

COURSE 03

Position to Win – Building Distinctive Brands

Online Course • Total of 7 Hours • Limited Slots Only

Day 1: October 8, 1:30 – 5:00 pm

Day 2: October 9, 1:30 – 5:00 pm

Why this Course?

Categories have become increasingly crowded with options and the biggest threat to a brand is not competition. It is becoming invisible. When consumers perceive brands as essentially the same, purchasing decisions become driven by price, promotions, or convenience rather than preference. Growth becomes harder to achieve and even harder to sustain. Brand Positioning helps solve this challenge by creating a distinct and meaningful place for your brand in the minds and lives of consumers. This course provides participants with practical tools and frameworks to identify what makes their brand truly different, define its relevance to the target market, and build a positioning strategy that drives preference, loyalty, and business growth.

Who is this for?

Brand Managers, Entrepreneurs, marketing professionals, advertising professionals who are tasked to build brands, anyone who would need to understand the fundamentals of developing strong brand positioning.

What Will You Learn?

Elements of Brand Positioning

- Target Market Segmentation
- Competitive Landscape
- Insight
- Benefits and RTB
- Unique Value Proposition
- Differentiator
- Persona

Course Overview

In this hands-on workshop, participants will explore the critical elements of effective positioning, from target market definition and competitive analysis to customer insights and value proposition development. By the end of the course, participants will have a structured approach for building a distinctive, relevant, and compelling position for their brand.

What Will You Do?

- **Pre-work:** Clear idea of the product / service they are working on
- **Workshops:** Research on their target market and competitors for selected participants



Faculty Profile

Chelet Tanjuatco is an Acumen Client Director, marketing strategist, and consumer insights expert with experience spanning brand management, innovation, consulting, and marketing education. Drawing from years of building and growing brands across competitive markets, she helps participants identify what makes their brands truly distinctive and translate that into positioning strategies that drive preference, loyalty, and growth.



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