



Department for  
International Trade

# Strategic Brand Communications & Brand Positioning

Footprint Digital

# What is Brand Positioning?



**Why**  
communicate?



**What**  
do we want to  
achieve?



**To Whom**  
do we need to  
communicate?



**What**  
do we need to  
communicate?



**How and Where**  
Will we  
communicate?



Department for  
International Trade

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*This document exists to ensure alignment for all parties involved with the brand.*

*It is intended to be a starting point and something to which all parties will contribute*

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- Why
- Vision
- Goals
- Values
- Audience
- Products
- Territories
- Customer Anxieties
- Sales Messages
- Calls to action
- Tone

# Why?

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# Vision

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# Goals

**Non-Commercial:**

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**Commercial:**

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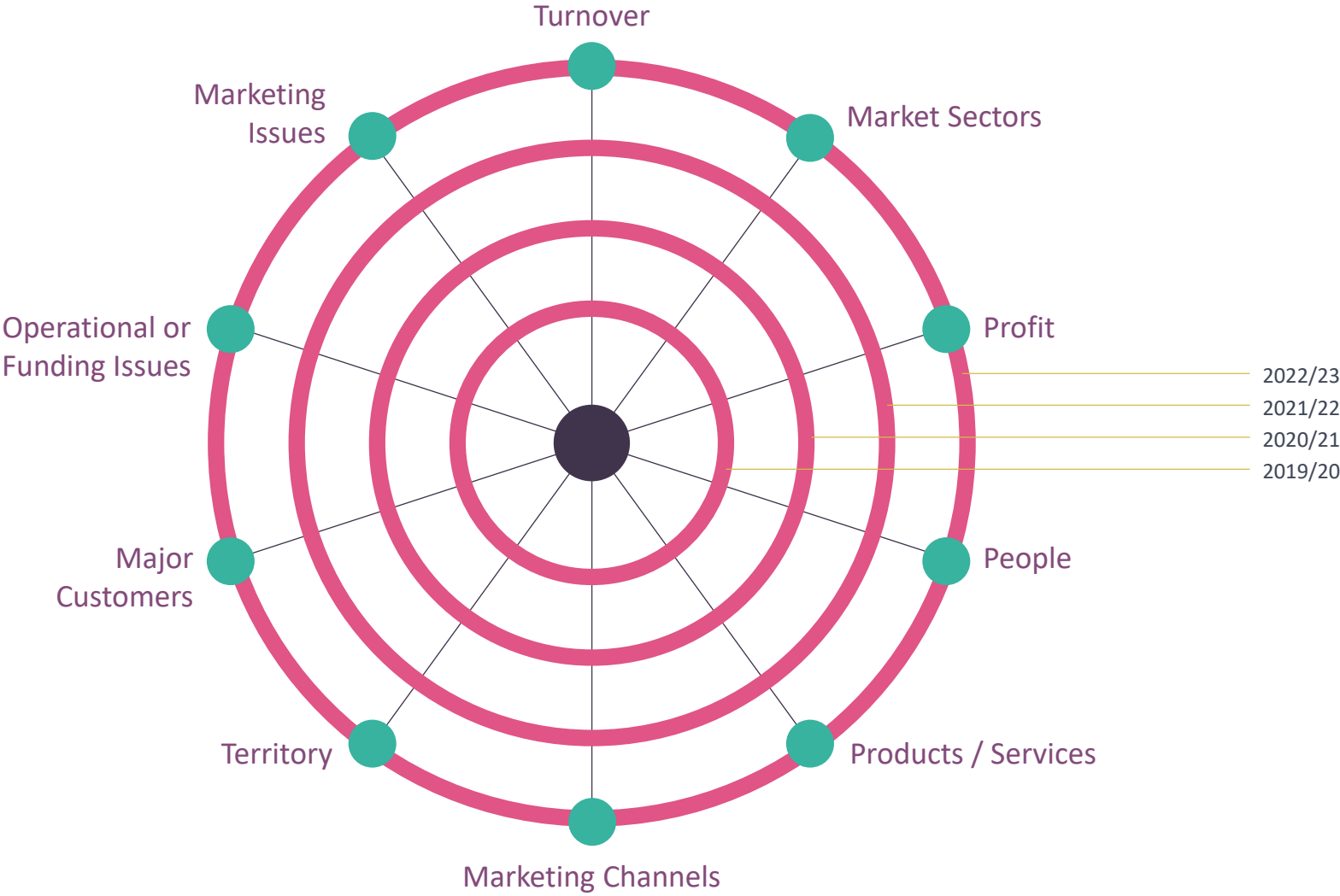
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**Website Specific:**

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# Goals



# Values







# Audience

A

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B

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C

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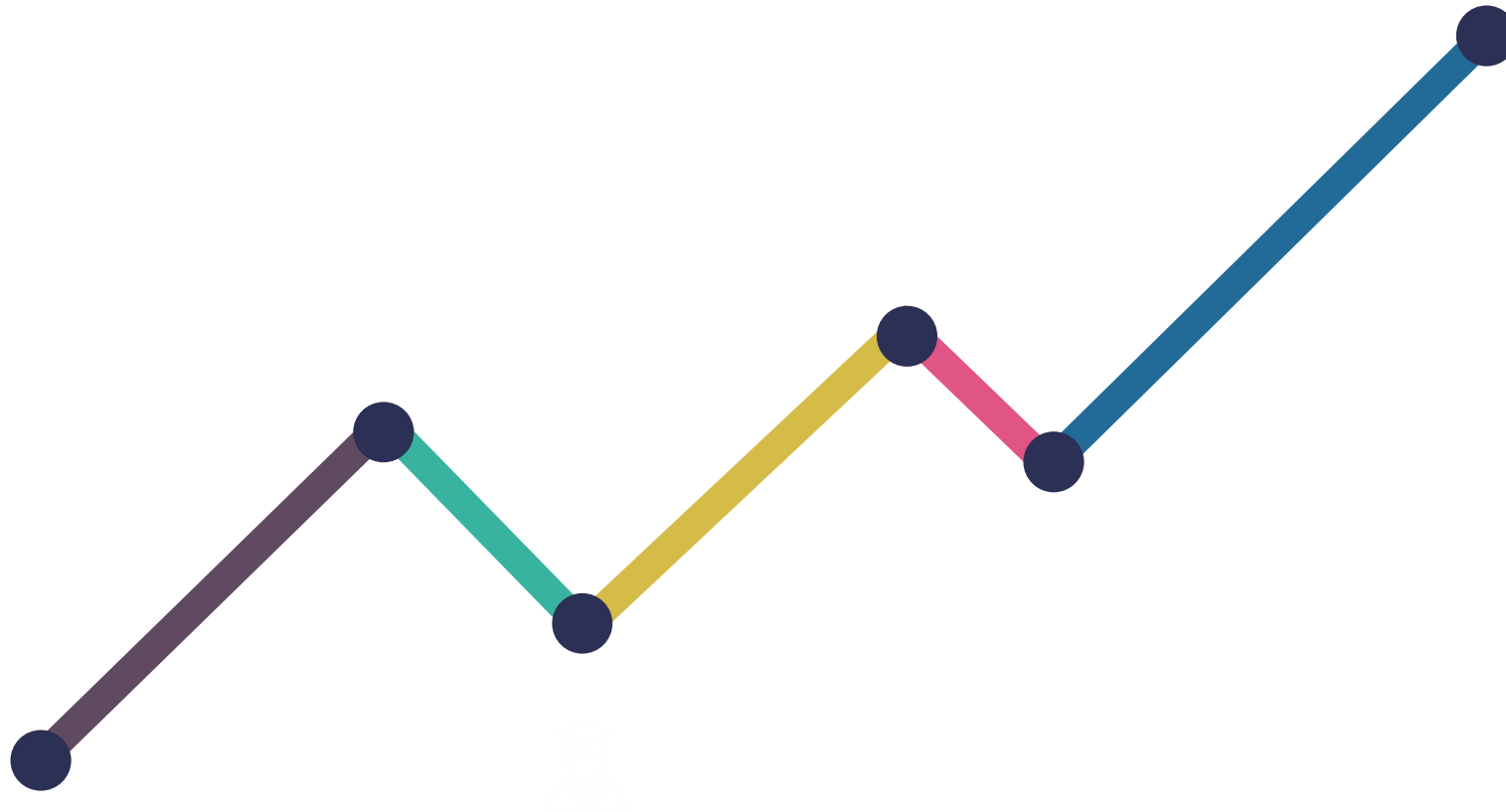
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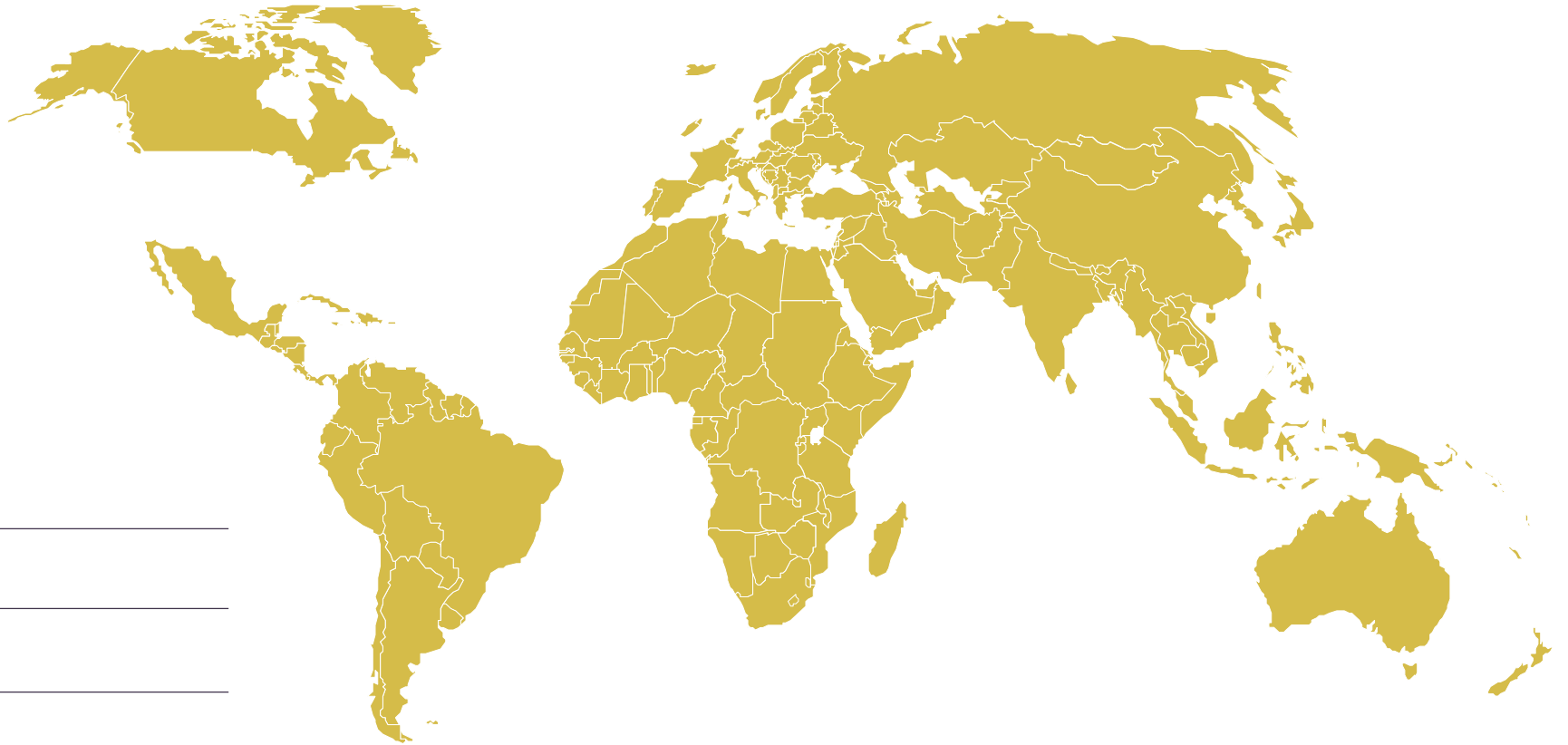
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# Products



# Territories



**Focus:**

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# Customer Anxieties

What are the  
current  
challenges within  
the Industry?

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What are your  
biggest  
challenges as a  
business?

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What makes you  
different?

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What do your  
customers need?

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# Sales Messages

## What You Sell Vs What Your Customers Buy

### What you sell:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What they buy:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What do your  
customers say?

# Market (M), Service (S), Value (V), Product (P)

## Market (Who)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Service (How)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Value (Why)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Product (What)

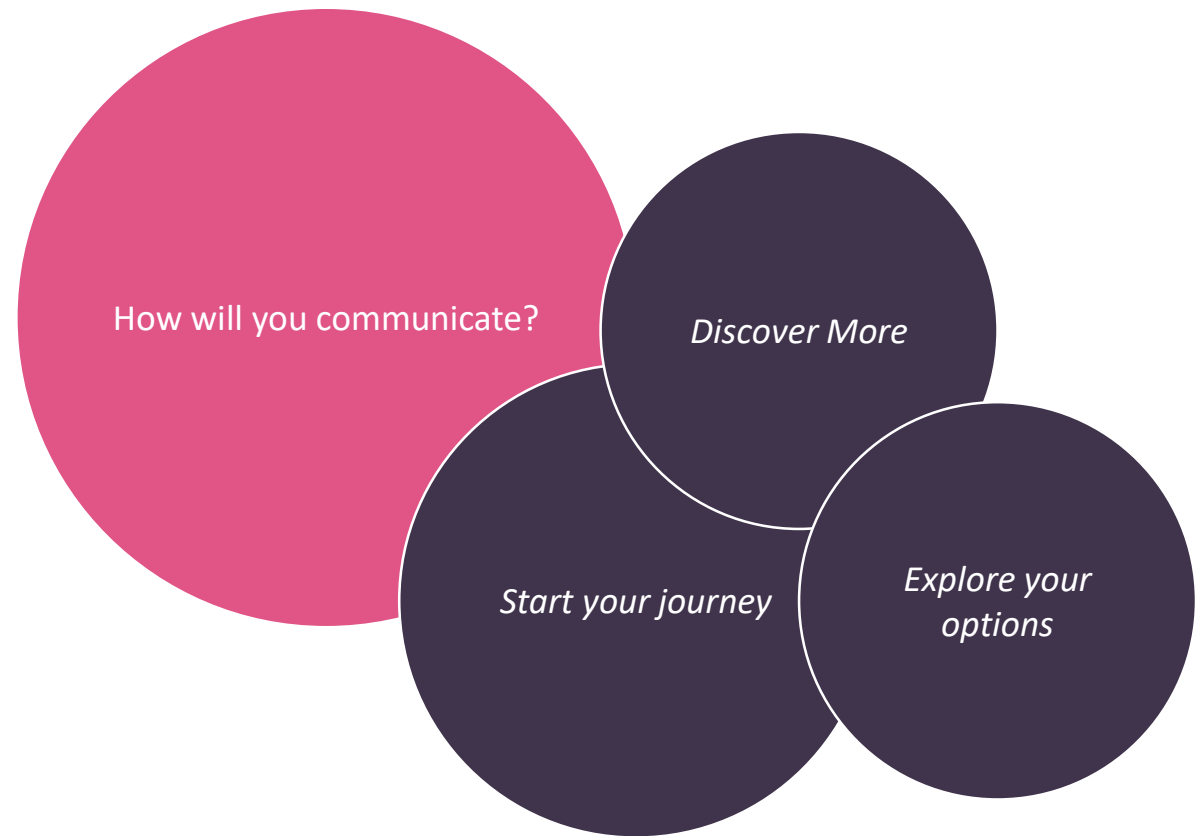
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## Call To Actions

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Tone





# Summary

## Next Steps:

- Complete your brand positioning document
- Share the document internally for feedback
- Come prepared for day 2
  - Laptop
  - Brand Positioning Document



- Why ✓
- Vision ✓
- Goals ✓
- Values ✓
- Audience ✓
- Products ✓
- Territories ✓
- Customer Anxieties ✓
- Sales Messages ✓
- Calls to action ✓
- Tone ✓

