What is Brand Positioning Map? From Concept to Visual Insight

A Brand Positioning Map is a visual tool used in marketing to illustrate the competitive landscape of a market and the positioning of different brands within that space. It typically involves plotting brands based on two key dimensions that are relevant to consumers.

Here's a step-by-step guide on how to make a Brand Positioning Map:

Identify Key Dimensions

Determine the key factors or attributes that are significant in your industry. These could include price, quality, innovation, customer service, etc.

Choose Your Axes

Select two of the identified dimensions that best capture the competitive landscape. For example, if you're in the smartphone market, you might choose "Price" on one axis and "Innovation" on the other.

Gather Data

Collect data on how competitors are perceived or rated by customers on these dimensions. This could involve customer surveys, reviews, market research, or internal assessments.

Plot Competitors

Place each competitor on the map according to their standing on the chosen dimensions. For instance, a brand known for high innovation but high prices would be placed differently than a brand with lower innovation and lower prices.

Analyze the Map

Interpret the map to identify gaps and opportunities. Are there areas of the market that are underserved? Can your brand occupy a unique position that distinguishes it from competitors?

Define Your Positioning

Based on the analysis, decide where you want your brand to be positioned. This might involve adjusting your marketing strategy, product offerings, or messaging to align with the desired position.

Monitor and Adjust

Markets evolve, so regularly update the map to reflect changes in consumer perceptions and competitive dynamics. This ensures that your brand remains strategically positioned in the minds of your target audience.
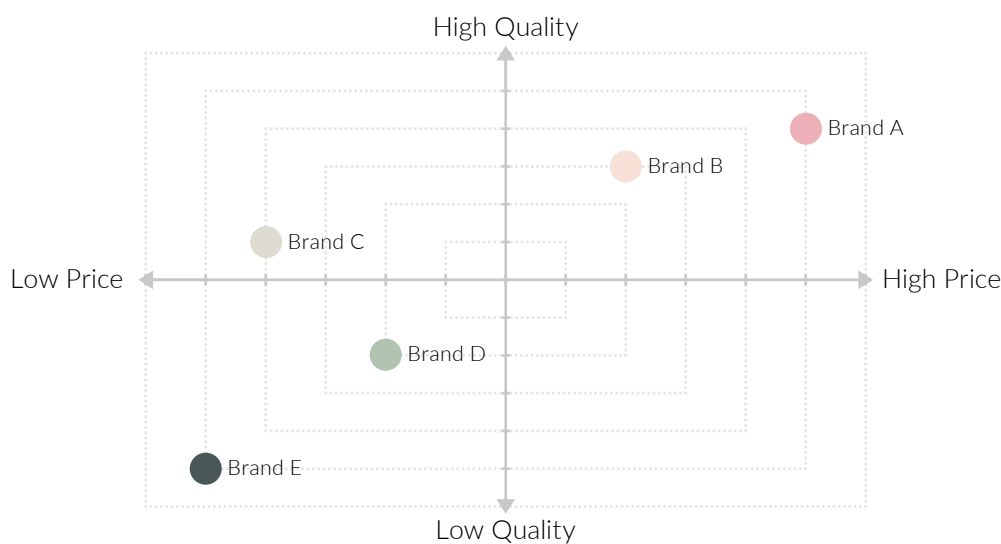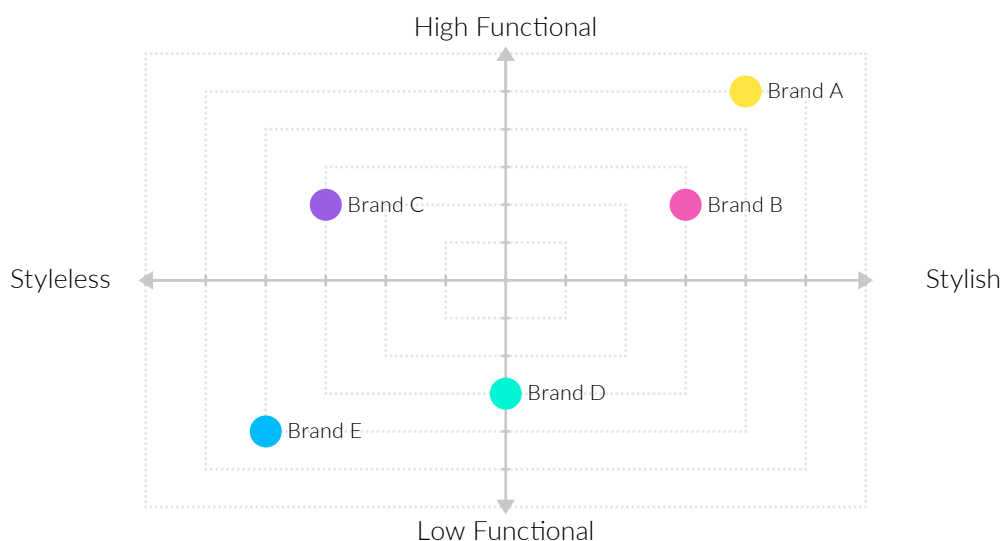
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In this exploration, we've translated the essence of Brand Positioning Maps, converting abstract concepts into visualized insights that guide businesses through the dynamic realm of market positioning. Please consider developing Brand Positioning Maps during your project to assist your client's business, offering clarity and strategic direction for brands striving for a competitive edge.

Brand Positioning Map *e.g. 1 - Grocery Store*

High Quality

Brand A
Brand B
Brand C

Low Price — High Price

Brand D

Brand E

Low Quality

Brand Positioning Map *e.g. 2 - Sportswear*

High Functional

Brand A
Brand C
Brand B

Styleless — Stylish

Brand D

Brand E

Low Functional