

instincts

April 2, 2008
Issue No. 63

instincts is a monthly publication on Branding for clients, associates and friends.

Our Mission: Support and challenge business leaders to maximize the potential within their Brand.



Which Do You Have?

There are taglines, there are positioning statements, and it's vital to know the difference.

It all starts with the essence of Branding – the Brand position, defined as *how we are different*. You likely know our fondness for the crystal clarity of Volvo's position, safety. Ask anyone what makes Volvo unique, and they will almost certainly respond with that word. The Brand's 80-year focus on safety ensures it.

Now we can talk about the positioning statement, which we define as *how we say we are different*. In other words, the positioning statement is an articulate expression of the Brand position. The positioning statement is deliberately crafted to resonate with potential and actual employees, customers and indeed all Brand stakeholders. To express its safety position to these audiences in a compelling fashion, Volvo uses the lovely positioning statement *For Life*.

Wheels When You Want Them is a dead-on description of a truly awesome business model

Porter's *Flying Refined* is another elegant example of a positioning statement that precisely articulates the position of the upstart airline – air travel experiences of simplicity and sophistication. Zipcar's *Wheels When You Want Them* is a dead-on description of a truly awesome business model that gets you a rental car in literal seconds. Gillette's *The Best a Man Can Get* is a classic statement of their legendary commitment to making their own products obsolete in the name of continuous improvement.

Taglines, in contrast, do not reference the Brand's point of difference. Perhaps the best example of a tagline is Bell's *Making it Simple*. Ask yourself: when was the last time Bell made your life simple?

What does the Brand Coach coach?

Taglines do nothing to reinforce the Brand with stakeholders. Worse, they invite mockery if they're just wishful thinking. Positioning statements, on the other hand, reinforce the essence of the Brand with everyone. Work hard to crystallize your unique Brand position. Communicate it to the world with a choice few words. Then lock it in a glass box – and give a key, the only one, to the CEO.



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"Brand: It Ain't the Logo*
should be required reading for
anyone who sits around the 'big
table' and for anyone who seeks
to influence their decisions."

Ken Wong
Associate Professor, Business
and Marketing Strategy
Queen's School of Business