

Positioning Statement

A positioning tool: compresses who you serve, what you offer and why you win into the one sentence the rest of the strategy hangs on. Origin: Al Ries & Jack Trout

TARGET

NEED

FRAME OF REFERENCE

POINT OF DIFFERENCE

REASON TO BELIEVE

- **TARGET:** The specific person the brand is for. Narrow enough to picture, not a demographic bracket. Start with 'For ...'
- **NEED:** The job, frustration, or unmet need the target has, in their words. Start with 'who ...'
- **FRAME OF REFERENCE:** The category or competitive set you want to be compared against. A deliberate choice. '[Brand] is the [category] ...'
- **POINT OF DIFFERENCE:** The one thing you do that rivals in that frame don't. True, rare, and contestable. Start with 'that ...'
- **REASON TO BELIEVE:** The concrete proof that makes the difference credible - a mechanism, number, or track record. Start with 'because ...'