

Brand positioning statement

Instructions:

Specify the key ingredients for the statement, then turn them into a succinct sentence using the structure opposite as a guide. It may take several drafts before you get a satisfactory result.

1 Who is this aimed at?

2 What is the feature they are buying into?

3 What does it do, give or deliver for them?

4 What does this enable them to do, be, or feel?

5 Why should they believe this?

Structure

For **1** _____, [brand name] is **2** _____
that **3** _____ so they can **4** _____ because **5** _____

Statement