

Positioning to impact

Translating brand strategy into business reality

April 2025

Challenge: Misalignment, weak differentiation, and slowing growth – common results of lacking a clear brand positioning



Missing North Star

Internal silos and inconsistent brand experiences across markets



Sea of sameness

Missing differentiation from competitors makes companies blend in instead of standing out



Losing relevance

Failing to attract and retain target audiences due to a disconnect to their needs



Slowing growth

Saturated markets and unclear positioning limit long-term expansion

Approach: Establishing a brand positioning as a strategic lever to drive alignment, sharpen differentiation, and unlock sustainable growth



Brand positioning: To define the foundation of any successful brand strategy, two central questions must be answered



Where to play?



How to win?

Define your target audience, uncover what truly matters to them, and understand their behaviors to turn those insights into a brand positioning that is relevant, differentiating, and built for lasting impact.

Building the foundation: Leveraging a quantitative approach to craft a brand positioning that boosts internal and external efficiency



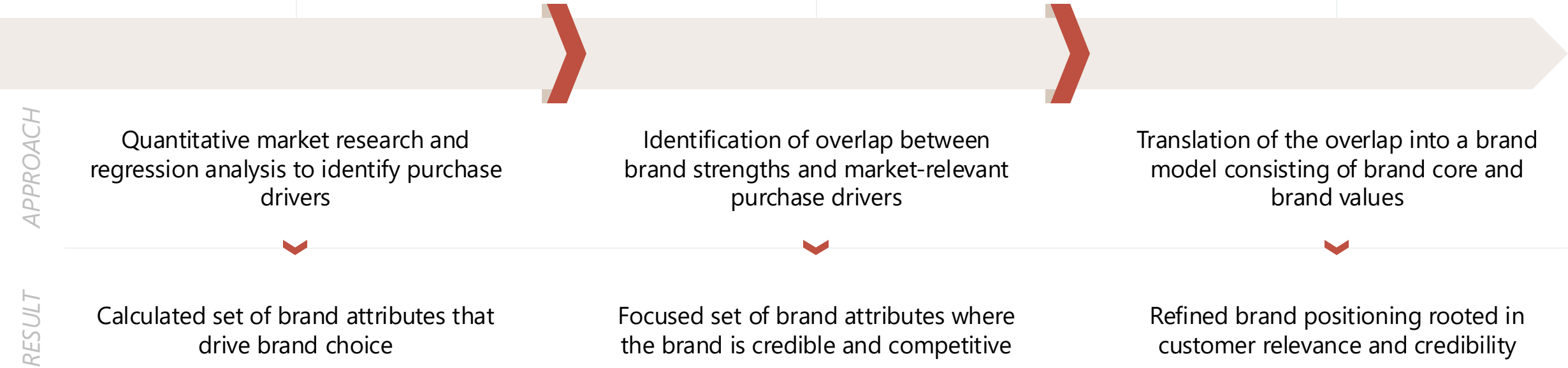
DRIVER ANALYSIS
Identifying where to play



BRAND FIT ASSESSMENT
Understanding where the brand can win



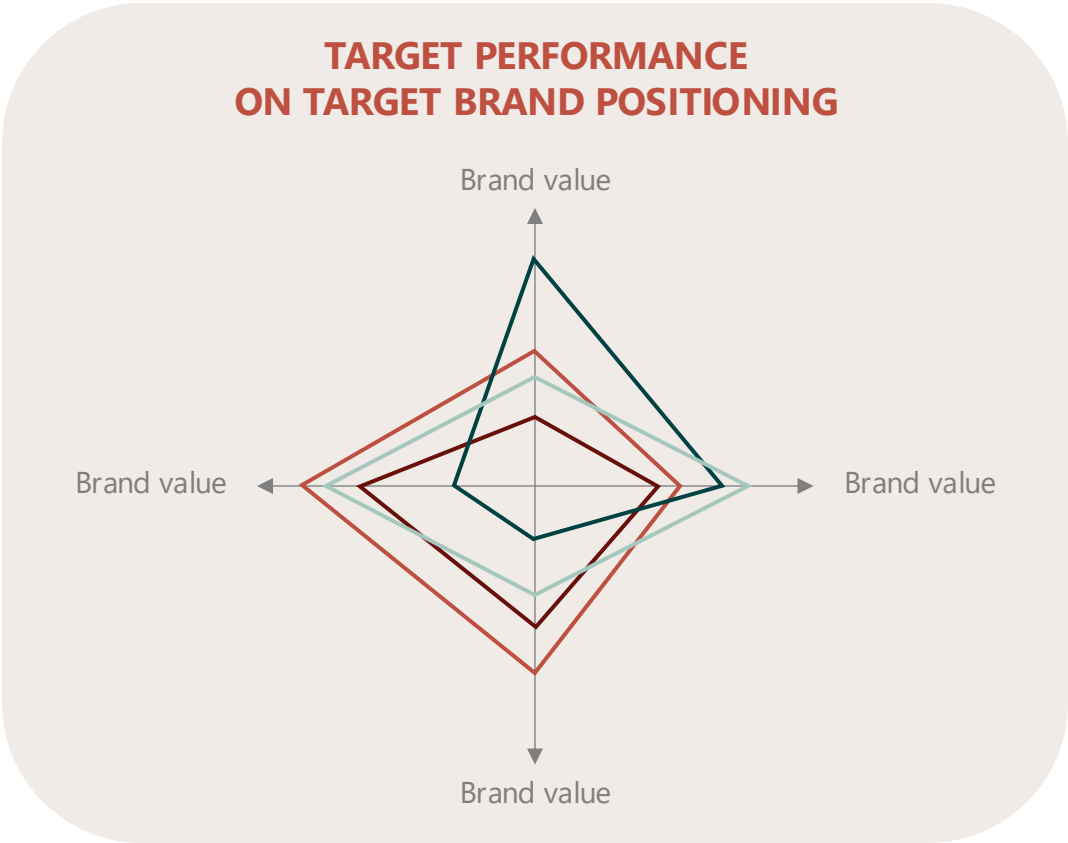
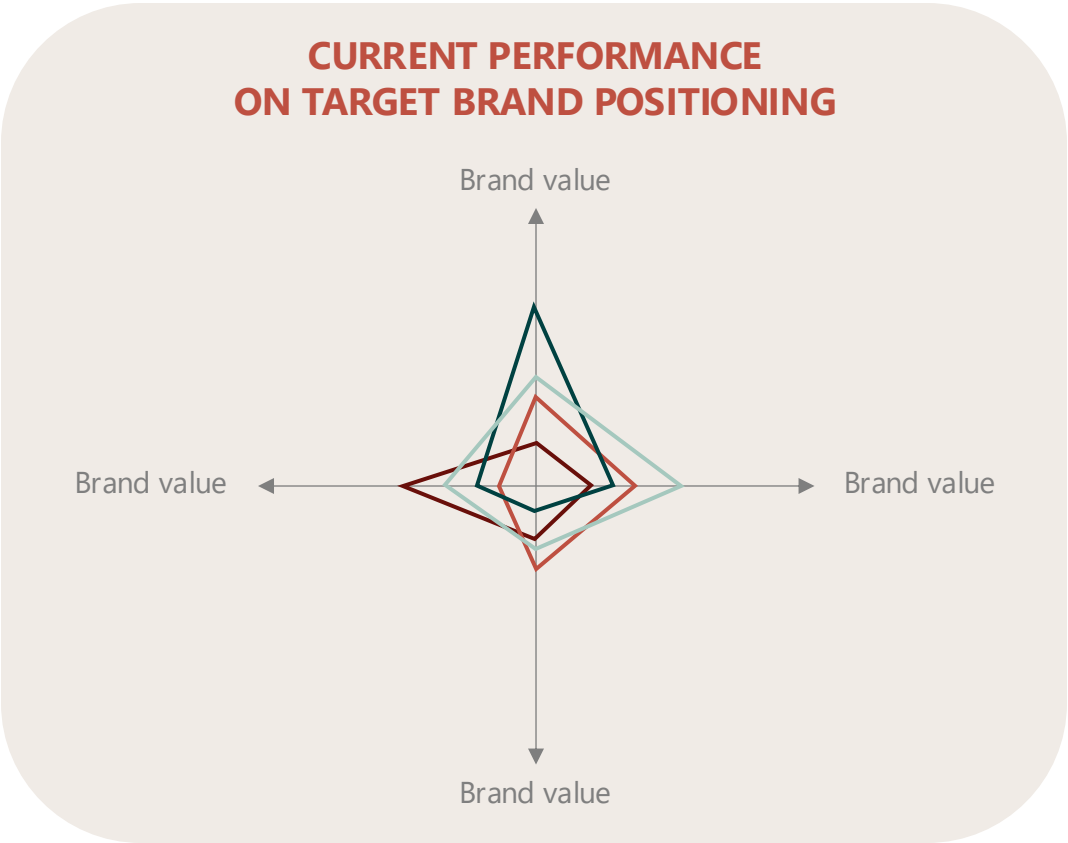
BRAND POSITIONING
Crafting a market-fit brand



Bridging the gap: Translating brand positioning into brand performance



Health check: How well do the current performance dimensions reflect the target brand positioning?



How do you move from scattered brand execution to a system where every performance lever reflects brand positioning?

Positioning-to-impact matrix: Translating brand virtues to business reality



Result: A strategic brand foundation that empowers teams and boosts competitive edge



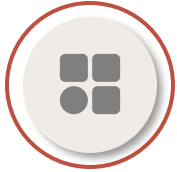
One brand, one direction

Aligning teams across product, pricing, and sales to facilitate strategic focus and efficient execution



Value-driven decision making

Prioritizing products, pricing, and initiatives based on brand logic and perceived value



Market differentiation

Creating an edge in competitive markets through a clear, compelling brand that resonates with customers



Consistent customer experience

Delivering a unified brand experience across all touchpoints and customer journey stages



Scalable growth platform

Applying positioning across regions while ensuring flexibility for local market relevance

USP: What makes our approach the most effective at turning positioning into performance?

1

Anchoring brand as business enabler

Establishing brand positioning as a strategic lever – not just a communication tool

2

Tangibility from strategy to execution

Translating positioning into tools, templates, and decision heuristics for everyday use

3

Modular and adaptable

Adapting to your structure, speed, and brand maturity for maximum relevance

4

Designed for alignment

Enabling consistency and unity across functions, regions, and customer touchpoints



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