

A point of difference is something about a brand that makes it different, and that would be valued by potential customers.

STEP 2 Ideate

Work with a partner to generate as many ideas as possible around the questions below. Get creative! Be sure to name both obvious and not-so-obvious competitors.

1

According to the research, **what makes us different and better than our competitors today** in the primary competitive frames of reference?

2

What might make us better than our competitors and more valued by our brand community in the future in this frame of reference?