONING STATEMENT: THE STARTING POINT THAT IS ALSO A DESTINATION

Clarifying and highlighting the brand are not and should not be considered the only steps of the **Brand Positioning Statement.**

Ultimately, if we want the **brand positioning** to be successful, it won't be enough to stop at its mere **definition or at the communication of its distinctive traits**. On the contrary, it will be important to create a wide-ranging strategy that also takes into account **different important factors**.

Let's find out what this is all about, **going back to the starting point**.

Positioning & Differentiation

Goal: highlighting uniqueness and value

Our Unique Value Proposition will have to answer the following questions:

- Who are we?
- Who are we, for our audience?
- Why are we important for our audience?

This starting point, however, is to be considered also the endgame of further preliminary activities.

The Brand Positioning Statement is, in fact, also the result of:

Identification & Creation

Goal: giving life to our identity and creating assets through the brand plan

This phase will involve the definition of

- Naming

- Logo
- Tagline
- URL
- Storytelling
- Brand personality
- Tone of voice
- Key Message
- Visual style (color palette, graphic standards, style)
- Creation of products and services

Inevitably, this phase will be followed by…

Articulation & Explanation

Goal: defining the personality and storytelling of our brand

This phase will involve the identification and illustration of:

- Core Value
- Brand attributes
- Strengths and critical points
- Opportunities and threats
- Future scenarios
- Business category
- Audience
- Target Market
- Differentiators

Once these parameters are clarified, we can proceed with…

Understanding & Discovery

Goal: creating data and contents through brand labs and brand audits

At this stage, our attention will be focused on:

- Brand Mission & Vision
- Customer & Experience
  - Touchpoint
  - Sales History
  - Sales Processes
  - Customer Satisfaction
- Key products and services
- Business Strategy
- Market context
- Competitors' scenario
- Research and analysis
  - Visits and experience on the website
  - Observation of users' behavior
  - Interviews and surveys
  - Focus groups

Once this test phase is over, it is time to introduce the brand to the market, at full power. We are therefore officially entering the phase of…

Application & Extension

Goal: introducing the brand to the world in the right way

In this last phase of the Brand Positioning Statement, we will deal with:

- Definition of our environment
  - Customer Experience

- Internal policies
- Brand Manifesto

- Cross-platforms online presence
  - Website
  - Email
  - Videos
  - Social Media
  - Product app or corporate app
- Word of mouth
- Brand Manual
  - Corporate image and collateral tools
  - Packaging
  - Fairs and Exhibitions
  - Advertising
  - Ephemeral and periodic activities
- Public Relations
- Customized events

CONCLUSIONS

As you can understand, the **Brand Positioning Statement** is not a simple and linear activity, but **a series of tools, strategies and tests** that are the result of **a proper marketing mix of digital and traditional actions**. It consists of **competitive analysis, positioning analysis, definition of brand identity and vision, creative output, delivery and market integration**.

If, on the one hand, the **Brand Positioning Statement** identifies the **conceptual space** that our brand will occupy in the minds of consumers through the benefits that we can guarantee them, the **positioning itself** is the result of an internal statement. The brand statement is **reverberated to the outside** through a **logical, strategic and relational** architecture aimed at clarity and synergy with the target audience.

Finally, the **Brand Positioning Statement** is **the extension of the brand beyond the confines of the brand itself**: the brand extends, becoming one or several attractive categories for our audience; becoming a bridge able to unite the company with its acquired and potential customers.

NAXA

Naxa, full-service Digital Agency and **certified Hubspot partner**, helps its clients in various industries through Inbound Marketing, offering **Strategy, Growth Driven Design, Content Marketing, Marketing Automation, Demand Generation and Lead Nurturing services**.

Every activity carried out by Naxa is oriented toward the final goal: to generate an increasing number of **qualified** contacts for our clients, avoiding the dispersion of energy in the search of the most suitable target audience on the internet.

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