Brand positioning

Strategy

How brand strategy aligns

Time Frame

Highly consistent from year to year, with periodic refinements

Refreshes every 12 to 24 months, depending on market dynamics

Aligns with yearly goals but adjusts at-least quarterly to reflect evolving priorities

BRAND STRATEGY

MARKETING STRATEGY

MESSAGING STRATEGY

Tools & Artifacts

Mission & value proposition, core values, brand voice, personality & positioning

Target segments, market-specific positioning, key marketing messages

Campaign, tactics, messaging, proof points and touch points

| Competitive Offering | Audience Needs | Defendable Strengths | Core Brand Values |

Brand Positioning

Value Proposition + Supporting Points

Brand Positioning Model

Brand Positioning Strategy

Purpose	Provide source of wealth-generation for retail investors

Brand Attributes	Innovative	Tech driven	Empathetic	Open-minded	Lasting

Corporate brand positioning

Company XYZ is the the leader in financial technology. We provide breakthrough and easy-to-use digital products to service and empower retail investor with information transparency, community unity, and ease of trades.

Personalized data	Excellence in technology	Community oriented	Sustainable value for all

Guidance for stakeholder specific message development

Value propositions

Topic priorities

Business priorities/Stakeholder research

Strategy objectives of brand positioning

The target audience should find the brand engaging and resonating with we are selling.

Relevance

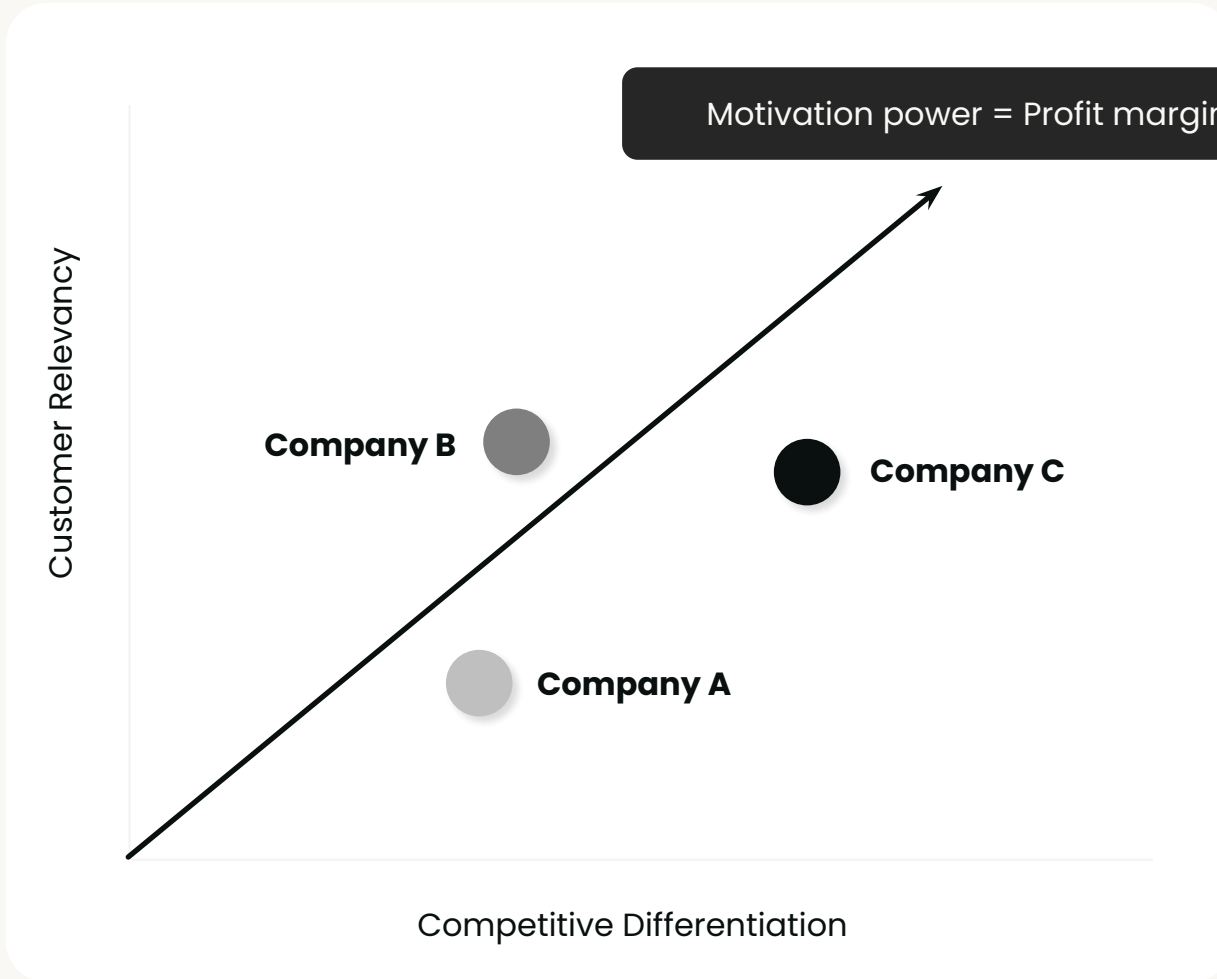Differentiation from competitors drives brand positioning success.

Differentiation

The customer should feel safe to believe that you will deliver your promise.

Credibility & Attainability

Successful brands & businesses must:

Customer Relevancy

Motivation power = Profit margin

Company B

Company C

Company A

Competitive Differentiation

1 — Be relevant to customers

2 — Be unique against competition

3 — Be credible and reliable

Brand perceptual map

High Price

High Quality

Low Quality

Low Price

A   B

C   D   E   F

G   H   I   J   K

L   M   N

Comparatives dimensions must be:
- Objective
- Broad
- Salient
- Contrasting
- Measurable

Brand positioning model

Why your organization does what it does as a driver of awareness, consideration, preference and advocacy.

Who your organization does what it does as a driver of awareness, consideration, preference and advocacy.

How your organization does what it does as a driver of awareness, consideration, preference and advocacy.

What your organization does what it does as a driver of awareness, consideration, preference and advocacy.

Where/When your organization does what it does as a driver of awareness, consideration, preference and advocacy.

PURPOSE	VALUES	PROCESS	PRODUCT/SERVICE	INFRASTRUCTURE
WHY	**WHO**	**HOW**	**WHAT**	**WHEN/WHERE**

Brand positioning process

01 — Understand all stakeholders needs and desires

02 — Opportunity modelling

03 — Brand platform

04 — Brand identity

05 — Brand architecture

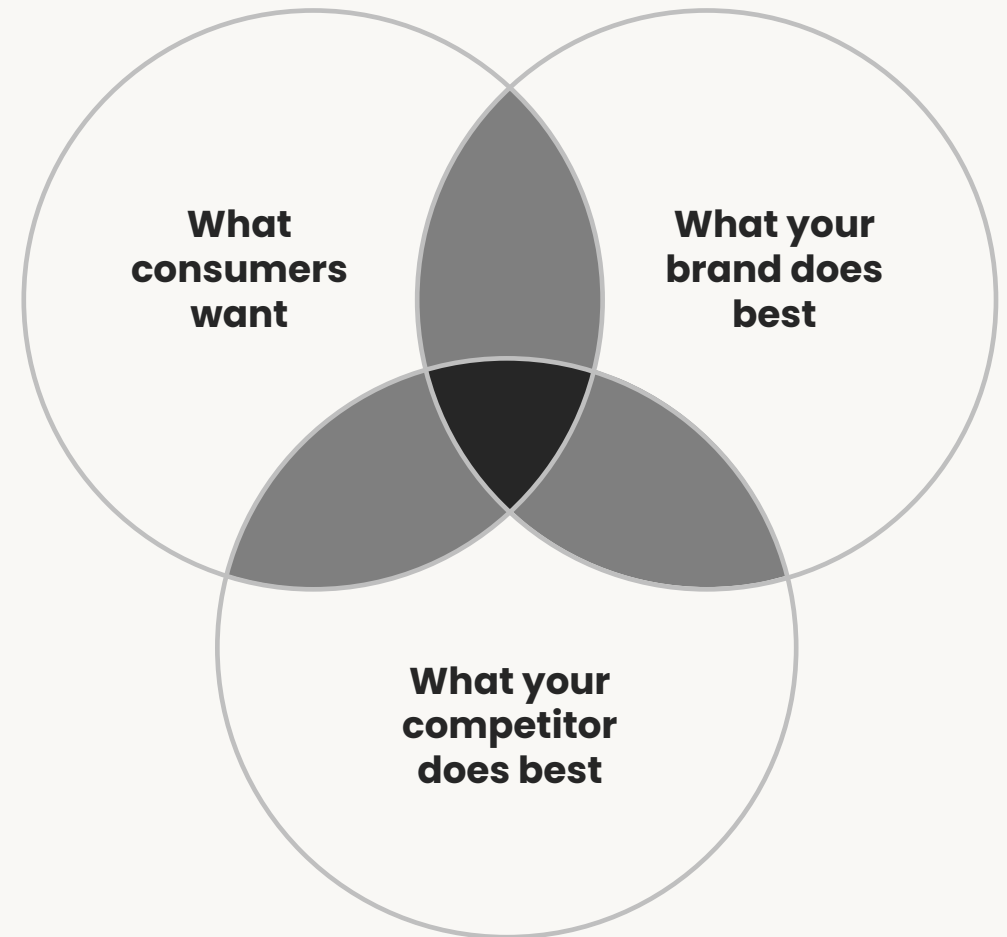**06** — Continuous evaluation & development
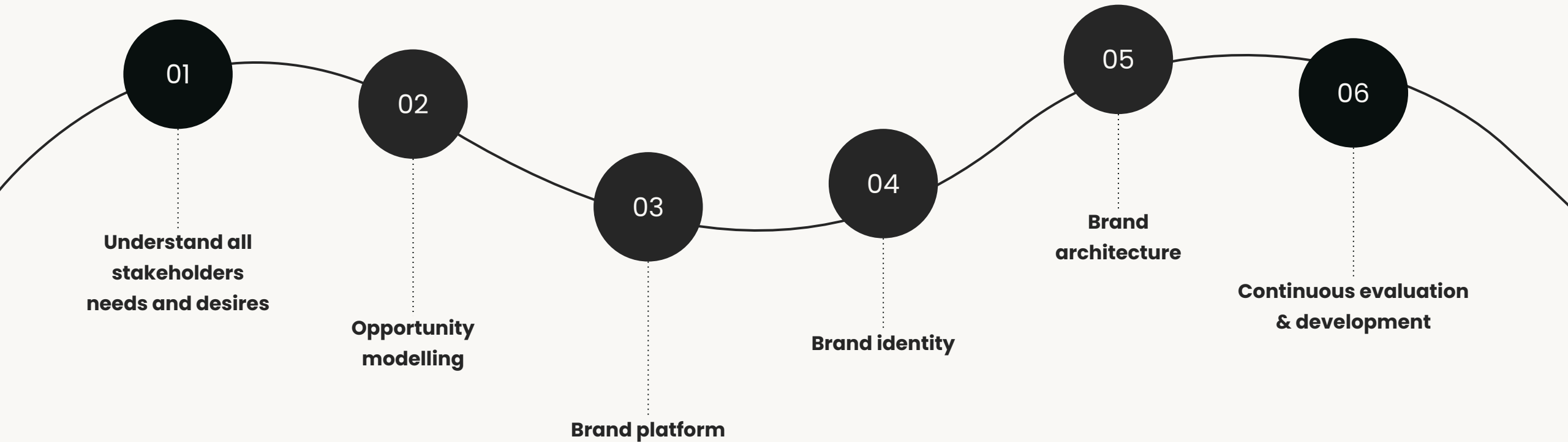
Brand positioning strategy

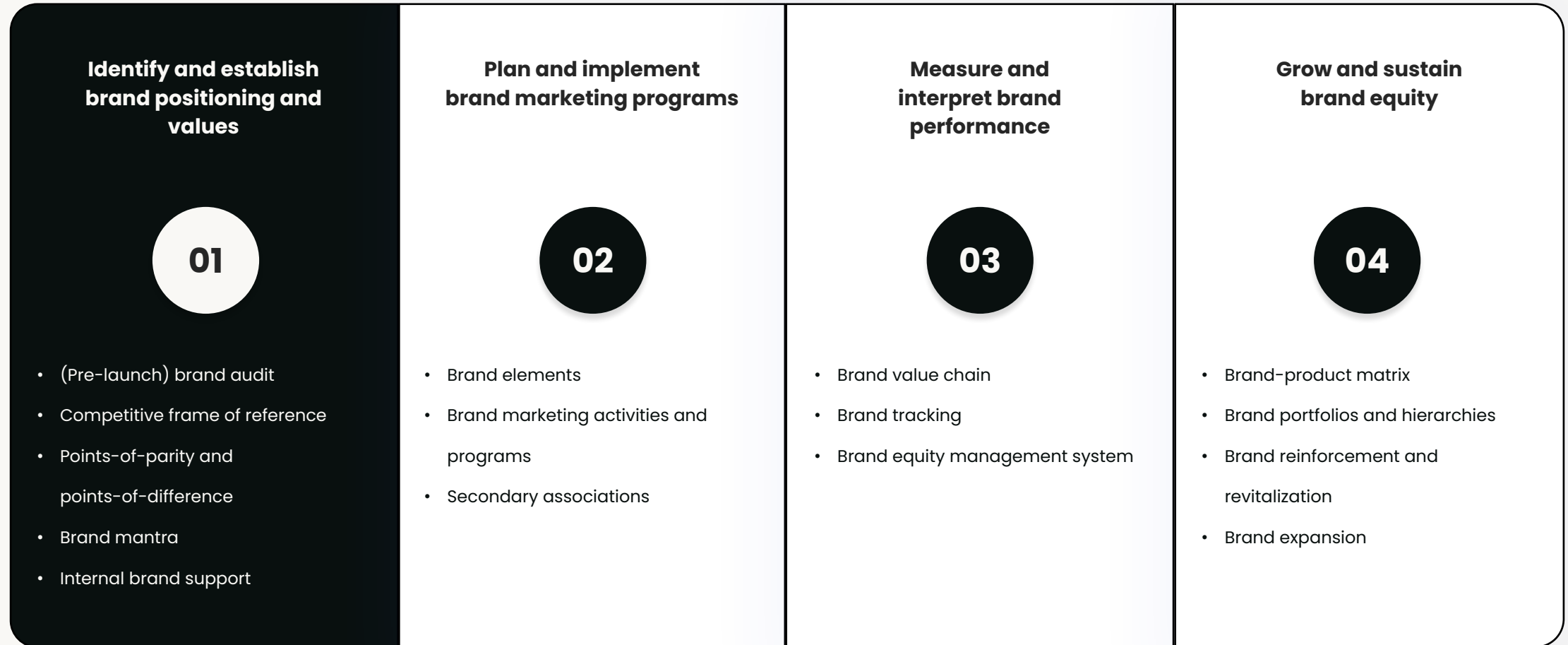**LOSING ZONE :** Competitors meets consumers needs better than you

DUMB ZONE : Competitive battle where consumer doesn't care at all

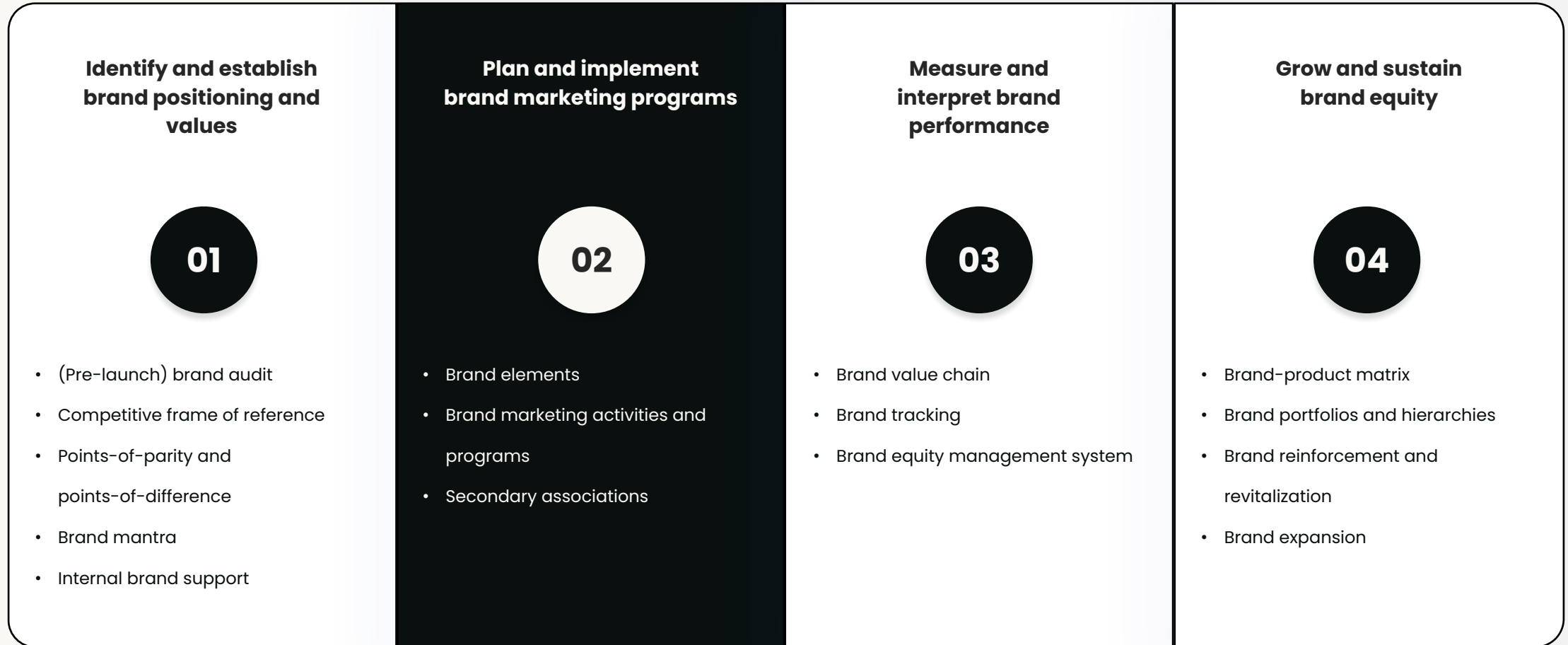**WINNING ZONE :** Your brand's clear difference matters to consumers

RISKY ZONE : Equally meet consumer needs. You win through speed, innovation & emotional connection

What consumers want

What your brand does best

What your competitor does best

Strategic brand management process

Identify and establish brand positioning and values

01

- (Pre-launch) brand audit
- Competitive frame of reference
- Points-of-parity and points-of-difference
- Brand mantra
- Internal brand support

Plan and implement brand marketing programs

02

- Brand elements
- Brand marketing activities and programs
- Secondary associations

Measure and interpret brand performance

03

- Brand value chain
- Brand tracking
- Brand equity management system

Grow and sustain brand equity

04

- Brand-product matrix
- Brand portfolios and hierarchies
- Brand reinforcement and revitalization
- Brand expansion

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Brand positioning example

Target	Retail investors with little to no investing experience
Unmet Need	A reliable and easy-to-understand platform that allows retail investors to achieve financial gains
Competitive Set	Traditional financial services agencies and brokers
Unique Point	Ease of use and low barrier of entry
Reason To Believe	Transparent UI, language, context, and guidance

Brand positioning canvas

For the **Target Audience** who has this **Problem** , your company provides this **Solution**

Different from the **Market Competitors** , you have this **Advantage** by providing this **Reason To Believe**

Target Audience

Who can you help? Identify 3 to 4 user personas you envision turning to you for solutions.

Solutions

What is your solution to your consumers' problems? Present the defining elements of your service

Unfair Advantage

How do you stand out from your competitors? Why should consumers have confidence in your service above others?

Problem

What is the crucial problem your consumers face? Succinctly capture their frustration.

Reason To Believe

How will you deliver on your advantage for consumers? Hone in on the most compelling evidence to support this message.

Market Landscape

How would you evaluate the market for your brand product or service? Consider the alternatives customers may have

Brand positioning statement

At — Company XYZ

A — Financial technology application

We help — Retail investors generate wealth and achieve financial gains

As — A service provider that charges no fee

We — Have developed a system that is trusted and transparent

Clients use us because

- Our simple, uncluttered UI allows them to find critical information and be informed enough to make financial decisions
- We do not push financial products to make commissions
- We provide instant feedback and trading confirmation
- We are easy-to-use and have a low barrier to entry