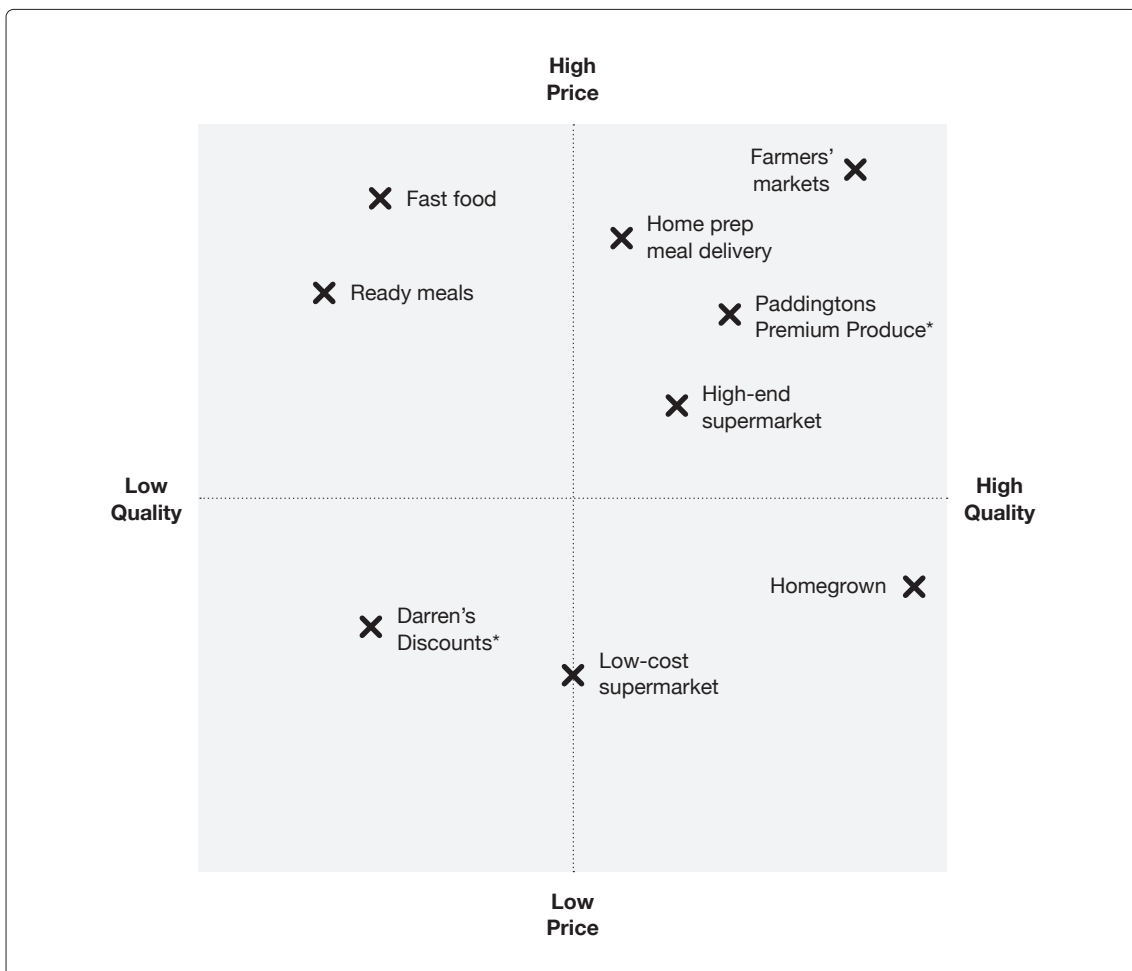


Positioning your brand

Positioning is defining where your product falls in the market. It's a process of identifying your niche and communicating it through the quality of your product and presentation, pricing, location. The purpose of this exercise is to help inform your decisions about how to portray your brand and how your customers might perceive it in comparison to their other options.

- 1 Identify the need you are fulfilling for your customer.
- 2 Think about how else they can fulfill that need. Think broadly here – not just direct competition. For example, if you were selling fruit and vegetables, you may have direct competitors selling the same thing – but your customer might also fulfill that need by growing their own, processed meals, or choosing less healthy options as snacks.
- 3 Use a perceptual map (example below) to plot where each option falls in relation to the others. This is about the customer's perception, so you don't necessarily need to do a detailed analysis of pricing or product quality – it's about where the perception lies. The example shows price and quality – you can base your perceptual map on whatever metrics are relevant to you. There are templates on the next page.
- 4 Place your own brand on the map.

Perceptual map example: Fruit and vegies

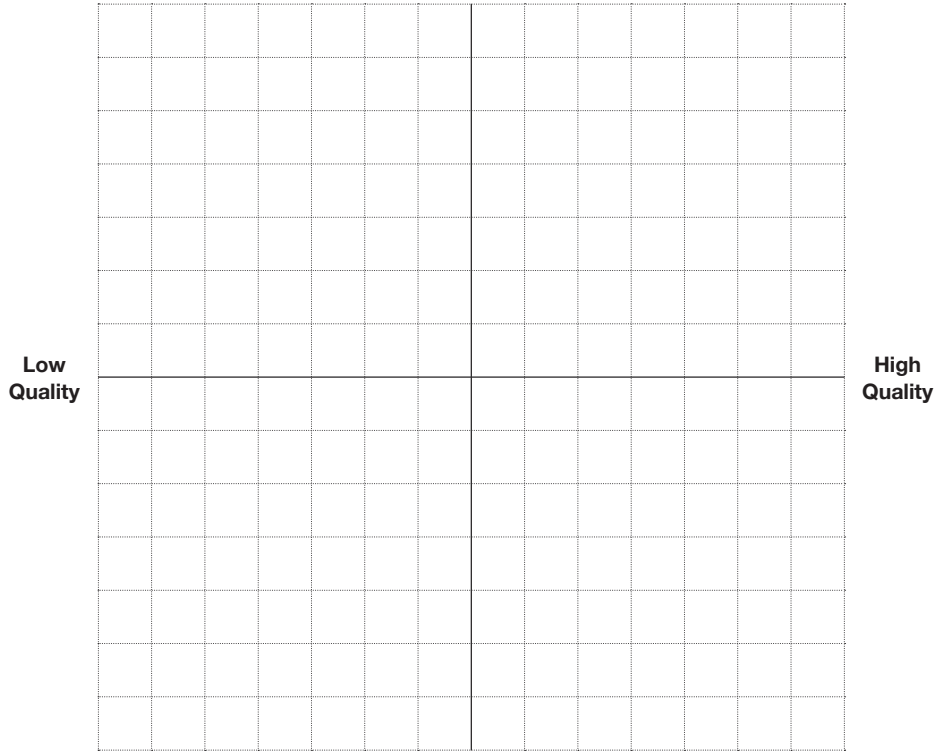


* Not a real brand. Note that there's a mixture of brands (ours are made up, yours should be real) and general categories here.

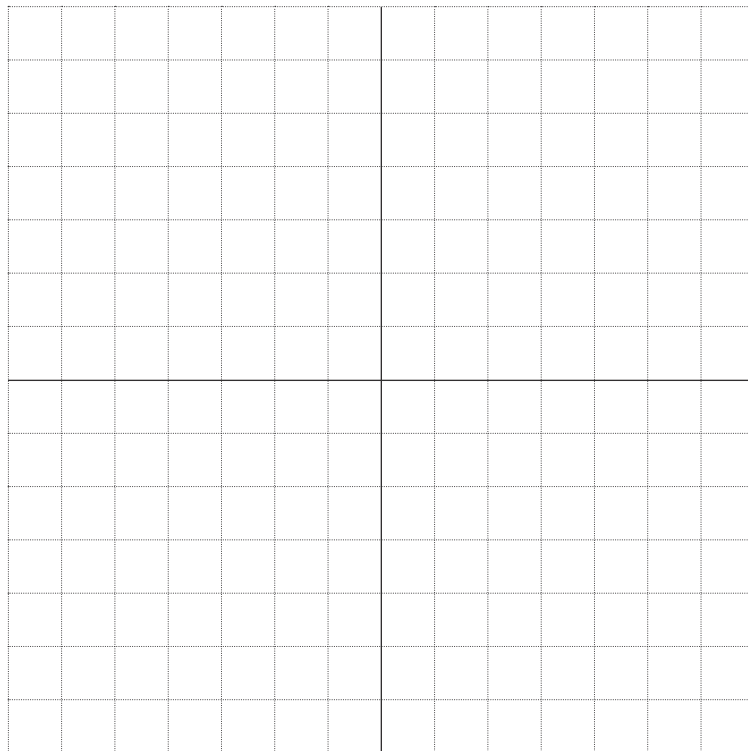
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good. kiwi. craftsmanship.

High Price



Low Price



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