



sterling brands

How we think about positioning



## The Position

sits within the organization and must consistently inspire compelling execution across all forms of the customer experience.



## The Stimulus

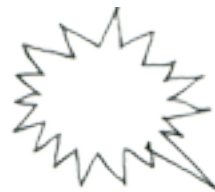
is how we express the position:

- the product or service experience
- advertising
- public relations
- events and promotions



## The Customer Experience

is the distracted, uninterested and highly cluttered mind of our target audience. These people experience a wide range of expression but will never literally “see” the position.



## The Response

is your position, articulated in consumer language. They'll use their own words, it's the idea that counts.

