

# POSITIONING

Once the stakeholder team has completed Substance you're ready to help them develop a common consensus. Collectively examine all Substance strategic insight reports, focusing on the answers to 8, 9 and 10.

Each answer relates to the brand positioning – how the organisation attracts (8), engages (9) and delights (10) their audience. Together these elements build a unique desirability matrix.

Duration of exercise:  
30–60 minutes

Participants:  
Organisation & agency

Materials needed:  
Pens and Post-it Notes

Workshop guide:  
Write clearly and large enough so that everyone can read your Post-It Notes.

1

Step 01.

Ask for an inspiring example that supports their response to each question (8/9/10). Document these on Post-Its.

2

Step 02.

Look for patterns in responses and move Post-Its around to develop groups. The goal is to identify key themes and translate these into a common behavioural positioning.

3

Step 03.

Continue to debate and discuss as key themes emerge. Does each singular word that's been selected reflect the aspirations of the organisation?

Only stop once everyone is satisfied with the results to each question (8/9/10).

4

Step 04.

Present the word which represents the common consensus for attract (8), engage (9), and delight (10).

5

Step 05.

Provide an inspiring example of how the organisation wants to deliver upon each of these descriptive actions.

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Attract:

Engage:

Delight:

Example:

Example:

Example: