



1. BRAND NAME is for **2. TARGET AUDIENCE** who want
3. DIFFERENTIATION FACTOR from a **4. MARKET CATEGORY** that
5. PRIMARY SELECTION CRITERIA. Unlike **6. COMPETITIVE/ALTERNATIVE BRAND**,
1. BRAND NAME is the only brand offering **3. DIFFERENTIATION FACTOR**
because **7. CREDITABLE RATIONALE**.

BRAND POSITIONING STATEMENT EXAMPLE

Avis Car Rental is for **business travelers** who want **express business services** from a **car rental company** that **eliminates wait times caused by leisure travelers**. Unlike **Hertz**, **Avis Car Rental** is the only brand offering **express business services** because **we are focused on meeting the needs of business travelers worldwide**.

DEVELOPING A BRAND POSITIONING STATEMENT

The brand positioning statement explains the reason why the brand exists. Therefore, the purpose of the positioning statement is to provide focus for every short-term and long-term strategic decision concerning the brand.

The positioning statement should not be confused with taglines, advertising slogans or campaign themes, although the essence of the brand position should be reinforced in every communication with the target audience.

At Bergeron Creative Studios we help customers develop their brand positioning by completing this statement, which at first glance is deceptively simple. Remember, a positioning statement is not about what you do—it is about shaping how your target audience perceives your brand. Specifically, the major difference your brand offers them that is both valuable and believable compared to competitive offerings.

The key to a brand position is to target the largest possible audience who share a similar set of needs and values in

which your brand is the only, best or first choice—your differentiation. Identifying your differentiation is the hardest part of developing a positioning statement. It requires a deep understanding of both the demographics and psychographics that drive your target audience's decisions—their primary selection criteria.

Ultimately, your ability to effectively position your brand in the minds of customers and prospects relative to the competition plays a major role in influencing their consideration process and final choice.

ANATOMY OF BRAND POSITIONING

1. BRAND NAME

The name of your company, institution, product, service or cause.

2. TARGET AUDIENCE

The largest group of suspects, prospects and customers who share a similar set of needs and values.

3. DIFFERENTIATION FACTOR

One claim can you make about your brand that offers the advantage of being the only, first or best choice.

4. MARKET CATEGORY

The way your brand is classified with competitive brands as a frame of reference for consideration by the target audience.

5. PRIMARY SELECTION CRITERIA

The most important factor used by the target audience to evaluate their decision to choose your brand.

6. CREDITABLE RATIONALE

The reason the target audience should or will believe the brand position.

7. COMPETITIVE/ALTERNATIVE BRAND

A brand cannot be positioned in isolation; it must be in relation to one or more competitors.



CREATEGY™
PROCESS

BRAND POSITIONING STATEMENT WORKSHEET

BERGERON CREATIVE
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THE 3 PS OF BRAND POSITIONING EVERY BRAND OCCUPIES A SPECIFIC SPACE IN THE CONSCIOUSNESS OF THE CONSUMER BASED ON THEIR OWN EXPERIENCES AND THOSE OF OTHERS—THESE PERCEPTIONS MAY OR MAY NOT BE REALITY. THE 3 PS OF POSITIONING WILL HELP YOU DETERMINE WHICH POSITIONING STRATEGY WILL PROMOTE YOUR BRAND TO ITS GREATEST ADVANTAGE.



PREMIER BRAND POSITIONING

Your brand has the premier position if it is #1 in a specific market category. The premier brand is the biggest, the first, and the most well-known—think Coke, Google and Harvard, to name a few.

Hertz Rent-a-Car, the largest company in the car rental category, uses the tagline, “We’re #1.” On the surface, most brands would want to be marketed in the premier position. The challenge is there can only be one premier brand.



PREEMPTIVE BRAND POSITIONING

The majority of brands can benefit from preemptive positioning by offering unique, credible and relevant value to a specific target audience—known as differentiation or niche marketing.

The key to a preemptive position is to target the largest possible audience who share a similar set of needs and values in which your brand is the only or best choice—thus preempting the competition. For example, in the car rental category, Avis decided to target business travelers with services like express check-out for those seasoned car rental customers, using the tagline, “We try harder.”



PRICE BRAND POSITIONING

Your brand is part of a commodity market category where competitive offerings are virtually interchangeable and consumers perceive little to no difference between your brand and the competition. You have two options: either develop a preemptive positioning strategy or compete on high-volume sales and transactions with low prices.

In some cases, price positioning can be utilized proactively as a preemptive strategy with a target audience that is price sensitive. A great example of this in the car rental category is Budget Rent-a-Car. No need for a tagline—the name says it all.

BRAND POSITIONING PROCESS

In our experience, developing a brand positioning statement must be an inclusive process that includes major stakeholders from across your organization. We facilitate brainstorming sessions called *Brandstorming* using Edward de Bono’s *Six Thinking Hats*—a methodology for parallel thinking. This ensures that all aspects of your brand positioning are considered by the group in a productive manner that focuses on innovation instead of compromise.

The brand positioning process should include:

- > Determining current brand position
- > Identifying competitive positioning
- > Conducting S.W.O.T. analysis
- > Selecting target audience
- > Analyzing primary selection criteria
- > Evaluating brand consideration process
- > Defining differentiation factor
- > Identifying key benefits in customer terms

The most common mistakes include:

- > Defining target audience too broadly
- > Listing multiple differentiation factors
- > Promoting same benefits as competition, known as the “me-too” positioning
- > Not including the reason customers should believe the brand position



ABOUT THE AUTHOR

Al Bergeron is President and Chief Creative Officer at Bergeron Creative Studios a nationally recognized award-winning branding firm, that integrates online, print and social media into a unified force that engages your prospective target audience—making you the only choice.

Al has the unique talent to bridge the gap between creative vision and business strategy. His work has won hundreds of awards for his creative work, presented as guest lecturer, and has been published in Logo Lounge, Print, Step-by-Step Graphics, Graphic Design USA and Educational Marketing Report. Graphics, Graphic Design USA and Educational Marketing Report.

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