

Brand Positioning Week // Your positioning jujitsu move: Points of parity

A point of parity is a point of difference that competitors have over *you* that you need to counteract.

STEP 2 Ideate

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

1

According to the research, **what are our competitors' biggest advantages over us** in our primary competitive frame of reference?

2

What does our brand have to be good at just to stay competitive in this frame of reference?