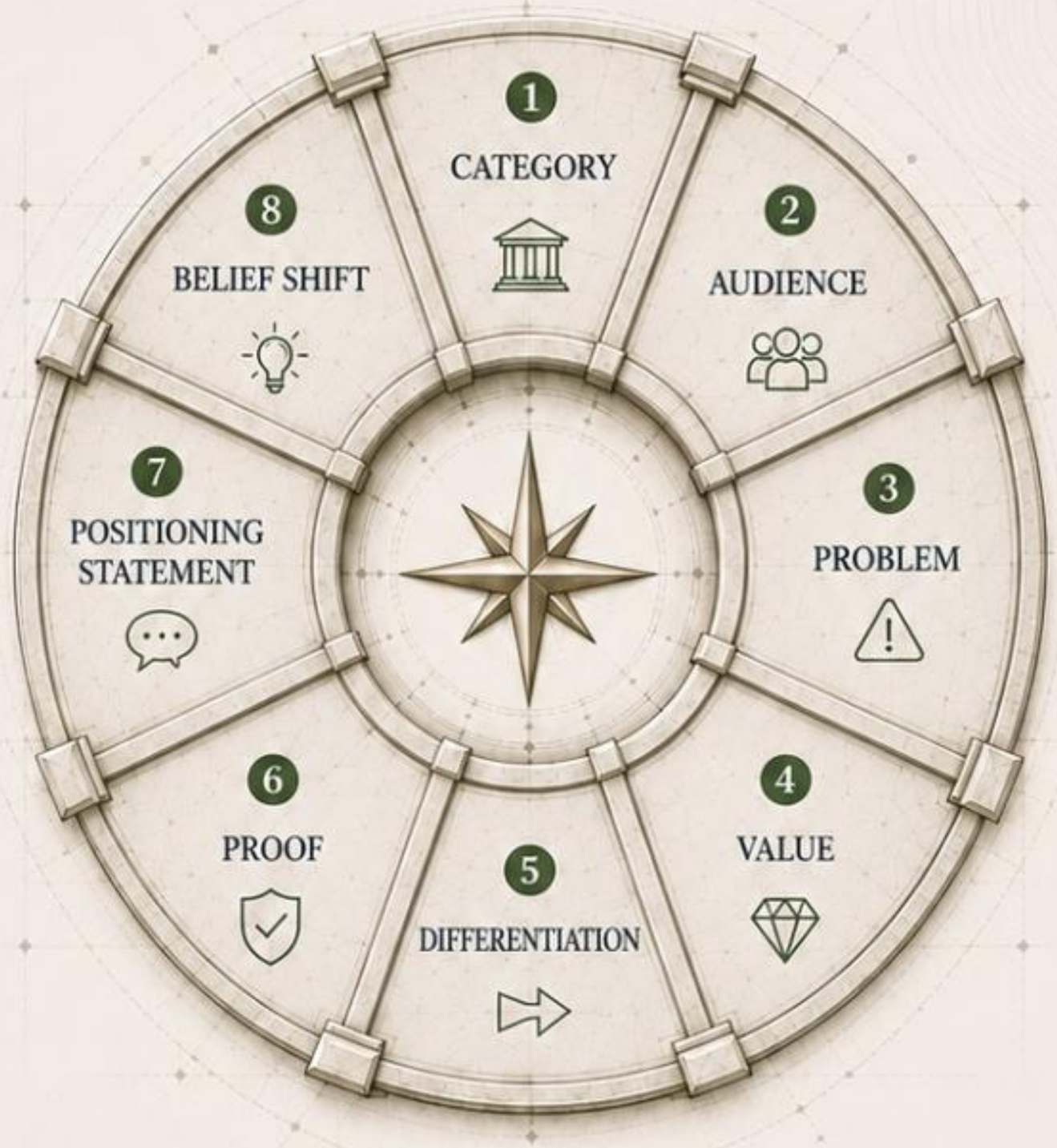
Stone Soup Strategy

Market Positioning Canvas

A PRACTICAL FRAMEWORK FOR DEFINING HOW THE MARKET SHOULD UNDERSTAND YOUR VALUE.

Positioning is more than a tagline—it's how the market makes meaning of your value. The Market Positioning Canvas helps you translate insight into a clear, differentiated position that drives preference, trust, and growth.

Use it as a strategic planning tool to align leadership, sharpen your message, and guide every go-to-market decision.



What It Clarifies

The core elements that shape how your market understands your offer and chooses you over alternatives.

Core Elements

Eight essential building blocks that work together to define a distinctive position and guide every message.

Why It Matters

Without positioning clarity, teams drift, messages confuse, and competitors own the narrative.

What It Enables

Stronger differentiation, sharper messaging, better decisions, and more confident go-to-market execution.

Best Used When

You're refining your strategy, launching something new, repositioning an offer, or aligning your team around the story the market needs to hear.