YOUR POSITIONING TODAY

Marketing Strategy · Chapter 3 · The Brand of the Organization

Choose the category your organization is in today, the way people actually see it, and bring three proofs from what it does. Then ask two or three supporters whether they would name the same category. Federations and leagues use the same categories. About 15 minutes.

Category today (entertainment · community · victory · heritage · outsider · development · cause · innovation · global)

Three proofs from what the organization does

Second candidate, and why it is weaker

What the supporters said

YOUR POSITIONING TODAY

Marketing Strategy · Chapter 3 · The Brand of the Organization

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Category today (entertainment · community · victory · heritage · outsider · development · cause · innovation · global)

Heritage (railway club)

Three proofs from what the organization does

1. Foundation day celebrated every year at the old depot
2. Supporters still sing songs from the 1950s
3. The old locomotive on the flags of the main supporters' group

Second candidate, and why it is weaker

Community: the railway quarter is still its heart, but the strongest proofs point to heritage.

What the supporters said

Two of three said "history", one said "the railway quarter".