



# Positioning Audit Tool

(A Way to "Assess" your Positioning Statement)

How is the market target specified?

- Demo-Psycho/Att (Condition)
- Usage/Behaviors
- Needs

What customer need(s) is it based upon? Rational?

Emotional? Both? Is it a need the "brand" can fulfill better than others?

What competitive set does the framework imply? Is it perceptual? Does it lead you to use a meaningful and differentiated benefit?

What is the intended customer "net take-away" (from Benefit statement)?

How does the Benefit deliver a P-O-D? If there is more than one benefit, are they: Essential? Aligned?

Are the Reasons-Why:

- Aligned with each benefit?
- Truly reasons to believe the Benefit(s) ... not merely additional product benefits?

Does the Benefit link with the Target's Needs? Does the Reason-Why link and add credibility to the Benefit?

Does it include a Brand Character statement that is consistent with the brand bundle? Target's aspiration? Is it in narrative form?