



Articulate Your Positioning, Position Your Brand

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Why Talk About Positioning Brands?

Positioning is your best offense—and your best defense

- There's no such thing as competition-free niche marketing
- Market dynamics beyond magazines affect magazines

Advertisers are increasingly biased towards the idea of brands

“Magazines need to create a dialogue that forms and establishes a relationship with a consumer; it's got to go beyond the book. Magazines need to create strong strategic properties that continue the relationship with the reader—and then some.”



What I'll Cover

A Little Background About Brands And Positioning

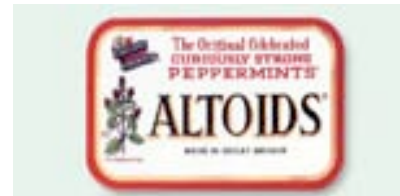
The Value Of Articulating A Positioning



A Brand Is . . .

An entity that's imbued with a clear set of human values and characteristics

- Which allows consumers to form a relationship with it beyond its function





Positioning Is . . .

The workhorse of marketing

Directive for everyone who's involved in a brand, bringing clarity and focus to:

- What the brand competes with
- Who the brand's best consumer target group is
- What the brand can offer that's compelling and unique
- How to substantiate what the brand offers

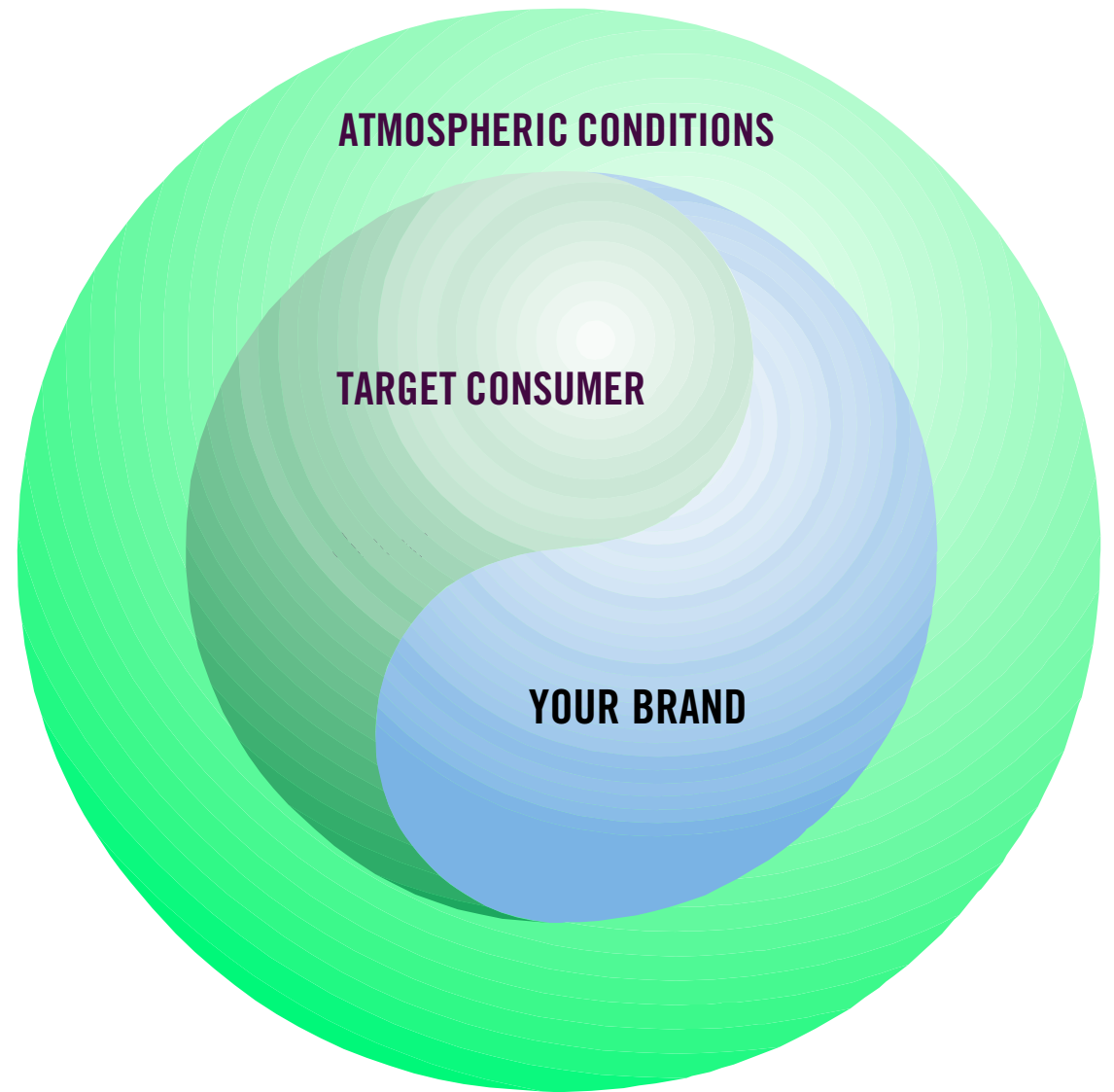


An Approach To Positioning





Our Approach To Positioning

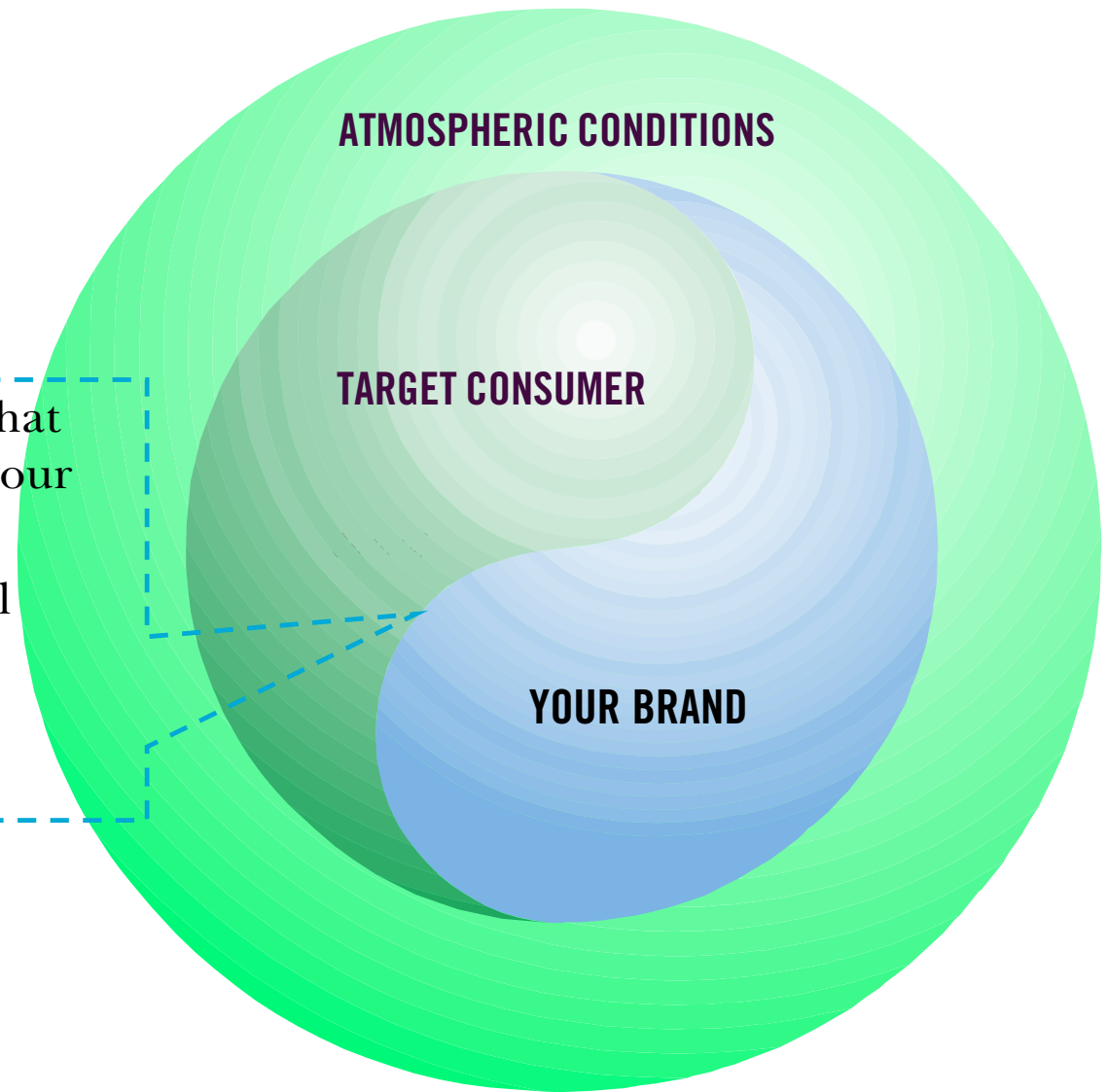




Our Approach To Positioning

A strong positioning reflects what your brand can uniquely offer your best target consumers

- Accounting for the external forces that can either help create—or stand in the way of—success



Positioning Has To Be Based On Real-World Learning

It has to be grounded in understanding how consumers relate to themselves in the context of the category, well beyond the magazine

- Research that's considerably different than editorial research



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The Value Of Articulating A Positioning

Why Bother Articulating A Positioning?

Developing and articulating a magazine's positioning serves two purposes:

1. It ensures that everyone who works on a magazine shares and acts on a single understanding of the magazine's purpose, readers, and goals
 - Beyond the editorial mission
2. It provides a solid basis for transforming a magazine title into a fully-rounded, multi-dimensional brand with strong consumer relationships
 - Which drives revenue growth

What Does “Articulating” Mean?

Just that: words on paper

- What the brand competes with
- Who the brand’s best consumer target group is
- What the brand can offer that’s compelling and unique
- How to substantiate what the brand offers

With insight into the atmospheric conditions that affect the brand



A Positioning Framework

**Brand X is the (competitive category)
that gives (target consumer definition)
(unique benefit)
because it (supporting reasons why)**

Articulating A Positioning: The Process

Externally

- It prompts an understanding about the business that's broader and deeper than editorial inquiries
 - A larger context than magazines
 - The scope of a consumer's relationship beyond the editorial product

Internally

- It integrates all dimensions of the business operation
- It's a means to reaching strategic agreements
- It unifies a team



Articulating A Positioning: The Outcome

A common language based on a common understanding

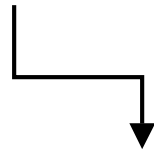
- For internal personnel
 - For use with consumers and advertisers—who are also consumers



Articulating A Positioning: The Outcome

A common language based on a common understanding

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It keeps everyone who works on a business on the same page

- Important for driving consistency across all efforts and over time

Positioning Is The Foundation For Future Brand Development

A single articulation helps a team take the right steps toward transforming a magazine into a brand

- Clarifies what to borrow from a magazine and what to build onto it
 - So expansion goes beyond duplicating the magazine in other media or formats



Final Thoughts: As You Consider Positioning Work

Are you open to strategic change?

Are key representatives from across the business willing to commit their time and energy to the project?

Are you willing to evolve how you conduct business to ensure that your positioning becomes reality?

Are you willing to conduct consumer-based brand research in addition to editorial research?

Can you be comfortable with the fact that positioning and brand development are on-going processes?

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