

Branding and Positioning

Where We Are



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Branding

- Branding goes beyond logo and tagline
- Branding shapes perception and builds brand awareness
- Brand development creates a consistent identity and image across platforms
- Brand equity makes it easier to launch new collections and penetrate new markets

Key Steps to Creating a Brand

01

Define your brand values and personality

02

Develop a brand identity and tone of voice

03

Understand your target market

04

Understand your unique value proposition

05

Develop your brand messaging

06

Create a brand experience

07

Build your brand reputation

08

Monitor and evolve your brand

Value Proposition

- Value proposition is your promise to customers – the benefits they receive when choosing your brand or your garments
- It enhances brand perception in the customer's mind
- It makes consumers care about the unique difference your brand offers

Exercise

- Think about your business or one you know
- Identify its value proposition
 - What are the benefits?
 - What is their differentiation?
 - How do they enhance the brand perception?

Positioning

- Positioning refers to where your brand or product fits in the market compared to competitors
- It establishes where you want to be and how you want to be perceived by customers
- Both positioning and value proposition are crucial to building brand awareness and attracting target customers

Positioning

Factors to consider

- Product features and benefits
- Target customer analysis
- Competitor analysis
- Branding
- USPs
- Value proposition

Exercise

- Think about some well-known clothing brands
- What is the positioning of each brand?
- How are they perceived by their customers?
- What factors contribute to their position in the market?

Positioning Statement

Concise and compelling message that describes

- What you offer, who you serve, benefits they receive, why they should choose you over your competitors, and reasons they should believe you
- It resonates with your target audience and influences their decision-making process

Factors to consider

- Specific segment or audience you are targeting
- Unique features and benefits that set your brand or garments apart
- Value your brand brings to your customers, problems you solve, or needs you meet
- Advantages or strengths that give your brand or product an edge over competitors

Key Components of a Positioning Statement

Who You Serve

- Target customers
- Specific personas

What You Offer

- Brand
- Garments
- Special collection

Benefits to Them

- Value they get from wearing your clothes
- How you address their pain points, fears, and frustrations

Why Choose You

- Value proposition
- Difference from competitors, USPs

Reason to Believe

- Evidence to support your claims
- Testimonials, data, or product attributes

Positioning Statement Exercise

Templates

- For *[your target market]* who *[unmet need]*, *[your brand]* provides *[main benefit that differentiates you from others]* because *[reason to believe]*.
- For *[target]*, *[brand]* is the *[product category]* that is the *[point of difference]* so they can *[benefit]* because *[reason to believe]*.

Exercise

- Using one of the templates, create a positioning statement for a hypothetical brand or garment.
- Incorporate the garment's unique features, target market, and value proposition into the statement.

Reflection Questions

1. How can you ensure consistency in brand identity across different platforms and channels?
2. Why is it important for a value proposition to make customers care about the uniqueness of your brand or product?
3. What factors should be considered when defining the positioning of your brand or product?
4. How can you differentiate your offering from competitors while still appealing to your target market?



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