

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

## Positioning statements answer the following questions:

1. For who, for when, for where?  
Particular type of person, particular usage and/or particular location
2. What value?  
Economic / Functional / Experiential / Social
3. Why and how?  
Logical arguments / Data / Testimonials / Endorsements / Product Demo / Agency or manufacturer approvals
4. Relative to whom?  
How are you different from the competition

**For [target market]. [Brand X] is the only brand among all [competitive set] that [unique value claim] because [reasons to believe].**

For \_\_\_\_\_  
is the only brand among all \_\_\_\_\_  
that \_\_\_\_\_  
because \_\_\_\_\_