

BRAND POSITIONING MAP

Before you can start filling in this map, you first have to select two criteria where your main competitors and you can be ranked on. For example a car brand could take **sportiveness** and **price** as their main criteria. It could then be mapped out from **conservative** towards **sporty**. And from **expensive** to **cheap**.

Filling in a positioning map can be done in two different ways; you can either place your brand in such a way that it fills a gap in the market, or you can compete straight with your competitors by placing it on the same place in the diagrams.

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Criterion A:

Criterion B: