

# BRAND POSITIONING ROOTS



Following the instructions below, fill in your Brand Positioning Roots.

**Brand name**

**is**

what kind of brand is your brand and in which benefit category it fits (e.g.: company producing and selling smartphones)

**that**

what does your brand do and which differentiating attribute has

**unlike my enemy who**

what does your enemy do differently from you

**my brand**

does something different than the enemy with a certain angle of attack

**and this means for the customer**

the benefit I promise my customer.

## Your Brand Positioning Roots

\_\_\_\_\_

**is** \_\_\_\_\_

**that** \_\_\_\_\_

**unlike my enemy who** \_\_\_\_\_

\_\_\_\_\_

**my brand** \_\_\_\_\_

\_\_\_\_\_

**and this means for the customer** \_\_\_\_\_