

Consumer Perception Positioning Document

Product/Brand Overview

Product/Brand Name: [Insert Name Here]

Category: [Insert Category Here]

Date: [MM/DD/YYYY]

Target Consumer

[Brief description of the target audience, demographics, psychographics, and buying behaviors.]

Current Consumer Perception

[Summarize in one to two sentences how consumers currently perceive the product/brand.]

Desired Consumer Perception

[State how you want your ideal consumers to perceive your product/brand.]

Positioning Statement

For [target consumers], [Product/Brand name] is the [frame of reference or market] that [key point of difference] because [reason to believe].

Example: For busy young professionals, BrewGood Coffee is the grab-and-go café that serves barista-quality drinks fast because we use state-of-the-art equipment and digital order-ahead for the fastest pick-up in town.

Key Differentiators

- [Differentiator 1]
- [Differentiator 2]
- [Differentiator 3]

Proof Points

- [Proof point 1 supporting your differentiators]
- [Proof point 2]
- [Proof point 3]

Supporting Attributes

- [Attribute 1]
- [Attribute 2]
- [Attribute 3]

Tone & Voice

[Short description of the style, tone, and attitude your brand uses in messaging.]

Competitive Set

- [Competitor 1]
- [Competitor 2]
- [Competitor 3]