The Three Critical Steps to Positioning Your Franchise Into a World Class Brand

• Positioning is helpful to anyone who wants to influence other people. Whether promoting a product, service, a cause, a candidate, an organization, institution or even yourself and your own career.

• Without a concise brand positioning statement with a competitive “point of difference” and complete management alignment behind this positioning, it will be difficult to communicate a clear and meaningful message about your brand.

• Quick and easy test to see if your brand is currently strategically positioned with its message clearly communicated or if you have an opportunity for enhancement:
  o Ask each executive team member of your organization three questions:
    ▪ What business is your brand in? (i.e. frame of reference)
    ▪ What is the “target market” for your brand?
    ▪ What is the “point of difference” for your brand? (List no more than 3 things.)
  o Analyze your results. If you observe either or both of the following, your brand positioning can most definitely be strengthened.
    ▪ Significant inconsistency in the answers to most if not all of the 3 questions.
    ▪ “Points of difference” that are really points of similarity to your competition or simply points of entry in our business - - and not pre-emptive, ownable or defendable points of difference to your target market.

• Elements of a Positioning Statement
  o Market Target
    ▪ Those considered good potential users for your product or service.
    ▪ Should have a similar set of needs/concerns that motivate their purchase behavior.
  o Frame of Reference
    ▪ The business that you are in.
    ▪ Describes the consumer groupings of like products or services with which your product or service competes.
  o Point of Difference
    ▪ Specific consumer benefit that you want consumers to associate with your product or service.
    ▪ The POD that relates the greatest consumer benefit or solves the greatest consumer need will offer the greatest marketing leverage.
    ▪ Should be pre-emptive, ownable and defendable.

• A brand’s positioning is captured in the following statement:

To _____________________________ (Market Target), Brand X is the brand of _____________________________ (Frame of Reference) that is / that offers _____________________________ (Point of Difference).

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