

Brand Positioning Worksheet

			Variable Perceived Value To Customer Group (Persona)		
Persona #1	Variable Name	Perceived Value (1-10)	Low	Medium	High
Variable #1					
Variable #2					
Variable #3					
Variable #4					
Persona #2	Variable Name	Perceived Value (1-10)	Low	Medium	High
Variable #1					
Variable #2					
Variable #3					
Variable #4					
Persona #3	Variable Name	Perceived Value (1-10)	Low	Medium	High
Variable #1					
Variable #2					
Variable #3					
Variable #4					
Persona #4	Variable Name	Perceived Value (1-10)	Low	Medium	High
Variable #1					
Variable #2					
Variable #3					
Variable #4					