

11 MAY 2022

**ACE**

*communication  
workshop 1/2*

**STUDIO SAFAR**  
s.a.l.

# STRUCTURE

**1. Positioning**

**2. Goals and activations**

# STRUCTURE

## 1. Positioning

- Introductions
- Participant presentations
- What is positioning?
- Workshop:
  - Defining attributes
  - Writing the positioning statement

## 2. Goals and activations

WHAT IS POSITIONING?

**Positioning refers to the place that a brand occupies in the minds of its customers.**

ORGANIZATION

**Positioning refers to the place that a brand occupies in the minds of its customers.**

AUDIENCE

**Positioning defines where your product, item, or service stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.**

**The objective of market positioning is to establish the **image** or identity of a brand or product so that consumers perceive it in a certain way.**

**[NAME]** provides **[SERVICE]**  
**to** **[AUDIENCE]**  
**in a** **[CULTURE]** **with a** **[VOICE]**  
**voice, helping them feel** **[FEELING]** **and** **[IMPACT]**.

**Studio Safar** provides graphic design and art direction services  
to forward thinking Arab companies and organizations  
in a collaborative and experimental environment with an engaging and confident  
voice, helping them feel heard and communicate with clarity and uniqueness.

NAME SERVICE AUDIENCE CULTURE VOICE FEELING IMPACT

**Studio Safar provides graphic design and art direction services  
to forward thinking Arab companies and organizations  
in a collaborative and experimental environment with an engaging and confident  
voice, helping them feel heard and communicate with clarity and uniqueness.**

**How to set our communication strategy?**

ATTRIBUTES

## SERVICE

### **What are you offering?**

- Training platform for young journalists and civil society activists

## AUDIENCE

### **Can you describe your audience(s)?**

- 25-40
- Curious
- Intellectual
- Cinephile
- 

Example: open minded, progressive women, 24-45 yrs old, etc...

## CULTURE

### **How will your community describe you?**

- Critical
- Supportive
- 

Example: professional, innovative, agile, customer-centric, etc..

## VOICE

### **How do you sound to others?**

- Loud
- Subversive
- Accessible
- Playful

Example: cool, humorous, relevant, confident, etc...

## FEELING

### **How will others feel after interacting with you?**

- Safe/welcome
- Inspired
- 

Example: empowered, reassured, confident, etc...

## IMPACT

### **What tangible impact do you have on your community?**

- Activating the youth by teaching hand crafts and enabling participants to open their own workshops
- Advocating the rights of workers
- 

Example: promoting acceptance, normalizing queerness, etc...

**X-FACTOR**

**What makes you special?**

- 

Example: enjoyable, simple, effective, concise, engaging, interactive, etc...

**[NAME]** provides **[SERVICE]**  
**to** **[AUDIENCE]**  
**in a** **[CULTURE]** **with a** **[VOICE]**  
**voice, helping them feel** **[FEELING]** **and** **[IMPACT]**.

# NEXT SESSION

- 1. Refine your positioning statement.**
- 2. Segment your audiences into clear categories.**
- 3. Define specific goals you want to reach with each audience category.**
- 4. List the obstacles keeping you from reaching these goals.**

THANK YOU