

The  
**BRAND POSITIONING  
STATEMENT**

Template



*Omneya Nabil*

# INTRODUCTION

As a business owner or marketer, your job is to differentiate your product or service from the competition—before you even start working on your marketing campaigns and sales outreach initiatives.

But, there's usually very little room for distinction and innovation. And differentiation has become increasingly challenging, with so many brands out there competing for audience attention and customer acquisition.

That's where this template comes in.

Whether you're launching a new brand or revamping an existing one, this **Brand Positioning Statement Template** will provide the structure you need to define your unique value proposition (UVP) and differentiate your brand in the market.

The objective is to know what makes your brand different and why it matters to your audience. And to know the compelling reason why your prospects should choose you over the competition.

## WHAT IS BRAND POSITIONING?

Brand positioning is the process of defining and communicating the unique value your brand offers to its target audience.

It involves identifying your brand's distinctive attributes and presenting them in a way your audience can understand and associate with.

When done right, brand positioning differentiates your brand from competitors and encourages customers to choose your products or services.

## WHY EVERY BRAND NEEDS A POSITIONING STATEMENT

Having a strong brand positioning statement is important for several reasons:

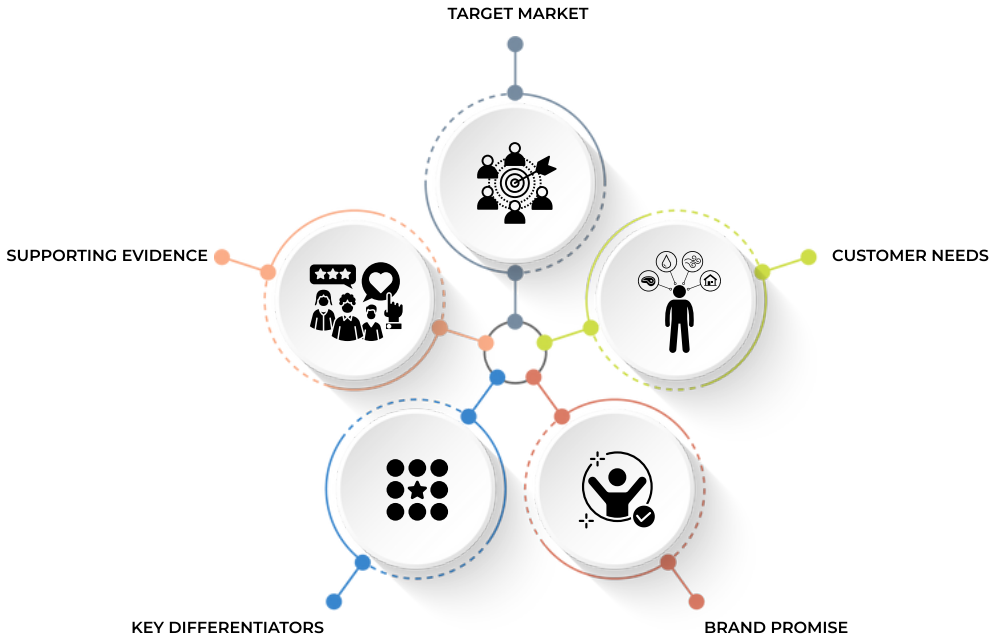
- 1. Clarity and consistency:** It provides clarity on what your brand stands for and ensures you're always consistent in your messaging (across all marketing channels).
- 2. Competitive advantage:** It highlights what makes your brand different and unique, and makes you stand out from the competition.
- 3. Customer connection:** It connects your brand with your target audience and helps address their specific challenges and needs.
- 4. Strategic focus:** It guides your business decisions and marketing strategies. It also makes it easier to communicate and align your brand's core values and direction with your different teams.

# INTRODUCTION

## HOW TO USE THIS TEMPLATE

- 1. Gather your team:** Schedule a collaborative session with a diverse group of team members from key departments such as marketing, sales, product, and leadership. You'll want a range of perspectives and expertise.
- 2. Fill out each section:** Work through each part of the template together, providing as much detail as possible about your brand, audience, and offering. Encourage open discussion to ensure all viewpoints are considered.
- 3. Get stakeholder buy-in:** Once the template is complete, share it with key stakeholders across your company. This includes decision-makers and teams who will use the statement in their work. Gather their feedback, ensure their alignment, and secure their approval to move forward.
- 4. Apply your statement:** Use your finalised brand positioning statement as a foundation for all your communications. Integrate it into your marketing and content strategies, including your website, social media updates, brochures, presentations, and email campaigns.
- 5. Review and update regularly:** Schedule regular reviews of your brand positioning statement to ensure it stays relevant and accurately reflects your brand's value proposition and market position. Adjust it as needed to adapt to market trends, audience shifts, or business growth.

# THE 5 ELEMENTS OF BRAND POSITIONING



**1. Target market:** Identifying your target market is a crucial first step—before you even think about promoting your product or service. You need to know who you are talking to.

**2. Customer needs:** Understanding the needs of your customers ensures you address them and offer a product or service that adds value. It also helps align your brand's offerings with customer expectations.

**3. Brand promise:** Your brand promise is a commitment you make to your customers. Clearly defining your brand promise helps you create campaigns and messages that are more relevant and effective.

**4. Key differentiators :** Finding and communicating your key differentiators helps you showcase the unique features and benefits that make your brand the best choice. This ensures you attract the right customers who value what you offer the most.

**5. Supporting evidence:** Backing up your brand promise and differentiators with proof helps build trust and credibility. You can use testimonials, case studies, awards, and performance metrics to prove your brand's reliability and make it easier for customers to choose you with utmost confidence.

# STEP 1: FILL OUT EACH SECTION

To start creating your **brand positioning statement**, fill out each section with as much details as you can. If you get stuck at any point, check out the examples on the following pages.

## For [target market]:

[A short description of who you're targeting]

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## Who need [customer needs]:

[Your customers' primary needs and/or pain points]

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## Our brand promises to deliver [brand promise]:

[A short, clear statement of what your brand promises]

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## By offering [key differentiators]:

[Your unique offering that meets your customer's needs or alleviates their pain points]

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## Supported by [supporting evidence]:

[Any proof points that are available]

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# STEP 2: PUT IT ALL TOGETHER

Now it's time to put your five brand positioning elements together in one statement. It should look like this:

**For** [target market], **who need** [customer needs], [brand name] **promises to deliver** [brand promise] **by offering** [key differentiators], **supported by** [supporting evidence].

We'll look at examples in the following pages. But, for now, try to create a rough draft of your brand positioning statement.

**For** \_\_\_\_\_, **who need** \_\_\_\_\_,  
\_\_\_\_\_ **promises to deliver** \_\_\_\_\_ **by**  
**offering** \_\_\_\_\_, **supported**  
**by** \_\_\_\_\_.

# EXAMPLE 1: REAL ESTATE

Here is an example for a fictitious real estate company, **Prime Living Developments**, that is launching a new residential compound in New Cairo, Egypt.

**For** young families living in East Cairo, comprising of couples aged 28-40 with a combined annual household income of £500,000 to £750,000.

**Who need** to purchase a home in a safe, family-friendly neighbourhood with a welcoming community and access to premium schools and sports clubs.

Prime Living Developments **promises to deliver** high-quality, family-friendly homes in vibrant communities with high safety measures and modern amenities.

**By offering** homes with great designs, convenient layouts, and state-of-the-art facilities within a welcoming community in a prime location, with nearby premium schools and sports clubs.

**Supported by** many praises for its modern design, family-friendly spaces, and sustainability, a track record of high customer satisfaction, and communities that are consistently rated among the best places to live.

In short, the brand positioning statement for Prime Living Developments would be:

*Prime Living Developments offers high-quality homes in safe, family-friendly suburban developments with premium schools and sports clubs, modern amenities, and a welcoming community. We target young families living in suburban areas, and have received numerous praises for our design, family-friendly spaces, and sustainable living potential.*

I've created an [Ideal Customer Profile](#) template and [Jobs to Be Done](#) framework for one of Prime Living Development's prospective customers. Make sure to check them out.

# EXAMPLE 2: SAAS

Here is an example for a fictitious software company, **CustomerFlow**, offering an end-to-end customer relationship platform that includes a robust CRM module.

**For** small business owners, aged 35-45, living in urban areas, with an annual household income of £400,000 to £600,000.

**Who need** an efficient, affordable, and user-friendly CRM platform to manage customer relationships and sales processes effectively.

CustomerFlow **promises to deliver** a comprehensive, easy-to-implement CRM solution with strong data management and integration capabilities.

**By offering** an AI-powered platform, intuitive interface, advanced analytics, and seamless integration with existing tools at a competitive rate.

**Supported by** dedicated customer support, flexible pricing plans and payment terms, successful case studies, and high customer satisfaction ratings.

In short, the brand positioning statement for CustomerFlow would be:

*CustomerFlow offers an efficient and affordable CRM platform designed for small business owners. Our AI-powered CRM solution features an intuitive interface, advanced analytics, and seamless integration with existing tools. Praised for its exceptional customer support, flexible pricing, and high satisfaction rates, CustomerFlow simplifies customer relationship management and boosts sales processes.*

I've created an [Ideal Customer Profile](#) template and [Jobs to Be Done](#) framework for one of CustomerFlow's prospective customers. Make sure to check them out.



# EXAMPLE 3: HEALTH & FITNESS

Here is an example for a fictitious gym, **FitLife Gym**, offering memberships to its state-of-the-art facilities in addition to fitness classes, training programmes and nutrition sessions.

**For** young, health-conscious individuals living in urban areas, with an average annual income of £250,000 to £450,000.

**Who need** a supportive and motivating environment to achieve their fitness goals

FitLife Gym **promises to deliver** a comprehensive fitness experience with state-of-the-art equipment, a variety of group classes, and personalised training and nutrition programmes.

**By offering** a modern facility, experienced trainers and nutritionists, flexible membership plans, and a welcoming community.

**Supported by** outstanding customer service, a convenient location, and numerous positive testimonials from satisfied members.

In short, the brand positioning statement for FitLife Gym would be:

*FitLife Gym provides an outstanding fitness experience with state-of-the-art equipment, diverse classes, and personalised training and nutrition programmes for young, health-conscious individuals living in urban areas. Our gym features modern facilities, expert trainers and nutritionists, flexible membership plans, and a welcoming community. FitLife Gym is praised for its outstanding customer service, convenient location, and high member satisfaction.*

I've created an [Ideal Customer Profile](#) template and [Jobs to Be Done](#) framework for one of FitLife Gym's prospective customers. Make sure to check them out.

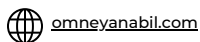
# BRAND POSITIONING STATEMENT

Found this useful? Here are some other resources you might like.



## About Omneya Nabil

Omneya is a content strategist and copywriter with 19 years of experience working on both the agency and client side. To date, she has helped more than 75 brands in North America, Europe, and the Middle East achieve their content goals.



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