

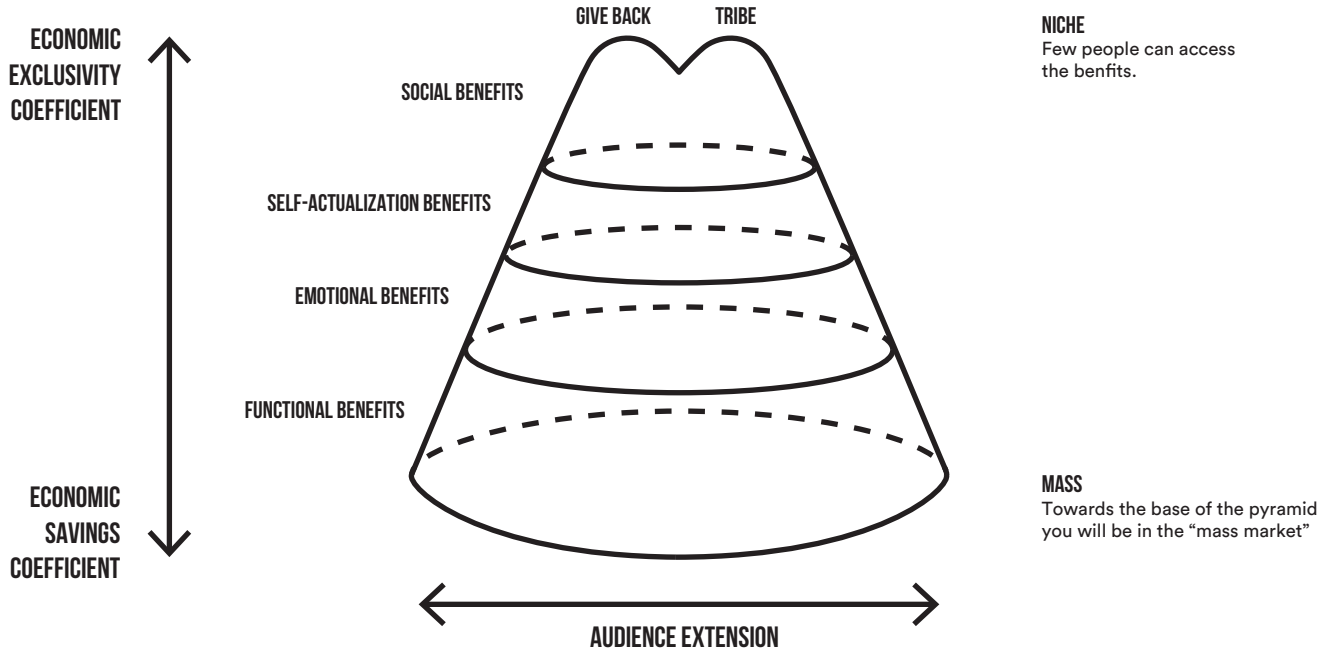
# **ICONICAL BRAND POSITIONING**

1. Industry sector.

\_\_\_\_\_

2. Market category.

\_\_\_\_\_



3. What categories, beyond yours, populate the industry sector?

The category refers to how the customer solves their problem or addresses their challenge.

Categories that satisfy a single benefit.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Categories that satisfy multiple benefits.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

4. Draw the categories within the pyramid.



5. Is your category already present within the pyramid?

If it is already present, is your role in that category as a leader?

If not, create a new category-benefit for your brand.