

# Positioning Statement Basics

A positioning statement is the phrase that follows your brand name. It explains your unique selling proposition and is such a natural outgrowth of the brand positioning that the two are inextricably linked.

A well-crafted positioning statement defines your company's direction. It answers some or all of these essential questions:

- Who you are
- What business you are in
- What people you serve
- What is needed by the market you serve
- Against whom you compete
- What is different about your business
- What unique benefit is derived from your product or services
- What emotions you want to evoke in your customers

A positioning statement is used in conjunction with a business' logo to provide the target market with easily memorable and comprehensible information. Ideally, a business' positioning statement will spring to mind whenever a person in the target market thinks of the business.

For example, you will probably be familiar with the following positioning statements...

- Qantas: The Spirit of Australia
- VirginBlue: Keeping the Air Fair
- KMart: Cutting the Cost of Living
- Toyota: Oh What a Feeling!
- BMW: Sheer Driving Pleasure
- Vanilla Coke: Reward Your Curiosity
- Australian Football League: I'd Like to See That

In research studies, the recall of positioning statements, and even more importantly the ability to match those statements to the correct brands, is notoriously low. This is one reason why some people debate the importance of positioning statements.

The key to enhancing positioning statement recall is quite simple: to use it, use it, use it – on everything – and never change it.

There are several formulae for creating a successful positioning statement, as illustrated in the table over the page. Many of the examples are international so may not be familiar.

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## Formulae for Creating a Positioning Statement

<p><b>1. Ask a question</b> Does she or doesn't she? <i>Clairol</i></p>	<p><b>12. Suggest the cost of not using your product</b> Because so much is riding on your tires <i>Michelin</i></p>	<p><b>23. Link a feature with your address</b> We corner the market <i>Irving Rivers Ltd.</i></p>
<p><b>2. Use a two-fold delivery with a twist</b> Common sense. Uncommon results <i>David Ingram and Associates</i></p>	<p><b>13. Use an imperative call to action</b> Just do it <i>Nike</i></p>	<p><b>24. Take a breath and say it all</b> Finest anti-knock non-premium gasoline ever offered at no extra cost <i>Union Oil Co.</i></p>
<p><b>3. Show your unique commitment</b> We try harder <i>Avis</i></p>	<p><b>14. Be grotesque to make a point</b> Wears like a pig's nose <i>W. M. Finck &amp; Co. (men's overalls)</i></p>	<p><b>25. Combine a feature and a benefit in the same phrase</b> Make yourself at home <i>IKEA</i></p>
<p><b>4. Address a specific need</b> For women whose eyes are older than they are <i>Robert Powers (skin cream)</i></p>	<p><b>15. Use a one-word call to action</b> Think <i>IBM</i></p>	<p><b>26. Describe your service and its #1 benefit in two words</b> Advertising pays <i>Industry maxim</i></p>
<p><b>5. Explain product superiority</b> Takes a licking and keeps on ticking <i>Timex</i></p>	<p><b>16. Turn a business maxim on its ear</b> Think small <i>Volkswagen</i></p>	<p><b>27. Declare a superlative feature</b> The world's #1 selling financial software <i>Quicken</i></p>
<p><b>6. Be abstract but client-centred</b> After all, it is your information <i>Authentex Software</i></p>	<p><b>17. Use a cheeky call to action</b> Let us tan your hide <i>Crisby Frisian Fur Co.</i></p>	<p><b>28. Personify your product</b> Laughs at time <i>Du Pont (paint)</i></p>
<p><b>7. Evoke a benefit in a fresh way</b> Let your fingers do the walking <i>Yellow Pages</i></p>	<p><b>18. Link a well-known phrase with your product benefit</b> Understanding comes with Time <i>Time magazine</i></p>	<p><b>29. Make a compelling promise</b> The world on time <i>Federal Express</i></p>
<p><b>8. Describe your product in a novel way</b> Liquid jewelry <i>Lorr Laboratories (nail polish)</i></p>	<p><b>19. Revisit a familiar call to action</b> Reach out and bust someone <i>Crime Stoppers</i></p>	<p><b>30. Distil your business into one phrase</b> The Document Company <i>Xerox Corp.</i></p>
<p><b>9. Use an emotive call to action</b> Reach out and touch someone <i>AT&amp;T</i></p>	<p><b>20. Brag about yourself</b> We take the world's greatest pictures <i>Nikon</i></p>	<p><b>31. Be whimsical</b> It's the real thing <i>Coca-Cola</i></p>
<p><b>10. Link company name to product benefit</b> Never forgets <i>Elephant Memory Systems</i></p>	<p><b>21. Link a product feature with an abstract need</b> A diamond is forever <i>DeBeers</i></p>	<p><b>32. Brag about your product and your client</b> You and Betty Crocker can bake someone happy <i>Betty Crocker</i></p>
<p><b>11. Use an evocative call to action</b> Put a tiger in your tank <i>Esso</i></p>	<p><b>22. Tie your slogan to your logo</b> Get a piece of the Rock <i>Prudential Insurance Co.</i></p>	<p><b>33. Say it staccato</b> Soothes. Cleanses. Refreshes. <i>Murine Co. (eyedrops)</i></p>
		<p><b>34. Dare to be different</b> Dare to diff <i>LOEB Cola</i></p>