

ITI8740/ITX8522: Software Development Team Project. 2024

14. Practical Branding: Positioning

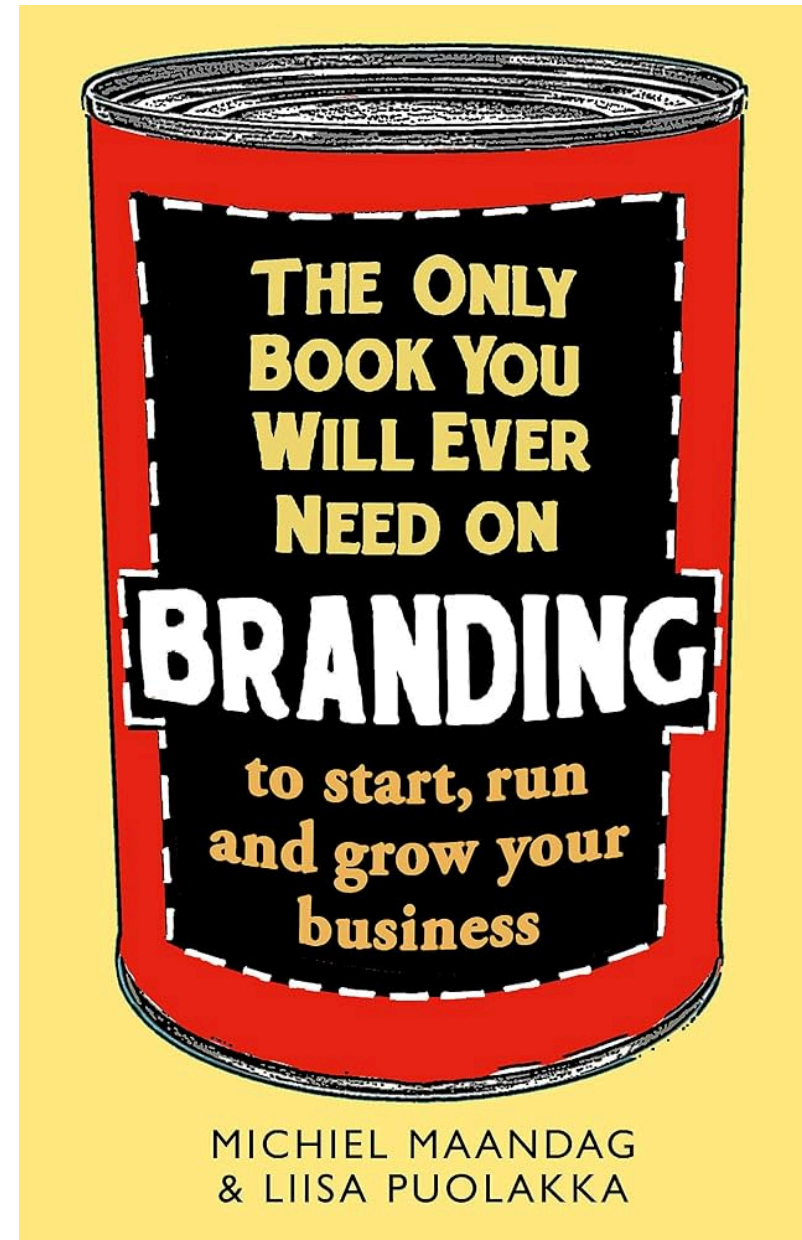
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The Only Book You Will Ever Need on Branding: to start, run and grow your business

Michiel Maandag

<https://www.theonlybrandbook.com/>

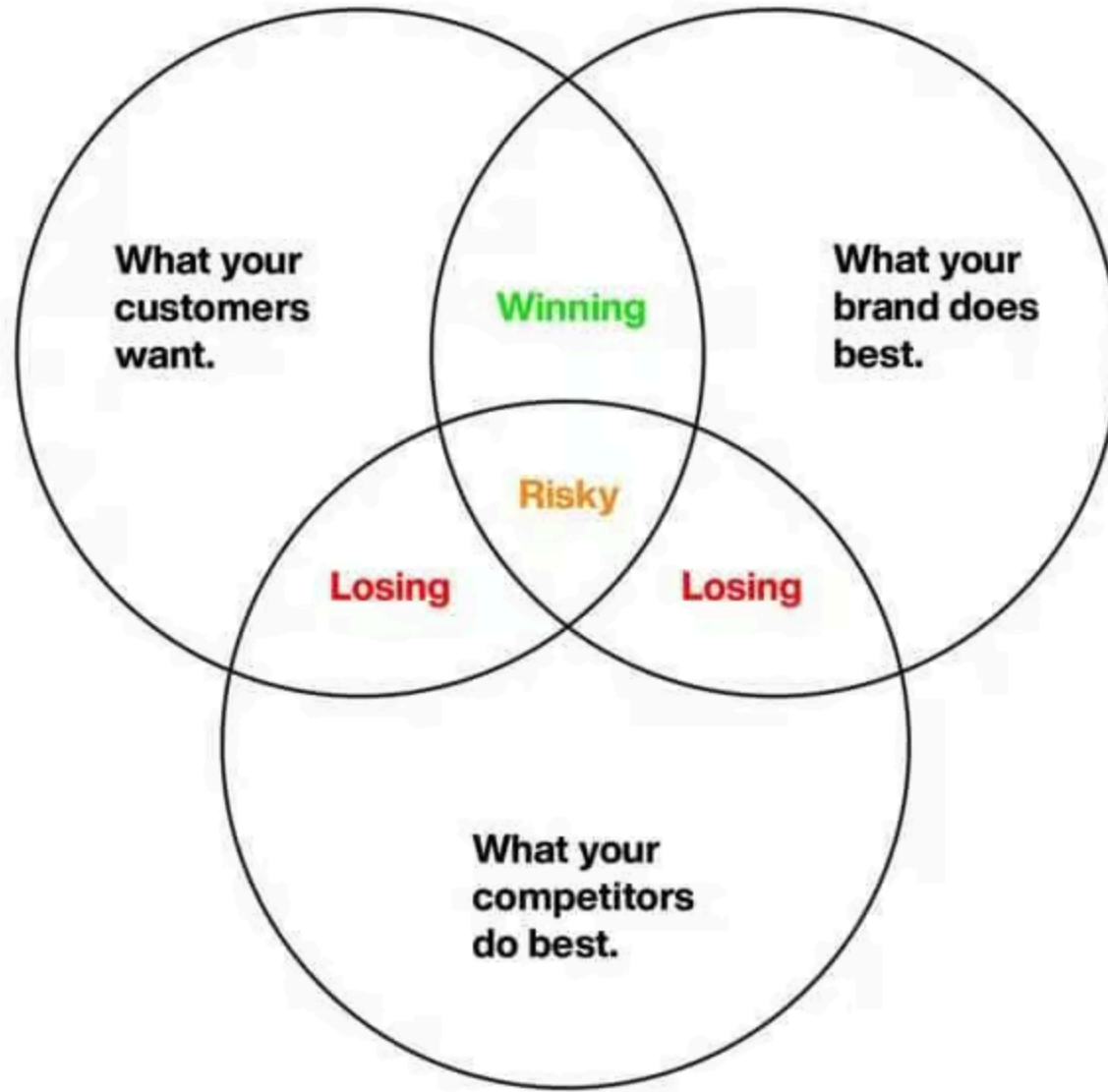


A brand is ...

a label representing an idea or concept that is attached to a product category that you own in the mind of the consumer.

Positioning defines where what you build stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

A good positioning makes a product unique and makes the users consider using it as a distinct benefit to them. It the product a unique selling proposition. Good positioning makes a brand or product **stand out** from the rest. Good positioning allows a product and its company to ride out bad times more easily. Good positioning allows flexibility to the brand or product in extensions, changes, distribution and advertising.



Your product is the absolute manifestation of your positioning

Positioning = Product.

Product = Positioning.

(Your brand) is the only

(your product category)

that helps (your target audience)

to (what your brand is used for)

so that (why your target audience

uses your brand)

A brand has one positioning.

A brand has one positioning statement.

You must attach your brand to a product category to give it meaning. Without a clear category it is hard to say what you are.

- Mercedes is a **luxury German car**.
- Heinz is a **ketchup**.
- iPhone is a **smartphone**.
- Thinkpad is a **laptop**.

Focus!

**IN THE MIND OF THE CONSUMER,
A BRAND THAT DOES JUST ONE
THING REALLY WELL IS MORE
CREDIBLE THAN A BRAND
THAT DOES EVERYTHING.**

Product Category Examples:

In the mind of the mass consumer:

- **Dyson** invented the bagless vacuum cleaner category.
- **Google** invented the search category.
- **Tesla** invented the luxury electric car category.
- **Uber** invented the mobile-app-based taxi service category.
- **Vanessa Mae** invented the violin-techno-acoustic-fusion category.

Summary



References

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- How to choose a brand name. <https://foundr.com/articles/marketing/how-to-choose-a-brand-name>

Thank you!