

## Positioning Framework:

- Positioning is the act of defining the company's brand character (image) and value proposition so that each customer segment understands and appreciates what the company stands for in relations to its competitors.
- The main goal of positioning is to define the company's or product's unique and valuable point of differentiation.
- Positioning starts with a product – a piece of merchandise, a service, a company, an institution, or even a person. Positioning is what you do to the mind of the prospect. That is, you position the product in the mind of the prospect.

## Questions:

- For (Target Customer)
- Who are dissatisfied with (the current market alternative)
- Our product is a (product category)
- That provides (key problem-solving capability or benefit to customer)
- Unlike (the product alternative(s))
- We have assembled (key whole product features or overall solution)

## Intuit Quicken Example:

- **For** the bill-paying member of the family who also uses a home PC
- **Who is** tired of filling out the same old checks month after month
- Quicken **is a** PC home finance program
- **That** automatically creates and tracks all your cheque writing
- **Unlike** “Managing your Money”, a financial analysis package,
- Our system is **optimized** specifically for home bill-paying

Example 1:

Our product is positioned as the most convenient home finance program for the bill-paying member of the family who uses a home PC and wants to automatically create and track all his cheque writing.

Example 2:

Mike's Hard Lemonade is positioned as a beer-alternative for customers looking for something easy to drink like a cooler, but with the male-orientated imagery of a beer.