

FREE TOOL

Brand Positioning Canvas

Find your lane in 15 minutes. Includes 2 completed expert examples.

A one-page canvas that forces you to map your brand against 3 competitors and find the position none of them owns. The same exercise we run with brands paying £395 for a custom blueprint.

Gymshark

How a £1B brand was positioned. Not by being better. By being more specific.

YOUR BRAND

Performance gym wear. For serious lifters aged 18 to 28 who want gear that fits, looks good, and signals they take training seriously.

COMPETITOR 01: NIKE

Everything for everyone. Mass market. Their strength is reach. Their weakness is they do not own any niche.

COMPETITOR 02: LULULEMON

Premium athleisure for yoga and lifestyle. Strength: brand prestige. Weakness: perceived as female-focused and too expensive for gym rats.

COMPETITOR 03: UNDER ARMOUR

Performance gear with sports heritage. Strength: technical credibility. Weakness: ageing brand, losing cultural relevance with Gen Z.

PRICING LANDSCAPE

Nike £30 to £80, Lululemon £60 to £120, Under Armour £25 to £70. Gymshark sits at £30 to £60. Mid-market sweet spot for the ICP.

THE GAP

None of them own the young, male, gym-obsessed community. Nike is too broad. Lululemon is too female and lifestyle. Under Armour is too old. The space for 'the brand that serious young lifters identify with' is wide open.

POSITIONING STATEMENT

"Gymshark is the gym brand built by lifters, for lifters. Unlike Nike, who makes everything for everyone, we exist for one person: the 20-year-old who lives in the gym and wants gear that proves it."

This is how a £1B brand was built. Not by being better than Nike. By being more specific than Nike. Specificity is leverage.

SKIMS

A \$4B brand built on a single product truth: inclusivity.

YOUR BRAND

Inclusive shapewear and basics. For every woman, every size, every skin tone.

COMPETITOR 01: SPANX

The original shapewear. Strength: category creator. Weakness: limited sizes, only 3 skin tones, dated brand feel.

COMPETITOR 02: VICTORIA'S SECRET

Aspirational lingerie. Strength: brand recognition. Weakness: alienated customers with narrow beauty standards, losing market share.

COMPETITOR 03: PRIMARK BASICS

Cheap basics. Strength: price. Weakness: no inclusivity, poor quality, zero brand identity.

PRICING LANDSCAPE

Spanx \$30 to \$90, Victoria's Secret \$20 to \$60, Primark £4 to £12. SKIMS at \$28 to \$68. Premium feel without alienating the mid-market.

THE GAP

Nobody owns 'shapewear that actually fits every body and matches every skin tone'. Spanx created the category but never evolved. Victoria's Secret alienated half their market. SKIMS can own inclusivity as a product truth, not just a marketing message.

POSITIONING STATEMENT

"SKIMS is shapewear designed for every body. XXS to 5X. 9 skin tones. Unlike Spanx, we do not make you choose between 3 options. Unlike Victoria's Secret, we do not tell you what beauty looks like. We fit you."

SKIMS did not invent shapewear. They invented inclusivity inside shapewear. Find what is true about your product and your market that nobody else can claim.

YOUR TURN

The Canvas

Fill in every box. The gap is where your brand lives.

YOUR BRAND

COMPETITOR 01

COMPETITOR 02

COMPETITOR 03

PRICING LANDSCAPE

THE GAP

POSITIONING STATEMENT

If you cannot fill in the GAP section, you do not have positioning yet. You are competing on the same features as everyone else.

The Growth Playbook (£27) walks you through the full positioning process. The Custom Growth Blueprint (£395) fills in this entire canvas for your brand with custom research.

GRWTH MODE

Two ways to take this further.

PLAYBOOK

The Creator Brand Growth Playbook

10 chapters. 30 hooks. 70 subject lines.
14 templates. The complete system.

£27

CUSTOM

Custom Growth Blueprint

Complete growth strategy built for your brand. ICP, positioning, content, funnels, emails, ads.

£395

GRWTHMODE.COM