



Brand Positioning Preparation – Start-Ups

When developing your brand positioning for your new company, there are a few basic questions you need to answer first. The questions are relevant whether your start-up is offering a product or service, however for convenience the questions will refer to your “product”. Try to keep in mind that you might have both “primary” and “secondary” targets. Define as many targets as you can and then prioritize based on the relevance of your product to the targets and your resources available.

Your Company

- What is your overall vision?
- How would you define your style of working together?
- What resources (people and budget) do you have available now? What do you expect to have 1-year, 2-years, 5-years from now?

Target Audience

- Who did you develop your product or service for? Or, who do you think will benefit most from your product?
- What information do you currently have on this target (e.g. demographics, psychographics, lifestyles, life stages, etc...)? If appropriate, do you have information on cultural differences relevant to your industry?
- What information are you able to get with some basic market research?
- What is the geographic scope of your target audience? Are you planning to sell locally, nationally, regionally or globally?

Your Product

- List all the benefits of your product from both a functional and emotional perspective
- Is this an all-new idea or an improvement on an existing product?
- What makes you unique vs. your competitors? Think about both product and potential servicing offers.
- What tangible proof do you have that your product can deliver what you promise?

Your Competitors

- Are there competitive firms offering the same or a similar product?
- Do they go after the same target audience?
- Do they have the same geographic target as your company?
- How well established are these brands in the minds of your target customers?
- Develop a competitive comparison of your product vs. the top 2-3 competitors