

Brand Positioning Statement Template

Target Customer:

e.g., young professionals

Product Category:

e.g., ready-to-drink coffee

Key Benefit:

e.g., convenient energy boost

Differentiation (Why Different/Better):

e.g., made with organic ingredients and recyclable packaging

For **[Target Customer]** who need **[Key Benefit]**, **[Brand/Product]** is a **[Product Category]** that **[Differentiation]**.