

# POSITIONING CANVAS

## - A STRUCTURED APPROACH TO COMPETITIVE ADVANTAGE

Taking a competitive position is not an accident: it is the result of a proven, repeatable, considered and creative approach. This positioning canvas captures strategic ambitions and supports the achievement of your corporate and financial goals. It can be applied at any scale: technology, product, service, business.

### GLOBAL DRIVERS

The big issues. Growth. Technology. Automation. Digital. Political. Demographic. Financial. Environmental

### CUSTOMERS

Segmentation by region, business type, role, persona and demographic to understand their drivers and customers' voice

### BRAND STRATEGY

Assessment of current and potential brand strategy: hierarchy and nomenclature. Brand naming, Brand identity, Brand imagery

### BUSINESS STRATEGY

Growth, analysis, markets, goals, vision, position, (today/tomorrow)

### PROPOSITION

The most compelling argument - the central logic. Control the game. What you stand for. The mission and purpose

### VALUE & BENEFIT

The value and benefits we bring to customers in context. Value messaging

### PROOF

3rd party endorsements and case studies. Build trust

### CATEGORY IDENTIFIER

Defining the category: new or existing

**DIFFERENTIATION = £**

### DIFFERENTIATION

Tangible technical and service differentiation. Leadership. Innovation

### IMAGE & VALUES

Values that reflect both the desired brand image and tone of voice

### MARKET DRIVERS

A subset of the global drivers interpreted for the sector in question

### IMAGE & VALUES

Review of both direct and indirect competition products, brand, messages, position, etc

### COMMUNICATION

A plan of campaigns and tactics for 12 months + web, events, advertising, print, digital, database etc