

# Brand Differentiation Positioning Document

## 1. Brand Overview

Brand Name

Tagline (if any)

Brief Brand Description

## 2. Target Audience

Primary Audience

Secondary Audience

## 3. Market Landscape

Competitors

Current Market Position

## 4. Brand Differentiators

Unique Selling Proposition (USP)

Key Strengths

5. Brand Positioning Statement

Positioning Statement

6. Supporting Evidence

Proof Points or Examples

7. Tone & Personality

Brand Tone

Brand Personality