

POSITIONING FRAMEWORK

TARGET
AUDIENCE

POSITIONING

BENEFITS &
SUPPORTING
FEATURES

BENEFIT #1

BENEFIT #2

BENEFIT #3

SUPPORTING FEATURES

SUPPORTING FEATURES

SUPPORTING FEATURES

TONE

POSITIONING TEMPLATE - PRODUCT X

**TARGET
CONSUMER**

RATIONALE

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**FRAME OF
REFERENCE**

RATIONALE

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**KEY CONSUMER
INSIGHTS**

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POSITIONING TEMPLATE - PRODUCT X

PRODUCT BENEFITS

FUNCTIONAL

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EMOTIONAL

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POINT OF DIFFERENCE

POSITIONING STATEMENT:

To (target audience), Product X is the only brand of (competitive frame of reference) that delivers (point of difference) because of (reasons why).