



ONEBILLION! AGENCY

Product Positioning. Because you can't put the Mona Lisa in a dollar store frame

If you put the time and effort into bringing a product to market, you've done the hard work of developing a product with *real value*. So, if it's hard to close a sale or win new customers, it's probably not your product, *it's your positioning*.

Let's make your product live up to its fullest potential. We put a tried and true process to work that will position your product for success. Through pre-work, an interactive 2 day workshop, and market messaging exercises, we'll uncover the true essence of your product or service, and how to position it for success with your best customers.

B2C, B2B, DTC, ABC, software, physical, metaphysical - if you sell it, it needs **solid positioning**.

- 1 **Uncover the true motivations of your audience**
- 2 **Elevate your best customers**
- 3 **Collaboratively reconstruct your product's position**
- 4 **Develop an engaging sales story that brings the positioning to life**
- 5 **Craft the marketing messages to scale the story**

Front-run new competition

New entrants in your category may necessitate a proactive review of your positioning before you start to lose market share.

Reframe a current product to be a winner

Products with history in the market benefit the most from this process. Taking a fresh look at a product unlocks new growth potential.

Position new products for launch success

Strong go-to-market positioning is essential for new product launches. Give your new product a boost before it hits the market.



Your Positioning Guide - Chuck Heckman, Co-Founder and Chief Brand Officer

Chuck has helped brands large and small uncover unique, powerful positionings for their products and services.

About OneBillion! Agency

The OneBillion! Agency are your partners in growth. We're C-suite marketing leaders focused on advancing your business through refined marketing strategies.

A few examples of Chuck's positioning work...



New Product Positioning

Developed the global positioning and strategy for P&G's Gum Detoxify line of toothpastes, growing revenue by hundreds of millions of dollars and redefining the premium toothpaste category.



US Launch Positioning

Led the US positioning and creative strategy for the launch of the globally loved Kinder Bueno brand in the US, contributing to an estimated \$160MM in US sales.



Service Positioning

Repositioned a basic industry service, product sampling, into a brand values proof-point. The Samples to Saplings program has planted over 12,000 trees worldwide, capturing 2K tons of CO2.

Let's position your products for success.
Get in touch: hello@onebillion.agency