

Reflective Questions

Positioning and Branding in Pharmaceuticals by Richard Czerniawski

1. In our “age of abundance and sameness,” what would the world miss if your product was pulled from the market?
2. How does your Brand Idea and Competitive Positioning Strategy meaningfully differ from your competition? Where does your BPS have an advantage? Where do you need to think more critically to overcome their advantages?
3. Using the 6Cs Checklist criteria, where and how might you make your Competitive Brand Positioning Strategy more compelling for your target customers?
4. How does your Benefit Ladder reflect your Brand Idea and Competitive Brand Positioning Strategy and stack-up against your most relevant competitor(s)?
5. Stepping back from your BPS in what ways is it compelling? How might you make it more emotive to enhance its ability to compel target-customers to prefer and choose your brand?