

Writing Brand Positioning Lines

A strong brand positioning line tells prospects, customers and other stakeholders what a company or organization does and why it is different from or better than the competition. So what goes into crafting a good one?

Brand Illuminating – A strong positioning line addresses and provides a platform for conveying a brand’s core and extended identity elements. It is not necessary for a line to completely encompass the extended elements, but it should provide a strong basis for supporting the core message with them.

Explainable – Traditionally, a positioning statement is one sentence that defines a company and its direction. In this context, a positioning statement is a more thorough explanation of why a particular positioning line makes sense, fits for the company and can be applied in moving the company forward. If a line is difficult for the marketing team to explain, if it feels forced, it should be reworked or discarded.

Interesting / Compelling – A positioning line can, and should, spark interest among prospects, customers and other stakeholders and nudge them toward wanting to learn more.

Differentiating – As we strive to claim a specific position in the marketplace, we need to explain how we are different or superior to those who provide the same or similar products or services. No line can accomplish this alone, but a good one will set the stage.

Based on Fact / Speak the Truth – A positioning line should be solidly grounded. One that blatantly contradicts stakeholders’ perceptions will not work and could harm the brand. An effective line builds on indisputable strengths and potential to convey what a company is today and what it is striving to be tomorrow.

Provide a Central Theme – A good positioning line provides avenues for expanding upon the extended identity elements that give the brand its full meaning. In doing so, it can become the lynchpin for a strong advertising and marketing campaign.

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