AI-POWERED BRAND POSITIONING PROMPT GUIDE

Leverage AI to optimize customer-centric brand positioning in record time.

Day One

Contents

Day One is a global healthcare insight and strategy agency at the forefront of tech-led innovation.

We bring together technology and human intelligence to enhance existing approaches and deliver...

GREATER ENGAGEMENT

MORE AGILITY

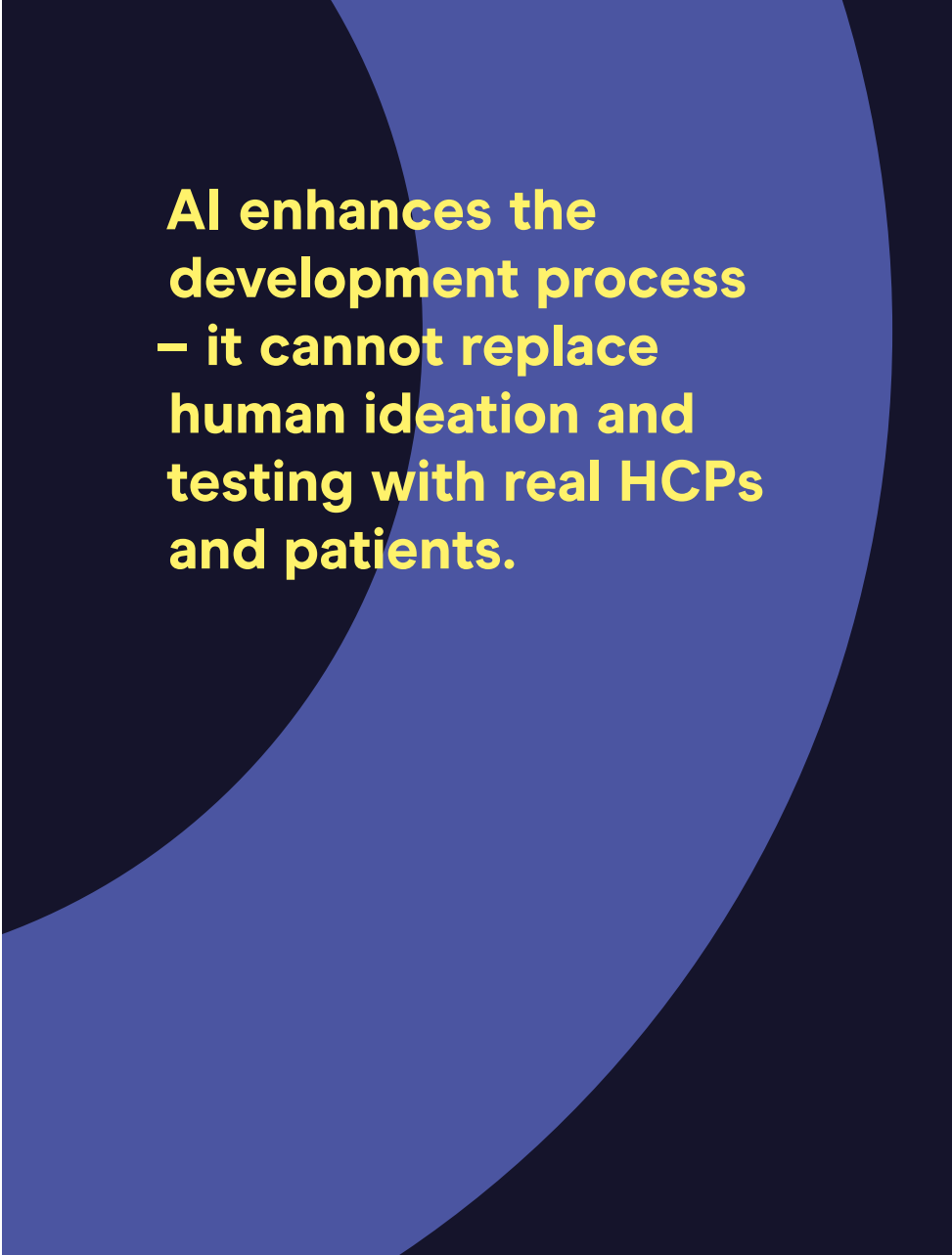DEEPER INSIGHT

Developing customer-centric brand positioning – faster and smarter

In today's competitive landscape, a winning brand positioning starts with understanding customer needs. A customer-first approach ensures relevance, differentiation and impact.

AI accelerates positioning development by:

- Extracting hidden insights from your data

- Filtering and optimizing positioning ideas for strategic fit

- Refining concepts to align with HCP and patient needs

- Speeding up testing and iteration, ensuring faster decisions

AI enhances the development process – it cannot replace human ideation and testing with real HCPs and patients.

Our approach: AI-powered CreAItive Loops faster, smarter positioning

We streamline brand positioning development with AI-driven feedback cycles, combining technology with real-world validation.

| **INPUT**
Your draft positioning statements or early ideas | **STEP 1**
AI-powered ideation, filtering and optimization
Identify the strongest concepts and improve them | **STEP 2**
Testing with real HCPs and patients
Validate positioning concepts with real-world feedback | **STEP 3**
AI-powered positioning refinement
Fine-tune concepts for credibility, differentiation and impact |

The impact…

→ **Powerful brand positioning** – tailored to customer needs
→ **Faster decisions** – cut weeks from traditional methods
→ **More cost-efficient** – streamlined testing & iteration

Purpose of this guide:
Mastering prompting for positioning

This guide equips you with the tools to craft precise AI prompts – transforming internal knowledge and data into impactful, differentiated brand positionings.

Prompting is an art. The way you frame a task shapes the depth, relevance, and creativity of AI outputs.

Mastering this skill ensures your AI-generated ideas are strategic, customer-focused, and aligned with your brand strategy.

THE AI + HUMAN PROCESS

1. Human Prompt → Guide AI with clear, strategic instructions

2. AI Response → Generates structured, creative directions

3. Human Refinement → Curate, validate, and enhance for impact

Getting started:
AI + your data for brand positioning

To maximize AI's value in optimizing and refining your brand positioning, follow these two key steps:

1. SELECT YOUR AI TOOL

- Use secure, reliable tools like Chatgpt-4o Teams, Microsoft Copilot, Anthropic Claude or your corporate LLM.

2. PREPARE YOUR DATA

- Gather trusted internal data, including:

→ **Market research** (customer insights, unmet needs)
→ **Clinical trial results & real-world evidence**
→ **Competitor intelligence** for market context

With the right AI and data, you're ready to optimize the most credible, differentiating and motivating positioning for your brand – fast.

WE COVER FIVE KEY AREAS TO SHARPEN AND REFINE YOUR BRAND'S POSITIONING:

1. **Briefing AI** → align AI with strategic objectives

2. **Refining initial ideas** → make your draft ideas more compelling

3. **Filtering concepts** → identify the strongest, most impactful options

4. **Optimizing concepts** → strengthen impact and differentiation

5. **Crafting a brand narrative** → build a cohesive, compelling story

BRIEFING AI

Align AI with strategic objectives

Using the R-I-S-E prompting framework

ROLE

Define AI's role to align outputs with strategic goals.

- Example: "You are an experienced pharmaceutical marketer developing a credible, differentiated and motivating brand positioning for [Product X] in [therapy area]."

INPUTS

Provide relevant data to guide AI's recommendations.

- Example: "Use insights from product profile, market research, competitor analysis, and clinical trial data to inform your positioning [upload relevant documents]."
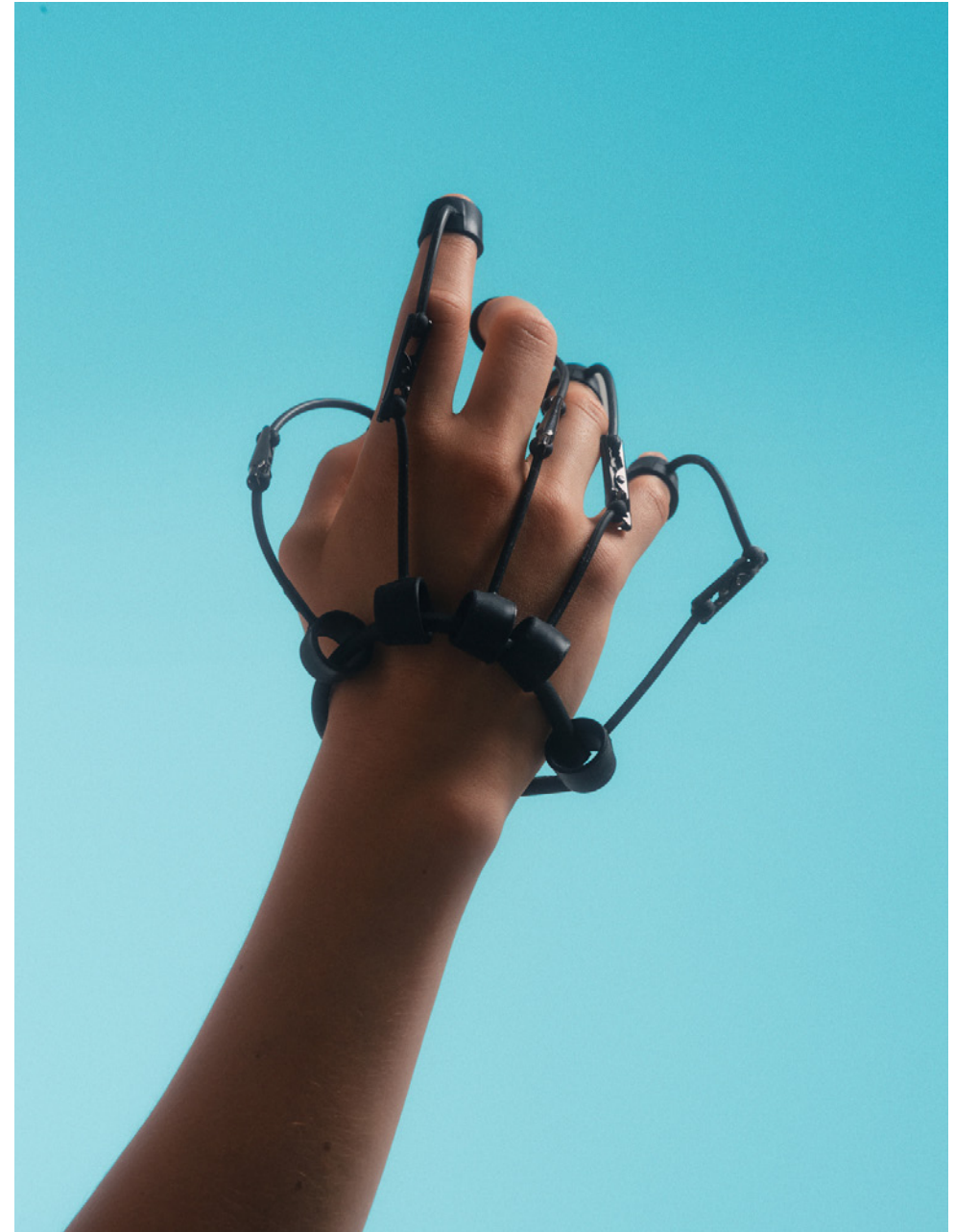
STEPS

Specify tasks for AI to execute.

- Example: "Analyze the data and generate five positioning concepts using the Premise, Promise, Proof format."

EXPECTATIONS

Set quality standards for the AI-generated content.

- Example: "Responses should be concise, tailored to [HCPs/Patients], and avoid generic ideas."

REFINING INITIAL IDEAS

Make your draft ideas more compelling

Aligning concepts with patient unmet needs

Step into the shoes of a patient living with [specific condition]. Describe your daily struggles, treatment barriers, and emotional drivers. Explore key points, then summarize take-aways for positioning [Product X]:

Daily life impact

- How does [specific condition] affect your daily life physically, emotionally, or socially?
- What small changes would improve your quality of life the most?

Treatment barriers

- What frustrates you most about your current treatment?
- What would an ideal treatment look like?
- What support do you need to better manage your condition?

Emotional drivers

- How do you feel about living with and managing [specific condition]?
- What fears, frustrations, or unmet expectations do you have?
- What emotions arise when thinking about future treatments?

Aligning concepts with HCP unmet needs

Imagine you're an HCP treating [specific condition]. What are the biggest clinical challenges, barriers to prescribing, and workflow constraints you face? Explore key points, then summarize take-aways for positioning [Product X]:

Clinical challenges

- What are the biggest challenges and frustrations in treating [specific condition]?
- How do you balance patient needs with treatment limitations?

Barriers to prescribing

- What concerns do you have about initiating new therapies?
- What would overcome these concerns?

Workflow constraints

- How do current treatments impact your workflow and efficiency?
- What would make a new treatment easier to integrate into your practice?

Knowledge gaps

- What information would help you make better treatment decisions or educate patients?
- How do you prefer to receive updates on new treatments or guidelines?

Needs prioritization matrix

Analyse the following needs for [Product X] in [specific condition] and plot them on a prioritization matrix based on impact and feasibility. Which needs should take priority and why?
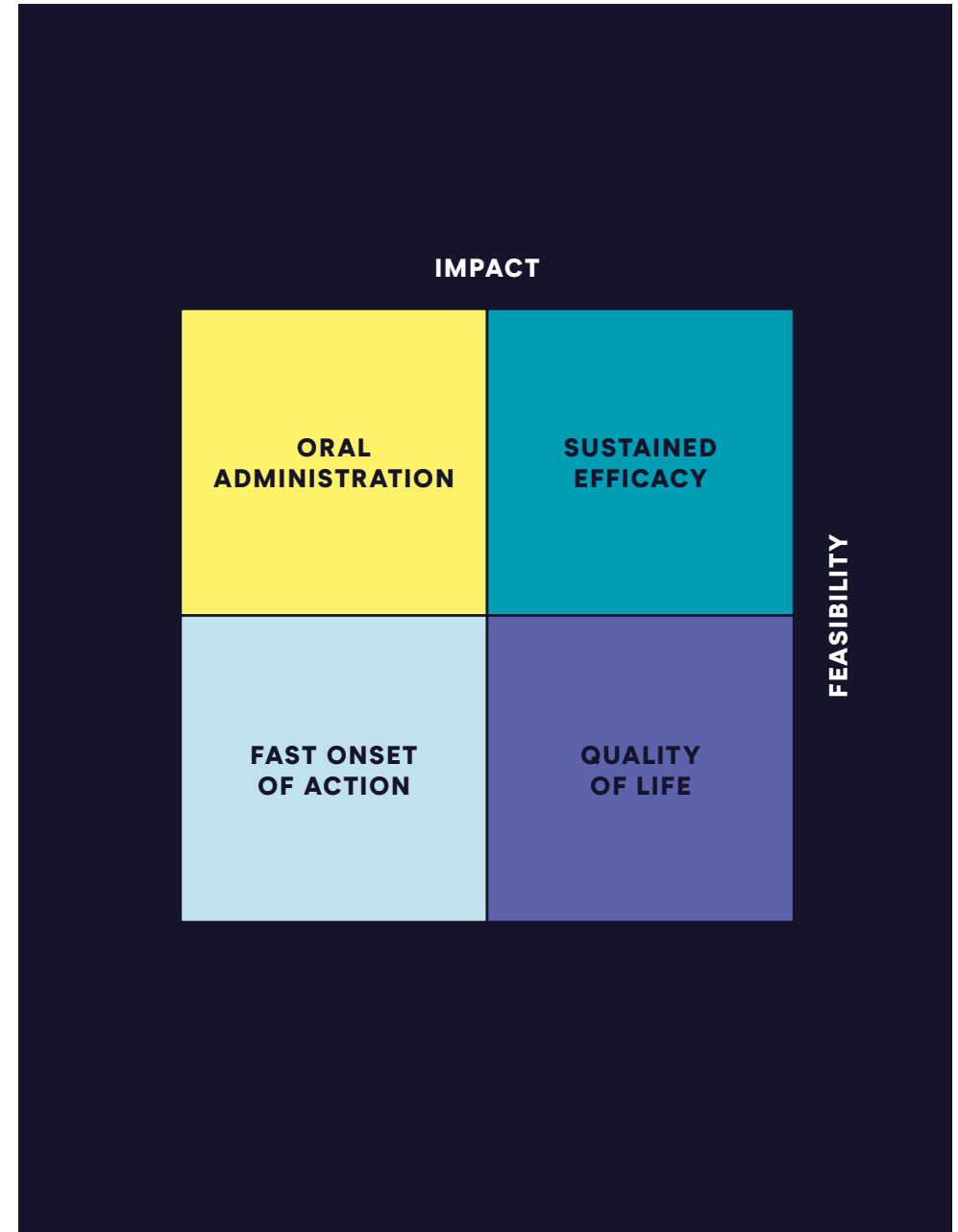
- **Impact (high/low)** on patient or HCP decision-making
- **Feasibility (easy/hard)** to address based on market constraints

Then, answer the following:

1. Which needs fall into the high impact, high feasibility quadrant and should be prioritized?

2. What potential barriers exist for addressing these needs?

3. How can these barriers be mitigated to maximize market adoption?

Generate the matrix in a structured format (table or chart) and provide a rationale for each placement.

IMPACT

| ORAL ADMINISTRATION | SUSTAINED EFFICACY |
| FAST ONSET OF ACTION | QUALITY OF LIFE |

FEASIBILITY

NB: VISUAL REPRESENTATION OF DATA GENERATED BY AI MAY REQUIRE ADDITIONAL HUMAN EDITING

Strengthening concepts to challenge market norms

You are a category disruptor in [therapy area]. Develop a bold brand strategy that challenges industry norms and differentiates [Product X] in [specific condition] in a unique way:

Identify standard practices

- What are the dominant norms in [therapy area]?
- Why do brands follow these practices?

1. Develop a contrarian strategy

- Propose a unique, non-competitive alternative that differentiates [Product X]

2. Risk assessment and mitigation

- Identify three potential risks of this disruptive strategy
- Provide mitigation strategies to ensure success

3. Strategic pitfalls & success stories

- What alternative strategies should be avoided and why?

Optimizing your draft brand positioning concepts

Act as a strategic brand marketer. Based on the [HCP/patient] needs identified [insert], optimize these draft positionings for [Product X]. Ensure they are credible, differentiated and motivating positioning statements for [Product X] targeted at [HCPs/Patients]. Use the Premise-Promise-Proof framework, described as follows...

1. Premise

- Define the unmet needs the product addresses from the market, customer, or condition perspective

2. Promise

- Clearly articulate the unique benefit or value the product delivers to resolve the identified unmet need

3. Proof

- Provide key evidence (e.g., clinical trial data, real-world outcomes) to substantiate the promise

Follow-up question: How does each positioning statement differentiate from competitor messaging?

3

FILTERING CONCEPTS

Identify the strongest, most impactful options

KPI rating exercise for positioning concepts

Evaluate the following positioning concepts [insert] for [Product X] on credibility, ownability, and motivation. Score each from 1-7 (where 1=low) and explain your reasoning.

1. **Credibility →** does this concept feel believable? Can [Product X] deliver on this promise?

2. **Ownability →** how unique and differentiating is this positioning for [Product X]?

3. **Motivation →** how compelling is this concept? Would it drive action or prescribing?

Output: generate a scorecard in table format that includes...

- Individual scores for each KPI (1-7)
- Aggregate score (average of all three criteria)
- A rationale for each score

Simulated HCP/patient verbatim responses

React instinctively to these positioning concepts [insert] as an HCP treating [specify condition].

1. **For each positioning concept, generate three differentiated responses:**

   - Positive reaction → what resonates? Why?
   - Neutral or mixed reaction → what aspects are unclear or need refinement?
   - Sceptical reaction → what concerns or hesitations exist?

2. **Ensure responses are natural and conversational, capturing real-world perspectives on credibility, differentiation, and relevance.**

3. **Use real-world clinical language that reflects how HCPs discuss treatments.**

Follow-up prompt: Identify common themes across responses (e.g., trust, differentiation, hesitations)

Evaluate fit with master brand positioning

Act as a brand strategist evaluating the positioning of [sub-brand/indication] against the master brand [brand]. Conduct a comparative analysis to determine if the new positioning for [Product X] maintains consistency in tone, core values, and strategic messaging while offering clear differentiation.

1. Alignment with master brand

- Does the positioning align with the core values, tone and strategic messaging?

2. Differentiation vs. connection

- Does the sub-brand/indication maintain a strong connection to the master brand while being distinctive enough?

3. Inconsistencies and refinements

- Identify any gaps, misalignment, or tensions in messaging
- Recommend adjustments to improve alignment while preserving differentiation

Deliverable:

- A comparative analysis highlighting fit vs. misalignment
- Actionable insights to refine positioning while maintaining differentiation

Evaluating brand positioning against archetypes

Act as a brand strategist. Evaluate each positioning concept [insert] for [Product X] using Jungian archetypes [insert visual]. Identify the archetype that best expresses each concept and explain why it aligns with the positioning strategy.

1. **Emotional connection:**

   - Which archetype is most likely to evoke the intended emotional response from [HCPs/patients]?

2. **Alignment with audience needs:**

   - Does the archetype match the values, aspirations, and unmet needs of [HCPs/patients]?

3. **Market differentiation:**

   - Is this archetype overused in the category?

Deliverable:

   - A brand positioning-to-archetype mapping table
   - Recommendations for refining positioning based on emotional and strategic fit

THE TWELVE ARCHETYPES

OPTIMIZING CONCEPTS

Strengthen impact and differentiation

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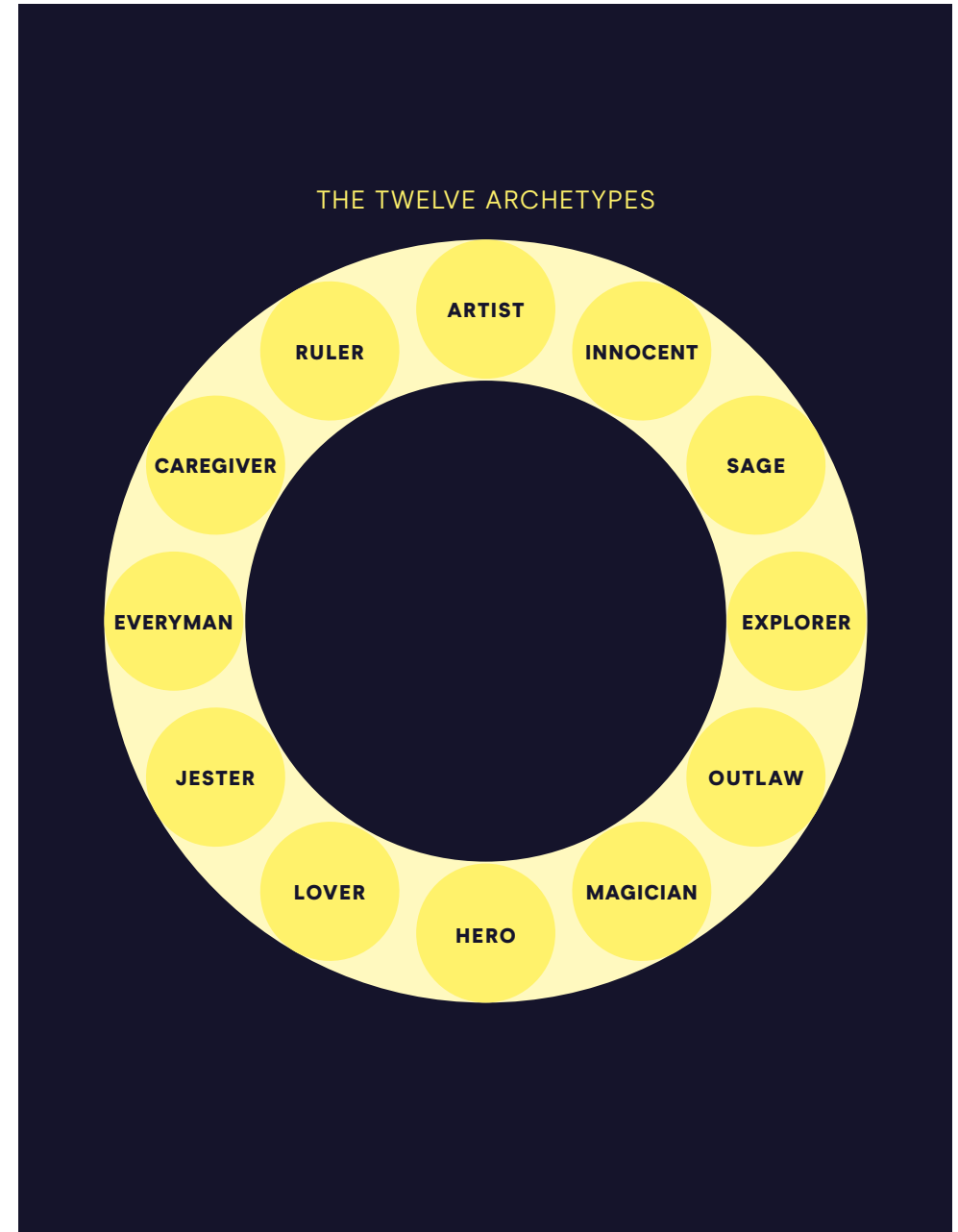
Identifying key areas for improvement

Act as a brand strategist. Evaluate the following brand positioning concepts [insert] for [Product X] and identify specific areas for improvement to enhance their effectiveness across key KPIs. Provide actionable recommendations for refinement.

1. **Analyse each positioning concept against the following KPIs**

   - **Credibility →** Does it feel believable and deliverable?
   - **Ownability →** Is it unique and strongly linked to [Product X]?
   - **Motivation →** Does it drive interest to prescribe?

2. **Provide clear, specific recommendations to improve each concept, ensuring it is:**

   - More aligned with audience needs and expectations
   - Stronger in differentiation and messaging clarity
   - More compelling in emotional and rational appeal

3. **Generate a structured evaluation table with:**

   - Positioning concept
   - Key weaknesses
   - Recommended improvements

Refining the language using behavioral science

Act as a behavioral scientist. Refine the language of each positioning concept [insert] to optimize its behavioral impact for [HCPs/patients]. Apply principles from behavioral economics, heuristics, and nudges to enhance clarity and persuasiveness.

1. **Evaluate each concept's language for behavioral impact and suggest refinements using behavioral science principles such as:**

   - Loss aversion → emphasize what the [HCP/patient] stands to lose if they don't act

   - Framing effects → present benefits in the most persuasive way

   - Default bias → make the preferred action feel like the natural choice

2. **Deliver a structured evaluation table including:**

   - Original concept
   - Behavioral weakness
   - Optimized version
   - Behavioral science principle applied

Evaluating brand positioning using the EAST framework

Act as a behavioral scientist. Evaluate the following brand positioning concepts [insert] for [Product X] using the EAST framework (Easy, Attractive, Social, Timely).

1. **Score each concept on a scale of 1-7 across the EAST criteria**
   shown in the visual [upload EAST visual], where 1=low and 7=high

2. **Provide an aggregate score for each concept**
   (average of all four EAST scores)

3. **Deliver qualitative feedback**
   Identify strengths and weaknesses in each concept

Output:

- A structured scorecard comparing concepts across the EAST attributes
- Actionable recommendations to improve positioning effectiveness

EASY — Is the concept simple to understand and adopt? (consider cognitive load, accessibility, and complexity)

ATTRACTIVE — Does the concept create a compelling, emotionally engaging narrative?

SOCIAL — Does it leverage social proof or norms to encourage action?

TIMELY — Is it introduced at the right moment to influence behavior and decision-making?

5

CRAFTING A BRAND NARRATIVE

Build a cohesive, compelling story

Creating a visual mood board for positioning concepts

Design a mood board for each positioning concept [insert] for [Product X], capturing its emotional essence, visual cues, colour palette, and tone of voice.

1. **Emotional essence →** what feeling should the positioning evoke? (e.g. empowerment, hope, confidence)

2. **Visual cues →** suggested imagery that represents the brand's essence

3. **Colour palette →** recommended colours that align with the brand's tone and positioning

4. **Tone of voice →** keywords or phrases that define the positioning's personality (e.g. bold, reassuring, empathetic)

Deliverable:

- A structured summary of the recommended visual and linguistic elements for each positioning concept
- Optional: AI-generated mood board visuals (if using an AI design tool)

NB: VISUAL REPRESENTATION OF DATA GENERATED BY AI MAY REQUIRE ADDITIONAL HUMAN EDITING

Crafting a compelling brand narrative

Create a compelling brand story for [Product X] in [specify condition] based on this positioning [insert]. Ensure the narrative is engaging, clear, and emotionally resonant for [HCPs/Patients].

1. **Context and challenge**

   - What market challenge or unmet need does [Product X] address?

2. **Brand promise and differentiation**

   - What unique value does [Product X] offer?
   - How does it stand out from competitors?
   - What scientific, emotional, or practical benefits does it deliver?

3. **Emotional connection and storytelling:**

   - Frame [Product X's] role in improving lives or changing the standard of care
   - Use compelling language to create a vision of the future with the brand in place

4. **Call to action:**

   - What is the desired belief shift or action for [HCPs/patients]?

Deliverable:

   - A refined, structured brand story that aligns with strategic positioning

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