Brand Positioning...

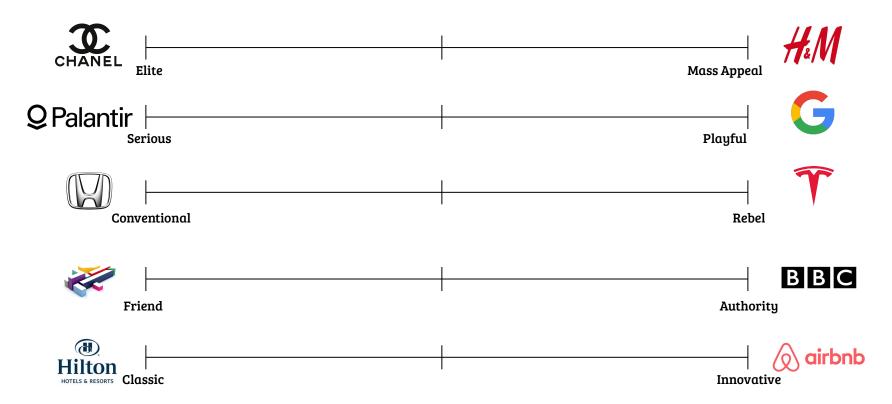
Whether your brand already exists or you have just started out, it's always useful to take a look at what's out there in the big wide world. This helps you to **understand your competition's brand position** in terms of the brand's personality and **how you might stand out from the crowd**.

There's little point in being just-another-product-or-service if you want to succeed in any meaningful sense.

You might not know exactly how your brand should communicate just yet, and that's ok, but you can certainly start by seeing where it might fit in with brands you do know already. Your motivation should help with this - why does your organisation exist can also become 'why does your organisation need to exist?'. This will help you paint a picture of what your brand might become which will help you share your vision with your customers of course, but also creative partners e.g. designers, copywriters, marketers etc.

Take a look through the following slides and get a sense of where your brand fits in and what it will be known for.

Brand Personality: Where does your brand fit on these spectrums?



Brand Personality: Mark an X for each spectrum (yellow sections highlight the important ones)

PLAYFUL					SERIOUS
CASUAL					FORMAL
YOUNG					ESTABLISHED
ECONOMIC					LUXURY
HOMEMADE					HIGH TECH
CLEAN					BUSY
FEMININE					MASCULINE
VIBRANT					MUTED
LOUD					QUIET
FRIENDLY					IMPARTIAL
SIMPLE					COMPLEX
MODERN					CLASSIC
INNOVATIVE					HERITAGE
FRIEND					AUTHORITY
MASS APPEAL					ELITE
CONVENTIONAL					REBEL

Brand Personality: If you were a CAR COMPANY which would you be and why?



















Brand Personality: If you were a SUPERMARKET which would you be and why?



















Brand Personality: If you were a HOTEL CHAIN which would you be and why?



















Brand Personality: If you were an AIRLINE which would you be and why?











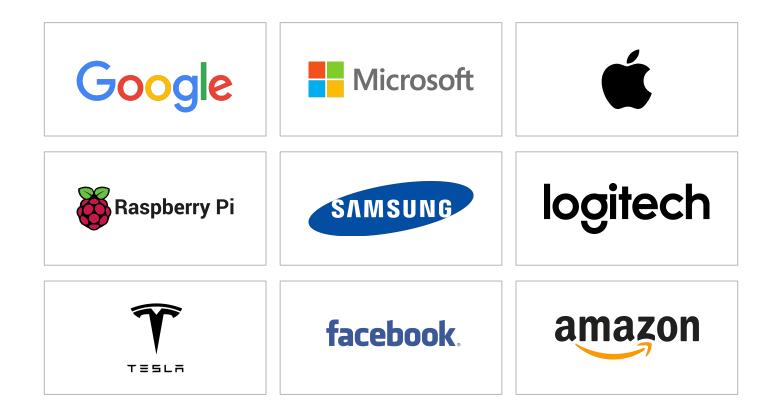




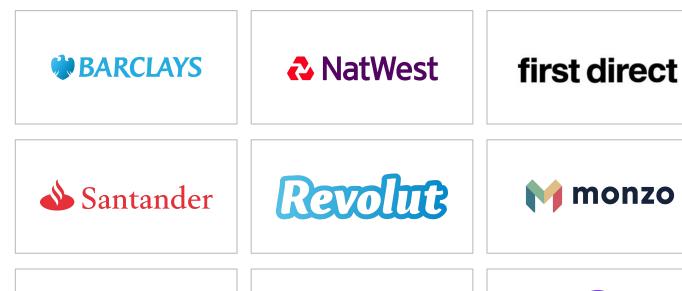




Brand Personality: If you were an TECH FIRM which would you be and why?



Brand Personality: If you were an BANK which would you be and why?









Brand Personality: If you were an FASHION BRAND which would you be and why?



















Brand Personality: If you were an COSMETICS BRAND which would you be and why?



















Brand Personality: If you were an FAST FOOD BRAND which would you be and why?

















