11 MAY 2022



communication workshop 1/2

STRUCTURE

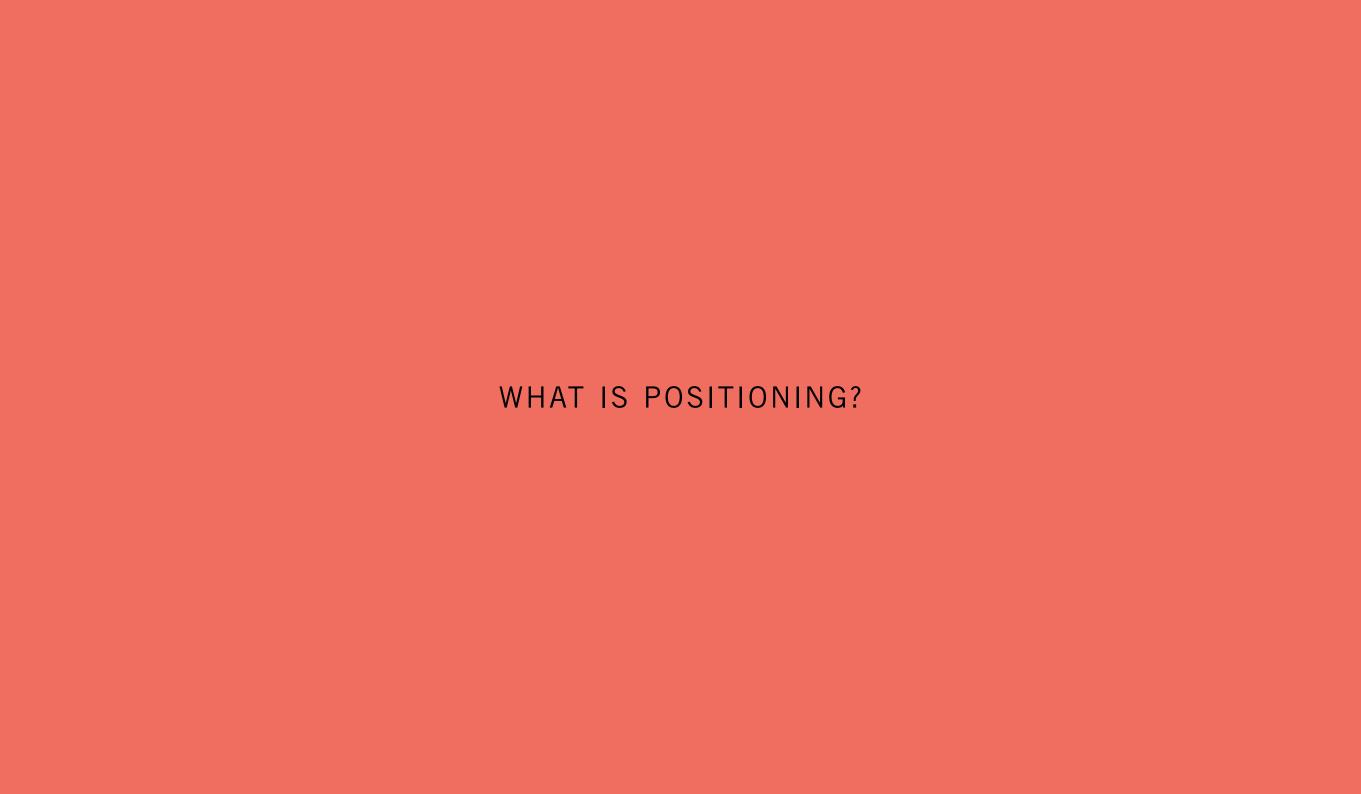
- 1. Positioning
- 2. Goals and activations

STRUCTURE

1. Positioning

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

2. Goals and activations



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

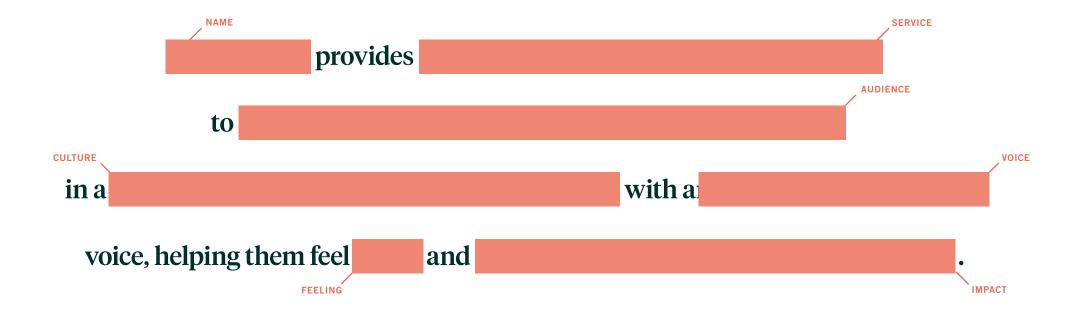
ORGANIZATION

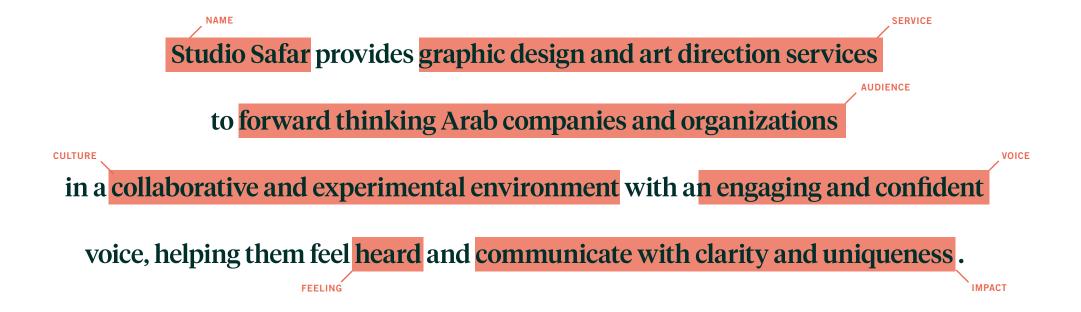
Positioning refers to the place that a brand occupies in the minds of its customers.

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.





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.





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

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

CULTURE

How will your community describe you?

- Critical
- Supportive

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VOICE

How do you sound to others?

- Loud
- Subversive
- Accessible
- Playful

FEELING

How will others feel after interacting with you?

- Safe/welcome
- Inspired

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IMPACT

What tangible impact do you have on your community?

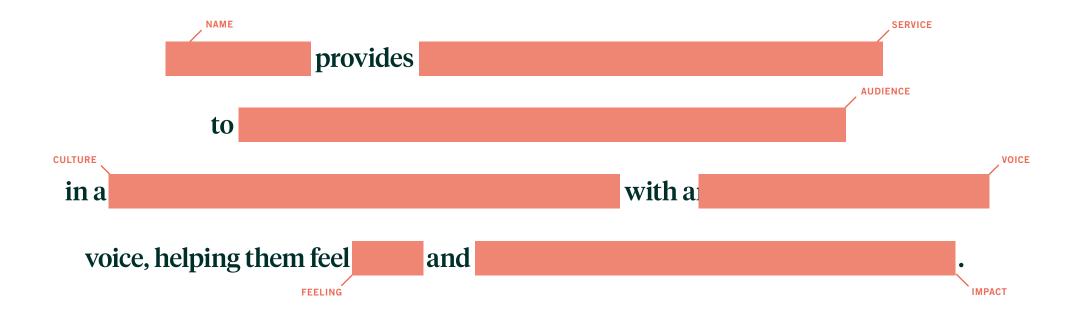
- Activating the youth by teaching hand crafts and enabling participants to open their own workshops
- Advocating the rights of workers

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X-FACTOR

What makes you special?

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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