

POSITIONING STATEMENT

**FOR** \_\_\_\_\_ **IS/OFFERS** \_\_\_\_\_  
TARGET GROUP BRAND/SENDER

**IN** \_\_\_\_\_ **THE** \_\_\_\_\_  
CATEGORY/MARKET BENEFIT

**IN CONTRAST TO** \_\_\_\_\_  
DISTINCTIVE FEATURE

**WITH** \_\_\_\_\_  
REASON