

Brand Positioning Map

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Maps a brand against competitors on the axes that matter and identifies defensible white space to own. Use it to differentiate in a crowded category. For the full strategy use the Brand Strategy Builder.

Purpose of this tool & output

Find white space against competitors

How the output is used

Use it to find white space against competitors — a positioning map that shows where the brand can own a distinct spot.

Important cautions

Positioning must be believable and deliverable.

Companion documents

- Brand Strategy Builder
- Brand Messaging Framework
- Brand Name Generator
- Tagline & Slogan Generator
- Brand Guidelines Builder
- Brand Audit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.