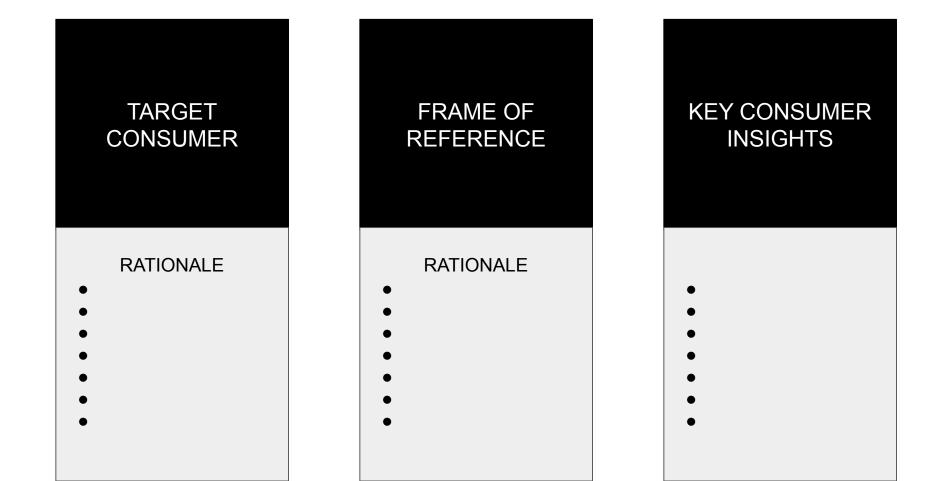
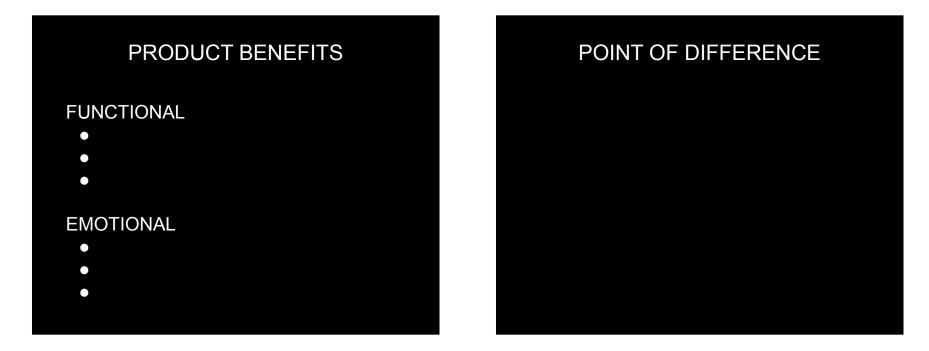
POSITIONING FRAMEWORK

TARGET AUDIENCE			
POSITIONING			
	BENEFIT #1	BENEFIT #2	BENEFIT #3
BENEFITS & SUPPORTING FEATURES	SUPPORTING FEATURES	SUPPORTING FEATURES	SUPPORTING FEATURES
TONE			

POSITIONING TEMPLATE - PRODUCT X



POSITIONING TEMPLATE - PRODUCT X



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).