

# WHAT DO YOU STAND FOR?

Using Consistent Brand Positioning to Define the Core of Your Marketing Messages & Advertising.

## Smart Examples:

- Volvo - "Safety"
- Nike - "Courage"
- Harley - "No Rules"
- Miller Lite - "Fun"
- L'Oreal - "Transformation"
- MasterCard - "Life & Family"
- GE - "Imagination"
- DeBeers - "Romance"
- Wal-Mart - "Value"
- Home Depot - "Service"
- Levi's - "Independence"
- 3M - "Innovation"
- Honda - "Dependability"

## What Positioning is NOT:

- Logo
- Ad Copy
- Tagline or Slogan
- Pure Product Functionality
- An Empty Promise
- Branding (*defined as coverage and ubiquity providing overall awareness and subsequent recognition so that consumers KNOW of you. Positioning, rather, is to help consumers UNDERSTAND and WANT you.*)

## What is **Brand Positioning**?

- Positioning is about creating a customer-driven identity and image definition that arrives at what your brand stands for and the way in which you want it perceived, relative to your competition.
- Positioning describes both intellectually and emotionally who the company is, what it aspires to be, and why anyone should care. The positioning statement expresses how you wish to be perceived, not how consumers currently perceive you.
- Consumers have dozens of legitimate brand choices in cars, fashion, consumer electronics, wireless carriers, banks, mass retailers, etc. And since only one can be the low-cost leader in any one category, brand positioning is ultimately what differentiates and guides consumers in gravitating to one brand over another.

The power of brand positioning is in having your target consumer feel and understand what it is that you stand for.

The emotion you wish to speak to is extracted and conveyed in both what is said through your marketing as well as what is not said.

Wrapping your image, identity, and messages around your core niche will define your brand position. Keeping consistent in revolving around your position will make it work.

