What is Brand Positioning & Why It Matters for You

HeLT Consulting & Services, Inc.

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We care about branding because a strong, focused brand increases:

- ☑ Client awareness
- ☑ Perceived quality
- ☑ Favorable associations w/ key values
- ☑ Differentiation and customer's ability to select
- ☑ Customer loyalty and advocacy
- ☑ Shared purpose within your company/partners
- ☑ Fulfillment of mission & strategic plan
- ☑ One's unique competitive advantage; a brand can never be copied.

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Answer: through positioning.

GOOD positioning is about taking the **most essential** ~~information, associations, assumptions,~~ motivating factor, driver, or operating principal (brand value) in the mind of the customer and ~~finding~~ **discerning** how to **meaningfully** connect it to your product or service **solution.**

Over and over and over again.



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"In this age of increased competition and rapid commoditization, the only *enduring competitive advantage* is the unique relationship that a customer has with a company or product."



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What a Brand Is and Is Not



Owned by the marketplace.

THEY determine what your brand is.

You have one…whether you're paying attention to it or not.

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Brands Are Essentially:



A relationship btw company/product and the public



Based on core, primal human values

—usually understood in 2 or 3 words

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= Luxury



= Passion for Sports

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FedEx = Guaranteed Fast



= Clean, Clear, Fun

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= Safety

(Quality, Safety, & Environmental Care)



= Speed

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= Innovation, Design, Simplicity, Personalization

amazon.com = Convenience

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= Fun-Loving, On-Time



= Magical Enchantment

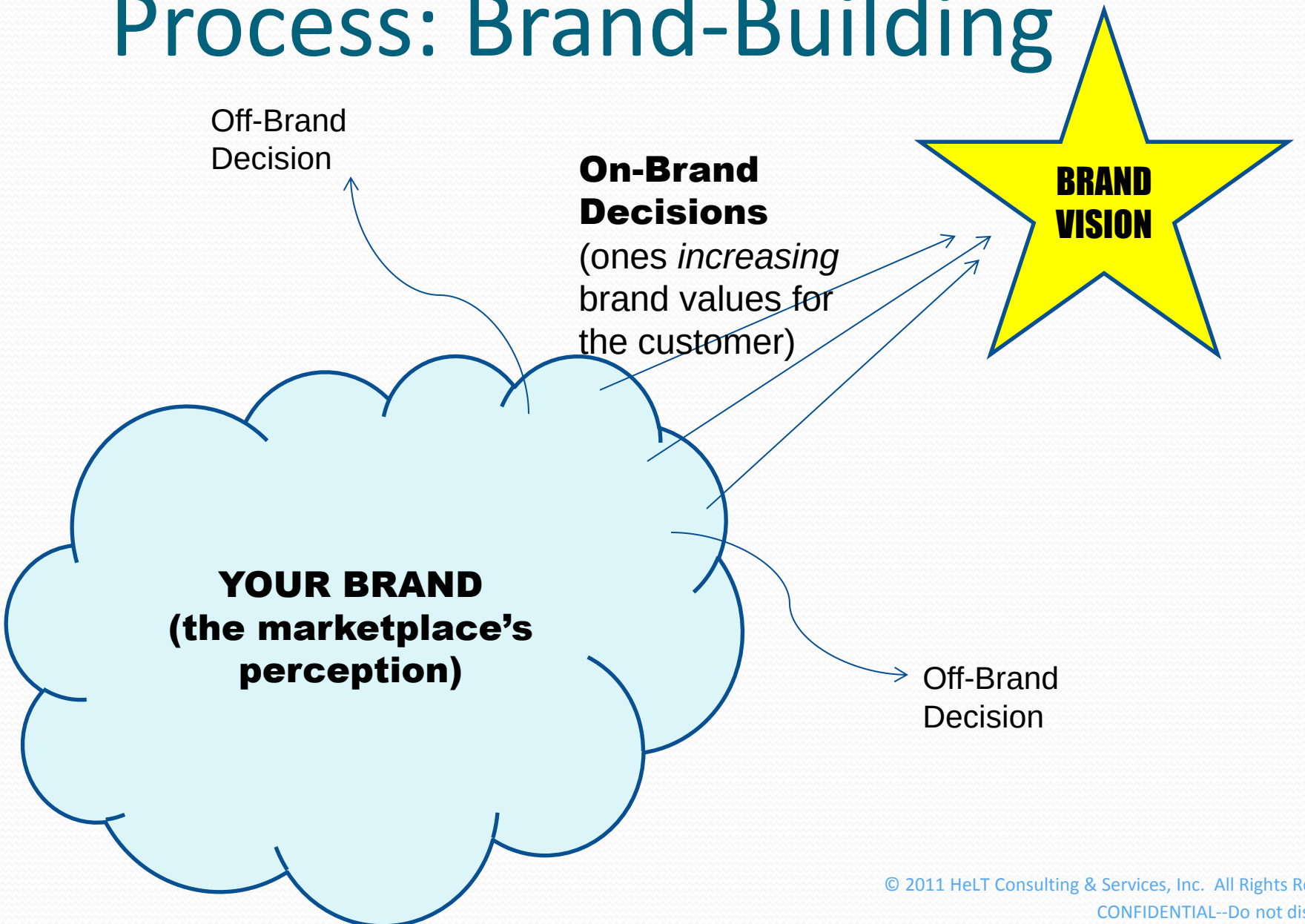
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Disney Brand Values Carried Through

Disney Master Brand: "*Magical Enchantment*"

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Process: Brand-Building



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The Branding Cycle

Listening → Envisioning → Communicating → Living → Measuring











These are HeLT's five phases of brand-building. In our streamlined branding process, there is less depth per phase, but the phase cycle remains the same.

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Client Stories of Branding Benefits: The New Business Unit



Helps clients select you easier and increases your value in their eyes.

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Client Stories of Branding Benefits: 120-Year-Old Media Company



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