



Brand Strategy & Positioning Workbook.

frission
creative

Innovate. Collaborate. Elevate.

Introduction - Who This Is For

This workbook is built for marketing teams, brand managers, and business leads in growing organisations who need alignment on what makes their brand distinct — and how to express it.

Whether you're refining an established brand or launching something new, this tool helps you evaluate your position in the market and align your brand with what matters most: your audience.

1. Brand Positioning - The Foundation

Think of positioning as the place your brand holds in someone's mind. It's the overlap between what you do best, what your audience truly values, and where your competitors fall short.

Prompt:

In one sentence, what do you want to be known for?

"We are the _____ for _____ who want _____."

Example:

"We are the creative agency for ambitious brands who want clarity and standout design that actually works."

2. Identify Your Brand Pillars

Your brand pillars are the 3–5 foundational truths that underpin everything you do. They shape your message, culture, and customer experience.

Worksheet:

Brand Pillar	Description	Why it matters to your customer

3. Map The Market

Let's position you visually on a perceptual map to understand where you sit — and where you want to sit — relative to competitors.

Choose two axes that matter in your industry:

Examples:

- Cost vs. Quality
- Traditional vs. Innovative
- Niche vs. Mass Market
- Human-centred vs. Data-driven

Now sketch out:

Where are you now?

Where are your competitors?

Where is the gap or opportunity?

This is great to do collaboratively as a team or with leadership.

4. Competitor Positioning Snapshot

Fill in for your top 3 competitors:

Competitor	Their Message	Their Strengths	Their Weaknesses	Visual Style/ Voice Notes

Now ask:

What are they not saying?

What are they all doing the same?

Those might be your opportunities to stand out.

5. Define Your Audience's Mindset

Positioning only works when it resonates with real people. You need to align what you want to say with what they need to hear.

Questions:

What are your audience's biggest challenges right now?

What are they afraid of getting wrong?

What are they secretly hoping for?

What kind of language do they respond to?

What are they tired of hearing?

Bonus: Interview real customers or sales team members to validate this.

6. Your Brand Promise

This is your stake in the ground — the promise your brand makes and keeps. It should be:

- Relevant
- Unique
- Believable
- Memorable

Formula to try:

“We help [audience] achieve [desired outcome] by [your unique approach or belief].”

Example:

“We help bold brands cut through the noise by pairing clear strategy with standout design.”

7. Proof Points

Positioning is only as strong as the evidence behind it. What backs up your promise?

Types of proof:

- Proprietary process or methodology
- Award-winning work
- Metrics / performance results
- Strong partnerships
- Founder story or origin
- Case studies / testimonials
- Unique team capabilities
- Longevity or track record

List your top 3:

1.

2.

3.

8. Positioning Summary Snapshot

Use this page to consolidate your brand position clearly and concisely.

Positioning Statement:

“We are the [category] for [target audience] who want [benefit] through [unique differentiator].”

Top 3 Brand Pillars:

-
-
-

Audience Mindset:

Our ideal customer is _____, and they want _____, but struggle with _____.

Proof Points:

-
-

What's Next?

Your positioning should be the lens through which you filter all marketing, design, messaging, and customer experience decisions.

If you're ready to align your visual identity and content with this strategy, let's work together.

Frission Creative helps growing brands stand out with strategy, design, and digital execution that work together — beautifully and intentionally.

 info@frissioncreative.com

 frissioncreative.com