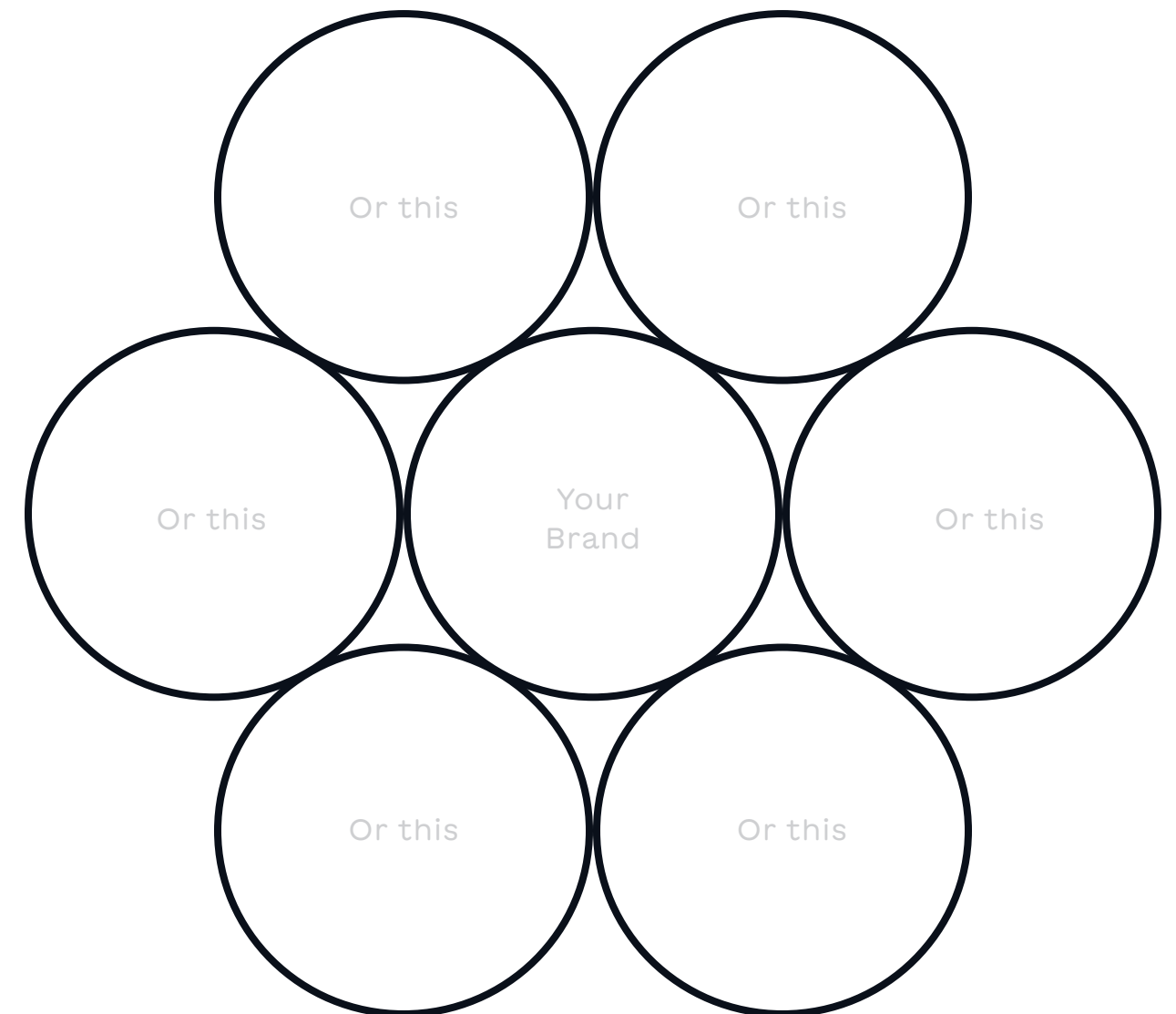


## Brands like you

When other are people considering, when you hope they'll consider you?

Distill what someone might be looking for, when you hope they'll find your brand. Then work through every competitor, and be honest about what your competitors say, that gives that fictional customer the reason to choose them.

Repeat this exercise to include each area you think (or hope) people choose you.



## Or this

Spend some time talking to other people (ideally customers but if you're still early on your journey —ask family & friends) and really dig into what another brands say, do or behave that captures their attention and gives that competition the edge.



## Their words

Now get people to talk about your brand. Ask them to tell you what your brand is famous for. Ask them to tell you what they remember about how you present the company. Ask them to be as honest as possible.

A brand isn't what it says, but what others say it is.

So take as much time as you can to really hear how people understand and 'file' your brand in their brains. A deep understanding of where people position your brand today, is essential before you start trying to re-position the brand.



## Category codes

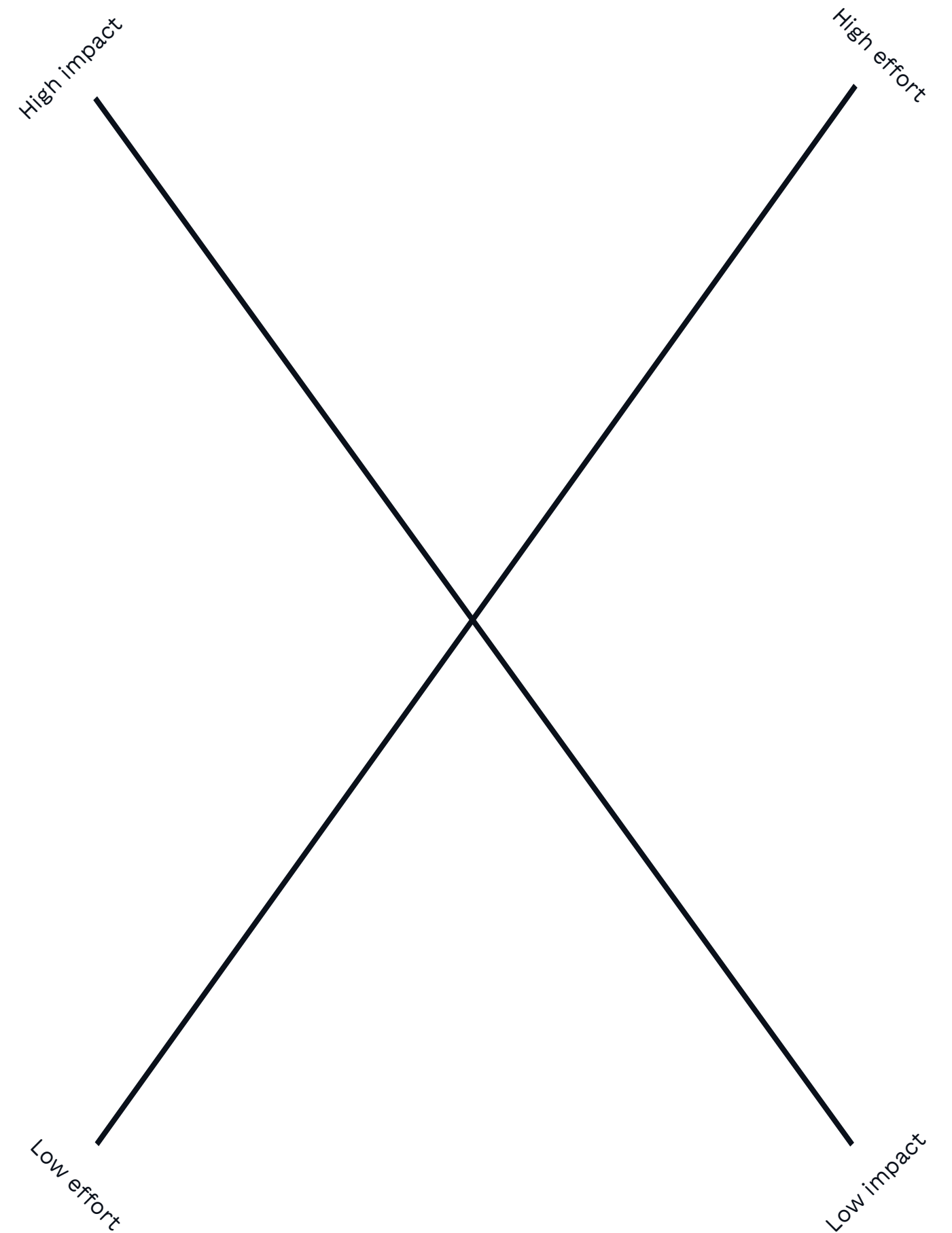
Now distill the learnings. What have you been hearing, and crucially what else does that sound & look like. Are there other brands that are referenced, or brand that this language triggers?

You'll want to map this out as much as possible, as these are the semiotics (visual & verbal codes) that define the category you are in.

We've heard	Which sounds like	And looks like
Overview	Words	Images
Overview	Words	Images
Overview	Words	Images
Overview	Words	Images

## If they do it, let's do it better!

Now we're going to work through the category codes that will help you accelerate your ambition. Every dollar you save by not having to educate potential customers about the value of your brand, you will be able to re-focus on ensuring your differentiating or innovating in other ways. So map out what you could borrow from the category codes, that would have an impact on how people understand the brand you hope to build.



## So our position is

So distill what is core to you owning 'a position'.  
Define how you'll need to modify your brands  
behavior, the tone-of-voice of the language.

It's important to acknowledge both the areas where  
you'll be distinct, and where you'll adopt the broader  
category codes.

There isn't a 'right or wrong' answer, but a good  
rule of thumb is to ensure the category codes give  
your customers the shortcut about what your brand  
does, but you are distinct amongst your competitors  
about the specific value of your brand.

