

BRAND POSITIONING THROUGH THE WHITE SPACE METHODOLOGY.

An actionable model to leverage distinctive advantage in a competitive market.

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Introduction

In the context of a competitive market, brand positioning is a strategic decision that enables a business to express its distinctive identity, assert its market standing, and build sustainable value. A clearly positioned brand can resonate effectively with consumers' hearts and minds, optimize marketing and communication resources, and open up long-term growth opportunities.

Who Should Attend

This program is designed for SME business owners, marcom practitioners, and strategic communication planners aiming for powerful brand positioning and re-positioning.

Duration

2-Day Intensive Workshop, 4 sessions (3 hours per session).

Objective

Develop participants' strategic mindset for brand positioning by providing a systematic framework of processes, methods, and practical tools, while fostering their ability to identify and leverage white spaces in unmet customer needs, value gaps, and untapped opportunities across the brand, category, and value ecosystem.

Learning Outcomes

Upon completion, participants will be able to map a Competitive Advantage Grid, identify potential White Spaces, define Brand Positioning, compose a solid Brand Positioning Statement, and envision a strategic approach to brand communication.

The Outline

Knowledge Fundamentals:

- Brand Positioning: the strategic role and impact.
- Types of Markets.
- Target Consumer Profiling.
- Value Exchanges that form the Competitive Advantage Grid.

Methodology:

- Walk through the process of spotting white spaces.
- Apply the Venn Diagram to convert white spaces into powerful brand positioning with distinctive advantages.
- Define a brand positioning statement and envision strategic approaches to brand communication.

Case Study:

How Tesla unlocks the power of brand positioning by leveraging white spaces in the automotive market.

(Optional: any relevant industry/brand on demand).

Team Practice:

- Form teams and select an industry or specific brand.
- Apply the White Space Method.
- Team presentations.
- Discussion and constructive feedback from instructors and peers.

Wrap-up Circle:

- Discuss challenges in applying the White Space Method in business contexts.
- Each participant outlines 3–5 practical actions to immediately apply to their brand.