ITI8740/ITX8522: Software Development Team Project. 2026

11. Practical Branding: Positioning

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What is brand and what is branding?

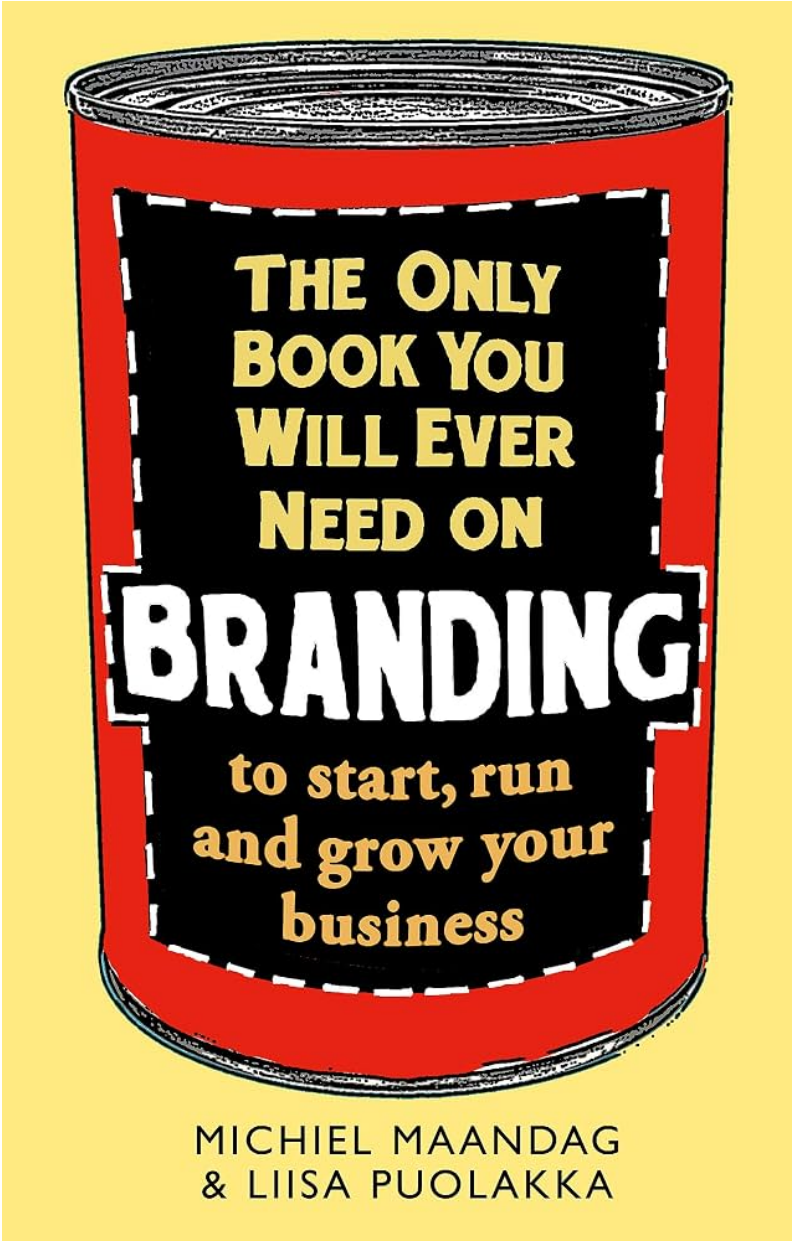
30 Branding Definitions: https://heidicohen.com/30-branding-definitions/


Brand
Design
Corporate
Company
Business
Personality
Commerce
Concept
Advertising
Client
Identity
Label
Branding
Product
Value
Vision
Idea
Project
Success
Trend
Quality
Recognition

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

Michiel Maandag

https://www.theonlybrandbook.com/

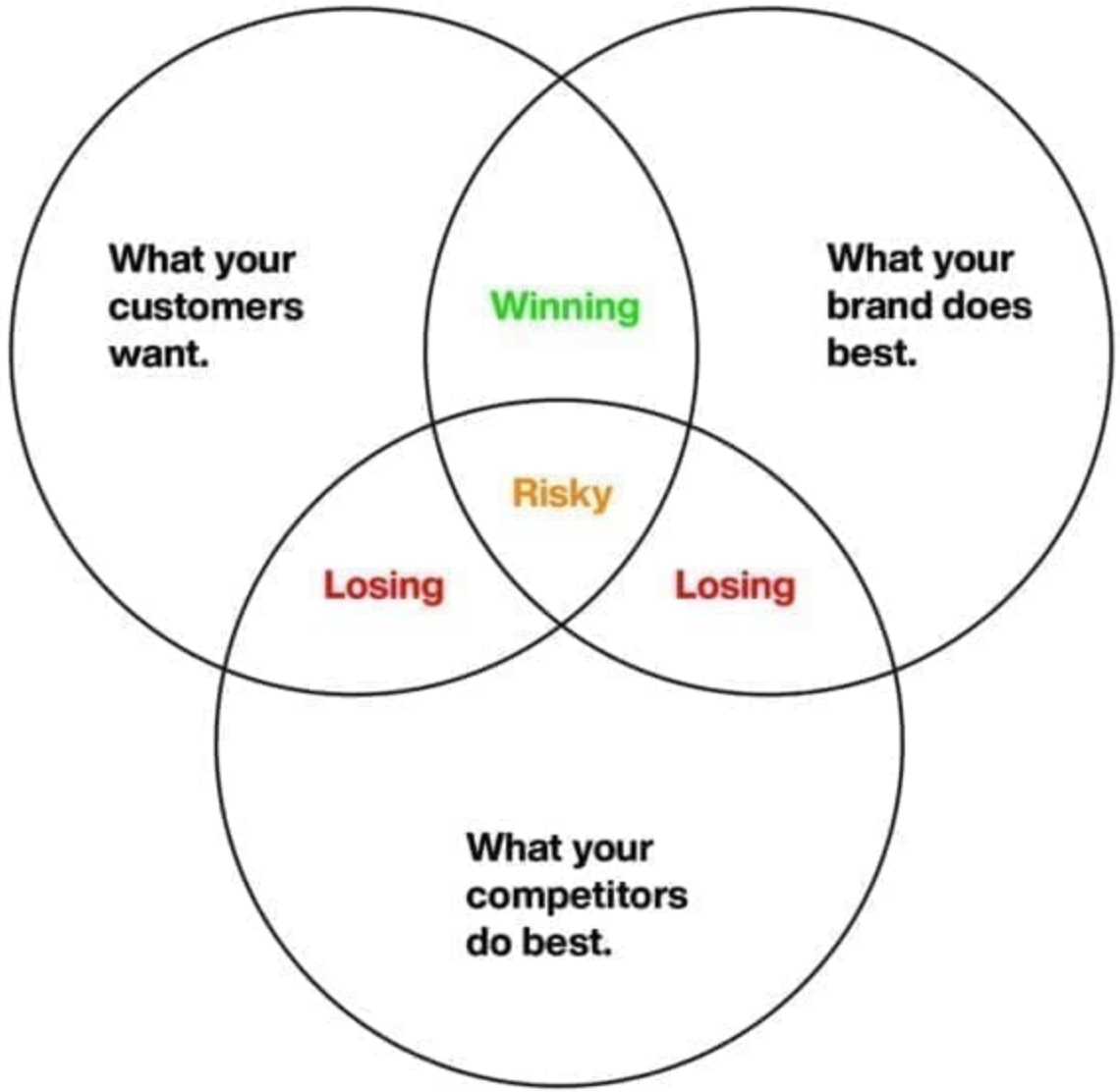


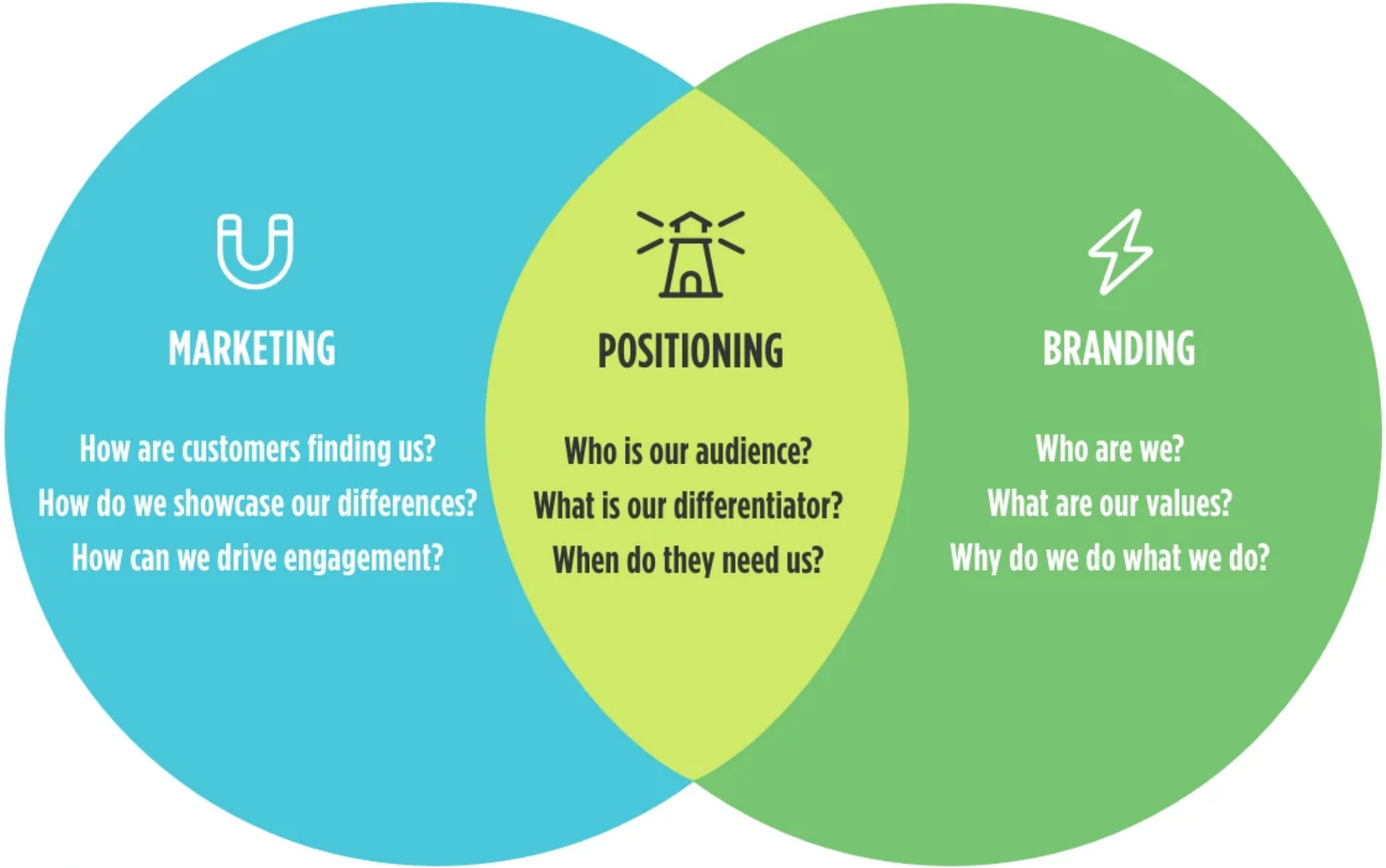
A brand is ...

a label representing an idea or concept that in 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.


What your customers want.
Winning
What your brand does best.
Risky
Losing
Losing
What your competitors do best.



build create

"What is Positioning vs Marketing vs Branding"

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.

See also: https://maven.com/articles/product-positioning-statement-example

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.

Brand Positioning

You can decide on the basis of below mentioned parameters how you want to position the brand in the mind of the target audience

How The Brand Makes Me Look

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

What The Product Does For Me

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



How The Brand Makes Me Feel

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

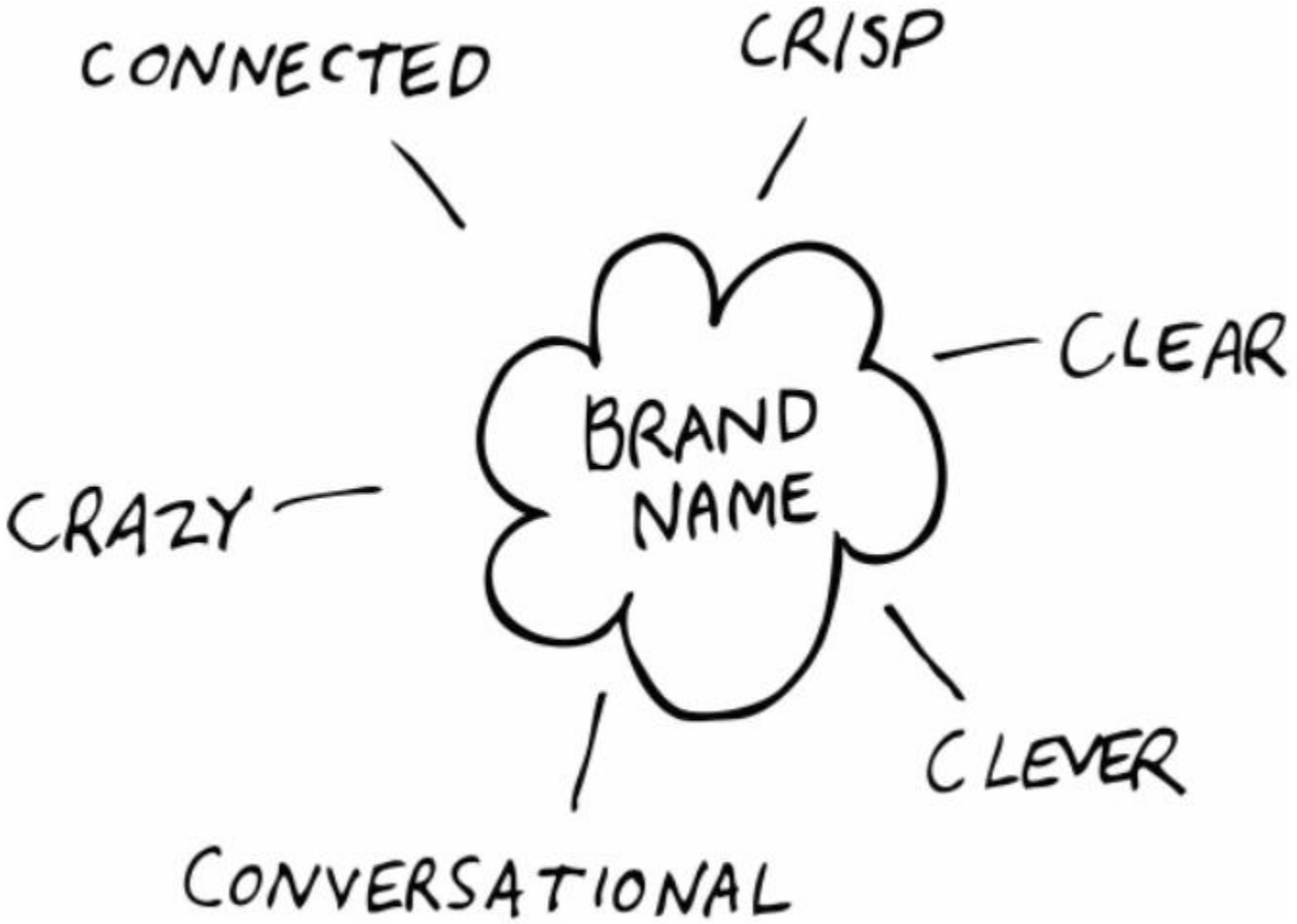
How I Would Describe The Product

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

A Name is Important

- *Jennifer Aniston* or *Jennifer Anastassakis*?
- *Demi Moore* or *Demetria Guynes*?
- *Marilyn Monroe* or *Norma Jeane Baker*?
- *Lady Gaga* or *Stefani Germanotta*?
- *Ralph Lauren* or *Ralph Lifshitz*?

Six-C Framework



Six-C Framework

- **Crisp** - keep it short and sweet. In general short names are easier to remember.
- **Clear** - when people see acronym for the first time, they try to figure out what it means. Do not create acronyms.
- **Clever** - associate the name with product category
- **Conversational** - should be easy to pronounce and talk about.
- **Connected** - brand names connected with multiple words are easier to rememeber when they are connected using alliteration.
- **Crazy** - boring names do not cut it, whereas unexpected names in respective product categories make miracles.

Do: Match a domain name (.com, .cc, .io etc).

Do not: Use descriptive brand name (e.g. *Teams*).

References

- Brand perception: Everything you need to know. https://www.qualtrics.com/uk/experience-management/brand/brand-perception/
- Reality Is Perception: The Truth about Car Brands. https://www.strategy-business.com/article/03302
- The Brand Bite. https://www.thebrandbite.com/
- The Basics of Brand Positioning. https://www.smashbrand.com/articles/the-basics-of-brand-positioning
- How to choose a brand name. https://foundr.com/articles/marketing/how-to-choose-a-brand-name

Thank you!