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What is a brand position?

Brand positioning is the process of positioning your brand in the mind of your customers. Brand positioning is also referred to as a positioning strategy, brand strategy, or a brand positioning statement.

The most widely accepted purpose of creating a strong brand position is to identify and attempt to “own” a specific marketing niche for a brand, product, or service. The goal is to create a unique impression in the customer’s mind so that the customer associates something specific and desirable with your brand that is distinct from the rest of the marketplace.

Brand positioning naturally occurs in the mind of the consumer whether or not a company is conscious and proactive in developing a position, however, if an organization takes an intelligent, forward-looking approach, it can positively influence its brand positioning in the eyes of its target customers.

DRAFT 2: Brand Positioning Statement:

Young Audiences - Arts for Learning creates a holistic educational experience for children where the arts and artists enliven and ignite a passion and curiosity for learning that lasts a lifetime.

Young Audiences’ professional teaching artists connect children with each other, world cultures, their communities and above all themselves, to encourage confidence, empathy and creativity.

At Young Audiences - Arts for Learning, we are committed to creating the bridge that unites students’ academic and personal development, positioning them to forge a better future for themselves, their community and the world.