

Where are you as a brand?

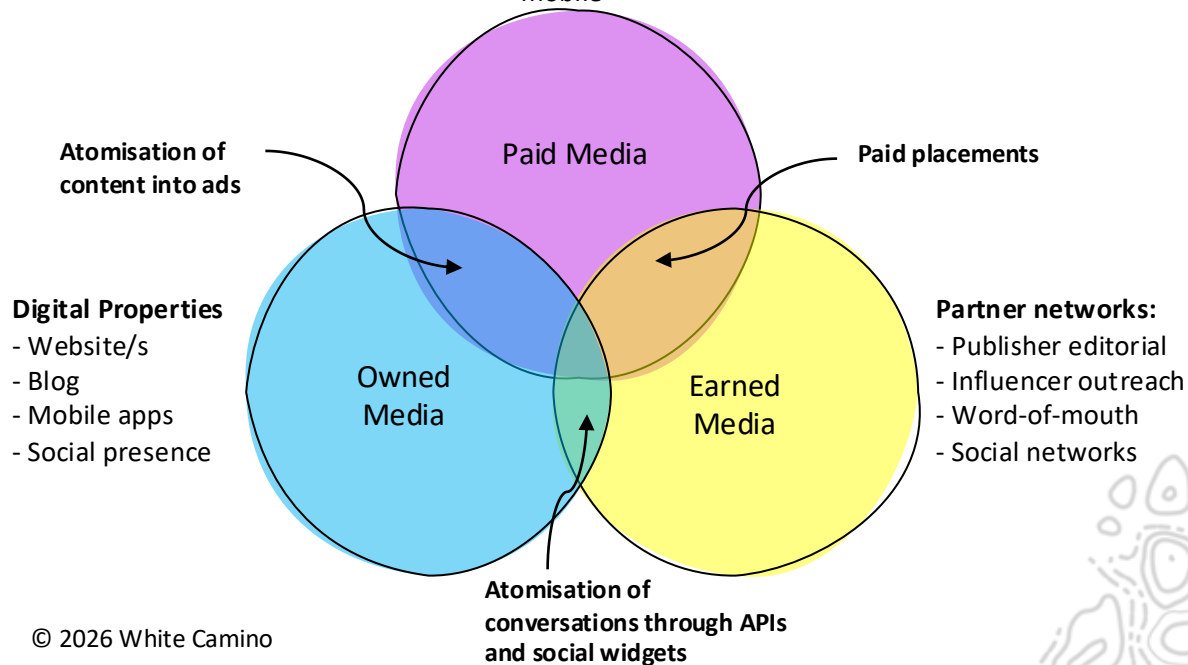


The aim of 'Positioning' is to place the brand at the front of consumer consciousness. Understand clearly what consumers want not what you want them to want. If you can't lead the category, consider creating a new one. Think differently, like a challenger!

The media mix

Advertising:

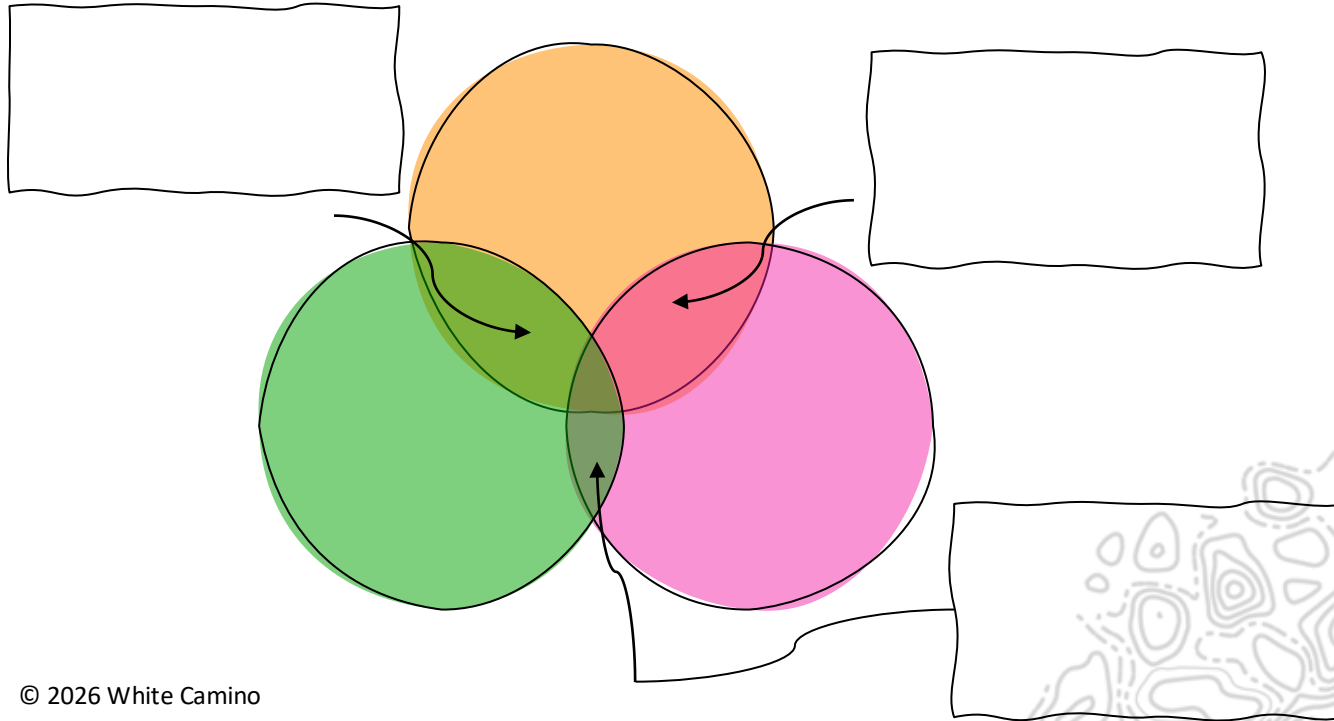
- Out of home
- TV/streaming
- radio/podcasts
- print
- digital (display, search, social networks)
- mobile



The media mix is crucial to grab the fleeting attention of your audience across the wide range of touchpoints. Really test, learn and create benchmarks for what works for your consumers over a decent amount of time. Set out the rules of your media experiment before diving in.

Putting it to the Venn test

WHITE
CAMINO



Test out how many scenarios you could use this for. Treat yourself to a print out and break open the coloured pencils. It could be the best ten minutes thinking time you've spent in ages.