

Welcome

Before we get started

1. Today's webinar is scheduled to last **1 hour including Q&A**
2. Click the CC button for **Closed Captions**
3. **BSL interpretation** is available
4. This webinar **is being recorded** and will be available on the website alongside additional resources within 7 days
5. Say **hello** in the chat (select "Everyone" from the dropdown) and ask questions using the **Q+A button**. You can also use the reaction buttons! 🤔 🎉 😊

Strategic positioning: The art of getting noticed by the people who matter.

Ollie Couling

11 September 2025



**Digital Culture
Network**



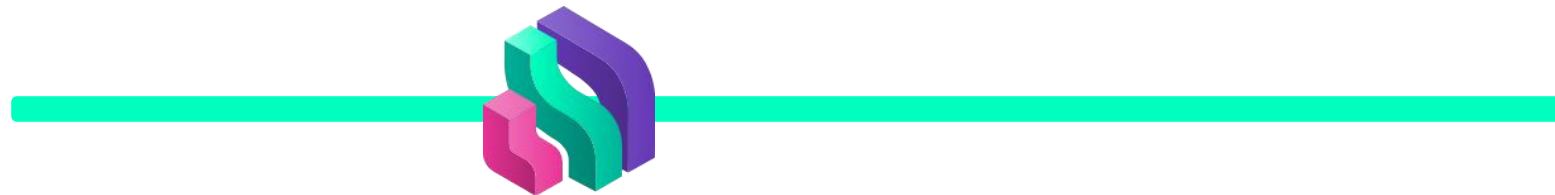
Agenda for today's session.

1. What is market positioning



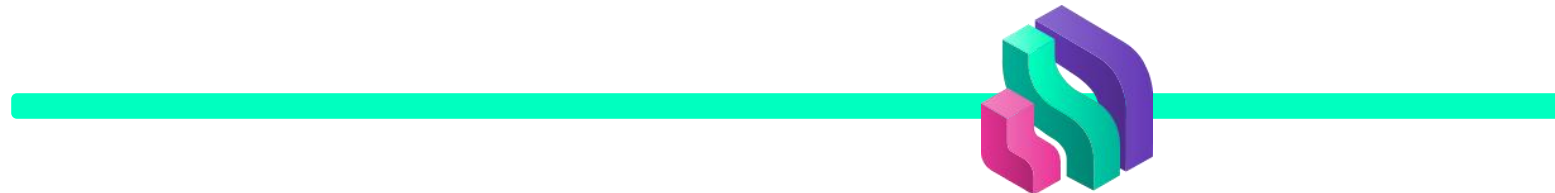
Agenda for today's session.

1. What is market positioning
2. How to find and articulate your winning position?



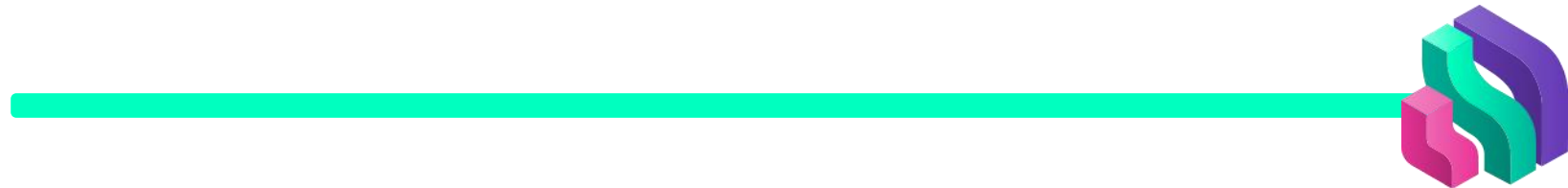
Agenda for today's session.

1. What is market positioning
2. How to find and articulate your winning position?
3. Positioning case studies from across the sector.



Agenda for today's session.

1. What is market positioning
2. How to find and articulate your winning position?
3. Positioning case studies from across the sector.
4. Q&A – with our guests



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Social Media

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Websites

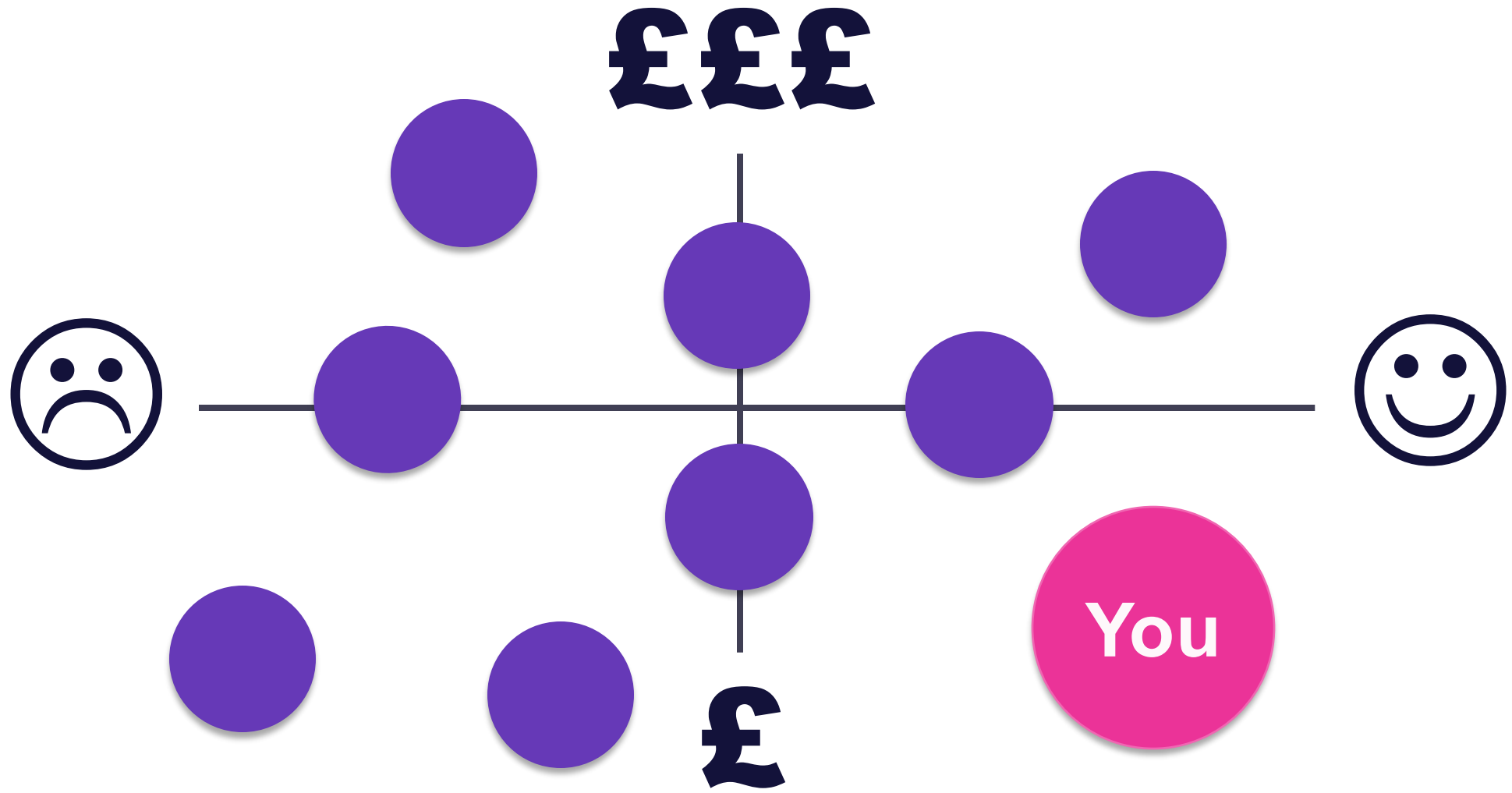


What is market positioning?

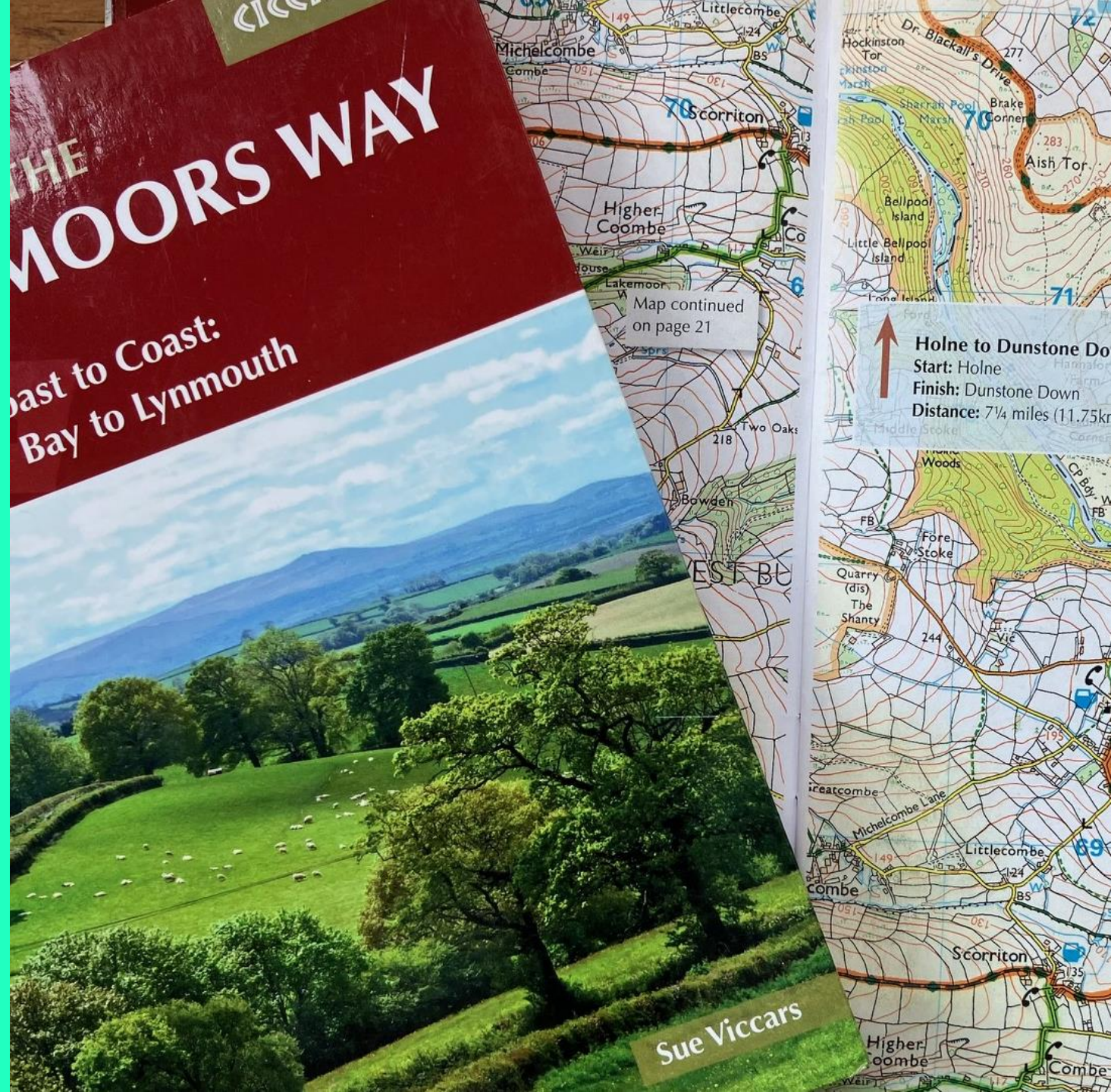


What is a market position?

1. The world you are choosing to play in
2. Your advantage in this world
3. The people you are looking to connect with
4. How you will serve these people better



Unique





Valuable

Targeted





Clear



What makes a strong position?

Your position is **clear**

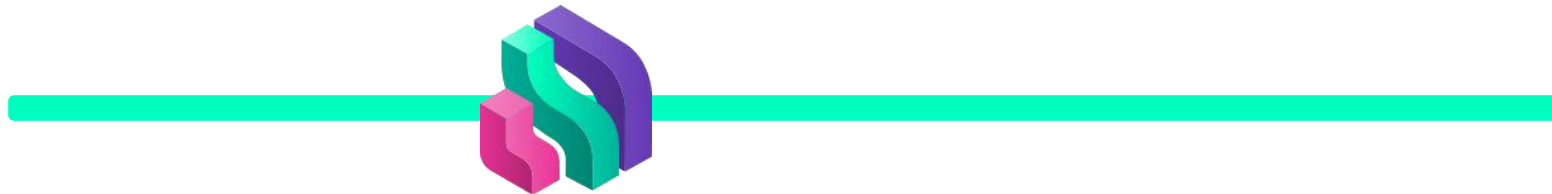
Your position is **valuable**

Your position is **unique**

Reflection

National... Tradition... Oldness
Scarcity... Innovation... Status
Trendy... Radical... Availability
Specificity... Location... Access
Technical... Timely... Newness
Sentiment... Reliability... Local

How to find your winning position?



Make a promise.
Keep the promise!

The formula.

For [your target market] **whose** [target market need is], [your name] **provides** [main benefit that differentiates you], **because** [reason why target audience should believe your point of difference].

The STP framework.

S

Segment

T

Target

P

Position

A wide-angle shot of a theater audience from the back, looking towards a stage. The audience is seated in rows of red seats. The stage is lit with purple and blue lights. A large screen on the right side of the stage displays a woman in a black dress. The ceiling is dark with several long, thin light fixtures. The overall atmosphere is modern and vibrant.

Gulbenkian Arts Centre

Segment.

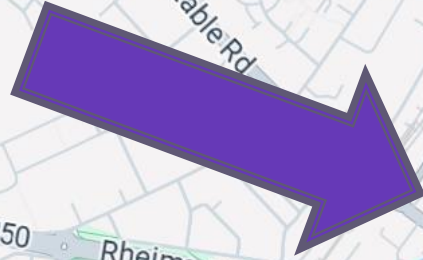
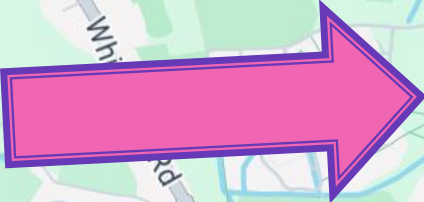
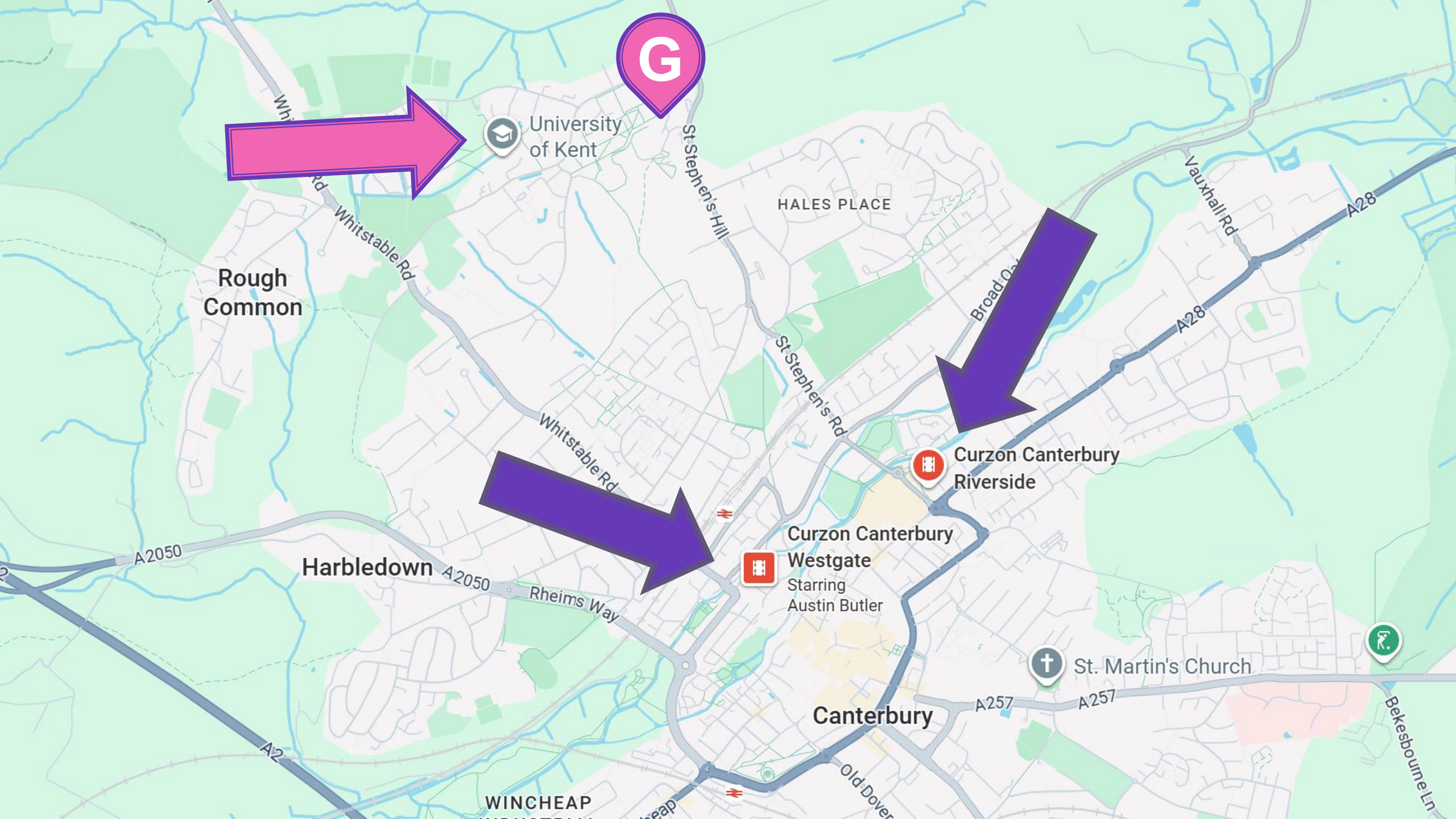
1. Here is the world we are choosing to play in

Segment.

1. Here is the world we are choosing to play in
2. Here is how we will find an **advantage**

Target.

1. Here is the world we are choosing to play in
2. Here is how we will find an advantage
3. These are the **people** we are looking to connect with



University of Kent



Curzon Canterbury Riverside



Curzon Canterbury Westgate
Starring Austin Butler



St. Martin's Church

Rough Common

Harbledown

Canterbury

WINCHEAP

G

HALES PLACE

A2050

A2050

Whitstable Rd

Rheims Way

St Stephen's Hill

St Stephen's Rd

Broad Oak

Vauxhall Rd

A28

A28

A2

A257

A257

Bekebourne Ln

Old Dover

Position.

1. Here is the world we are choosing to play in
2. Here is how we will find an advantage
3. These are the people we are looking to connect with
4. This is how we will serve our audiences better

Position.

1. Here is the world we are choosing to play in
2. Here is how we will find an advantage
3. These are the people we are looking to connect with
4. This is how we will serve our audiences better
5. These are the results that validate our position

A guiding policy.

1. Here is the world we are choosing to play in
2. Here is how we will find an advantage
3. These are the people we are looking to connect with
4. This is how we will serve our audiences better
5. These are the results that validate our position

GoldenKlan



Gulbenkian's promise...

For students in Canterbury **who's** need is a fun and affordable night out, the Gulbenkian Cinema **provides** a diverse program of films and free taster events, **because** it's a convenient option for a group of friends to go to on a weeknight.

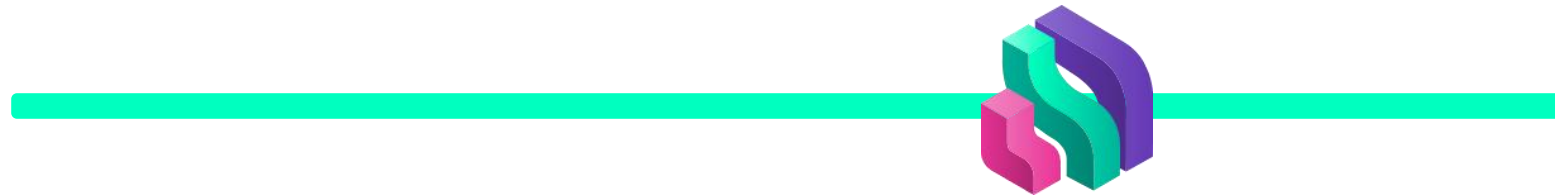
What makes a strong position?

Your position is **clear**

Your position is **valuable**

Your position is **unique**

Positioning case studies.





Zosia Poulter
Substrakt



Joe Vaughan
The MERL



Debbie Spence
MHM

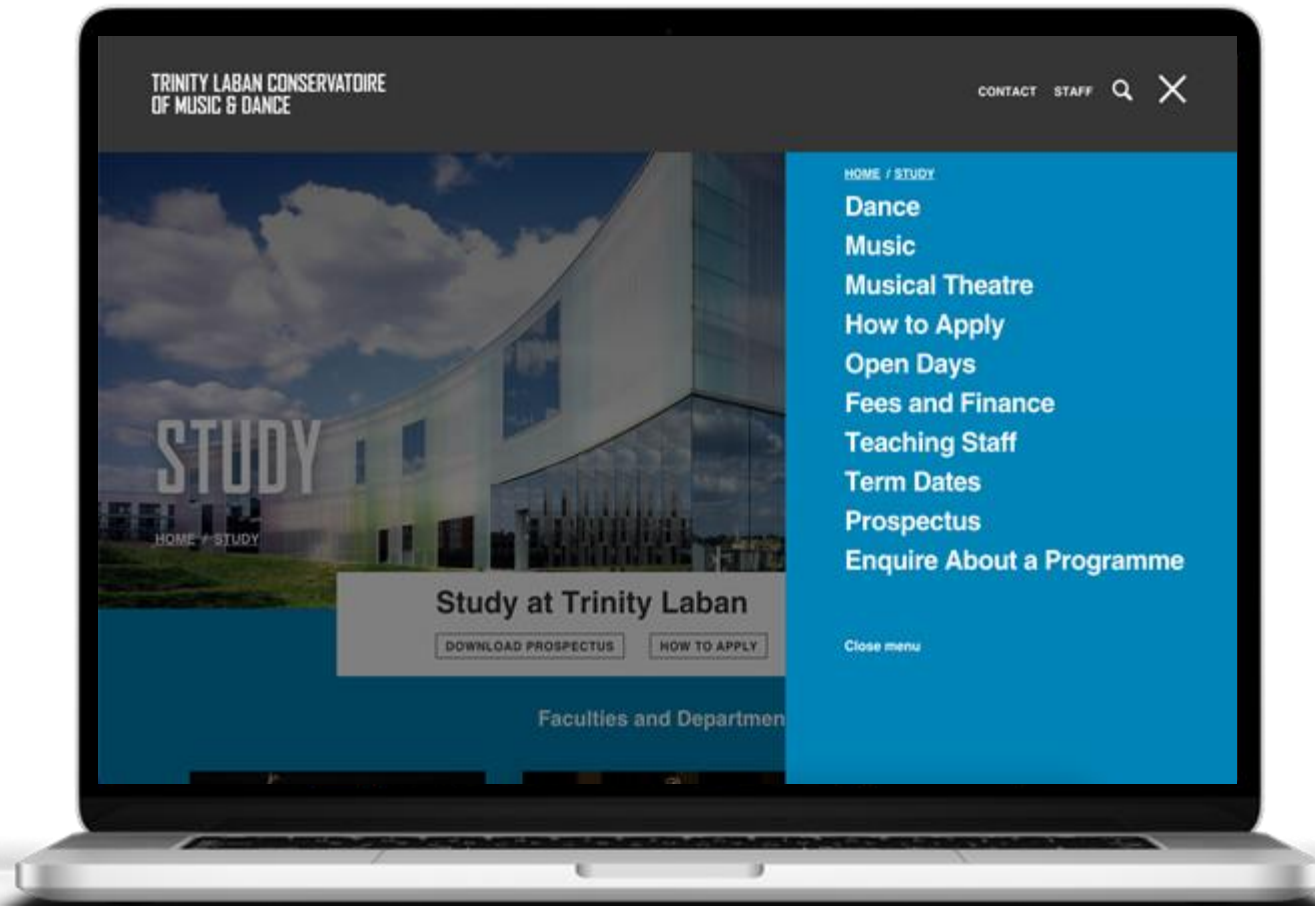
TRINITY
LABAN

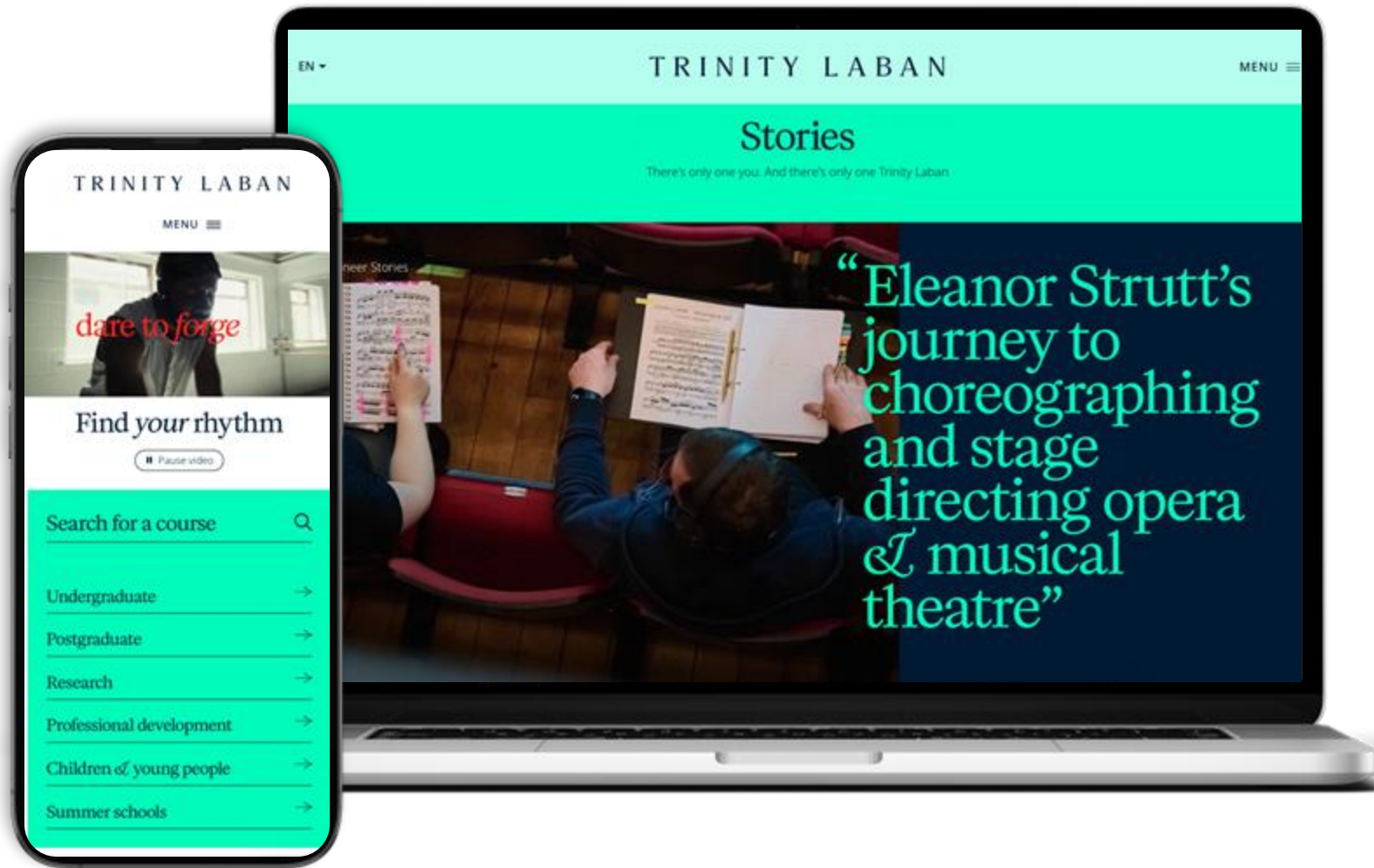




Zosia Poulter
Content strategist

šubstrakt





M

THE MUSEUM
OF ENGLISH
RURAL LIFE



AUTUMN

Autumn is the season of preparation. Fields will have
been sown, harvest will have been reaped, cut and
drugged ready for the next year. The reaping has
been finished, the grain and straw will have been
cut and ready for use.

Young animals are born in autumn and will
be ready to be taken care of in the next year.
Autumn is the season of the year when the
weather is most pleasant, and the soil is most
fertile.

INTERNATIONAL
HARVESTER
CORP.

Laconia

Berkshire
Pumpernickel

SUTTON'S *are here!*
WORLD FAMOUS SEEDS
IN ORIGINAL PACKETS IMPORTED DIRECT FROM
SUTTON & SONS LTD. READING, ENGLAND



Joe Vaughan

Marketing Manager





The Museum of English Rural Life 

@TheMERL



look at this absolute unit.



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ABSOLUTE UNITS



A PODCAST FROM
THE MUSEUM OF
ENGLISH RURAL LIFE



Supported using public funding by
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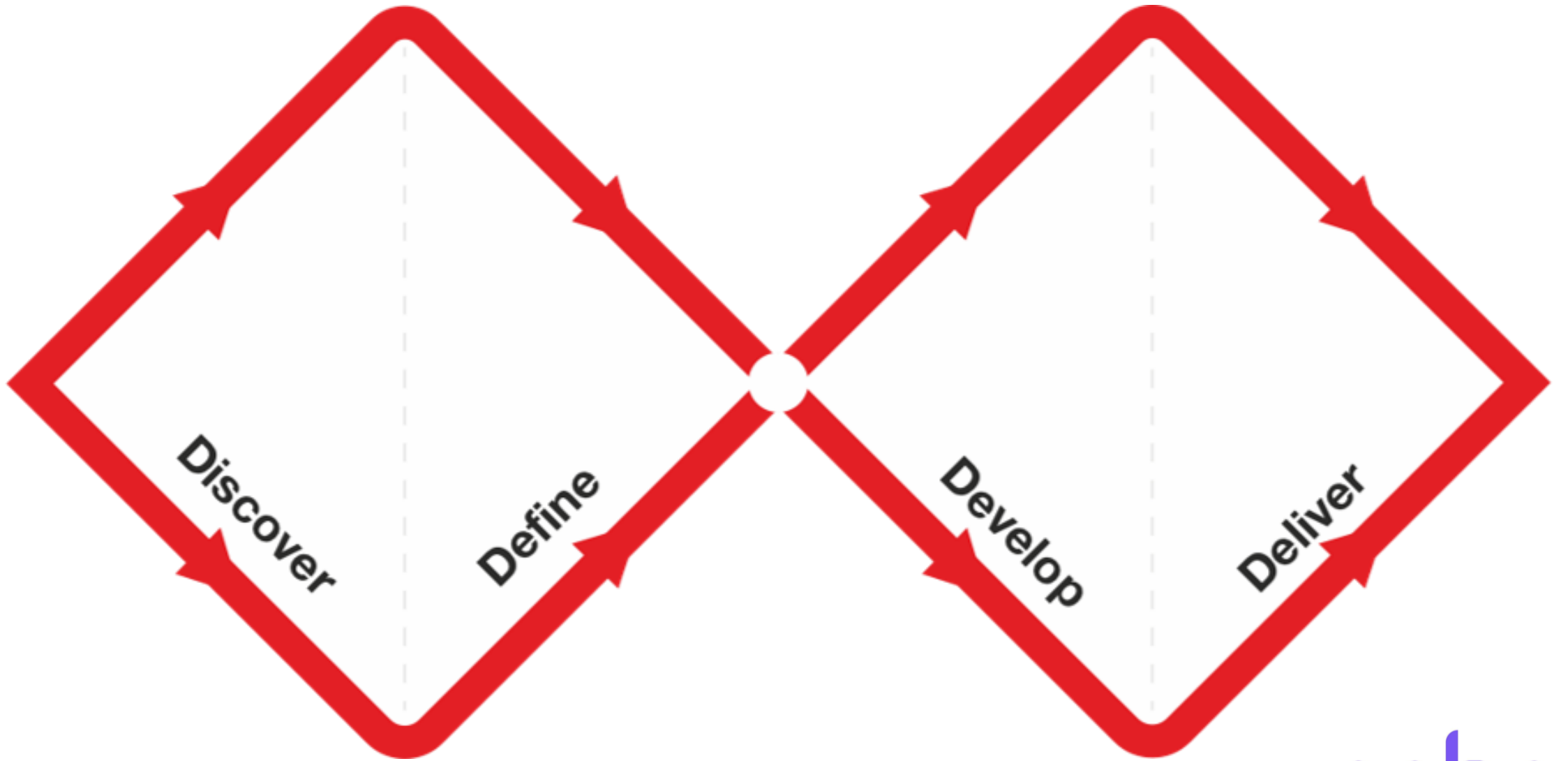






Debbie Spence
Director



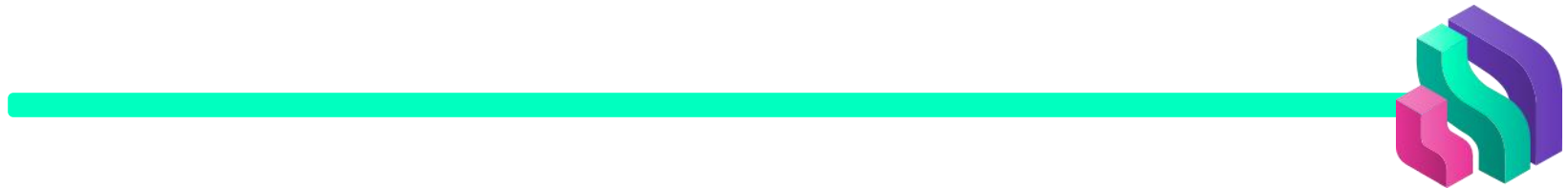




Play together
Be unstoppable.

Get involved

Q&A





Zosia Poulter
Substrakt



Joe Vaughan
The MERL



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MHM

digitalculturenetwork.org.uk

Upcoming webinars



28/10/25 · Online

Designing your own survey: research basics and top questions

This practical webinar for creative and cultural organisations will walk you through some survey design basics and the most useful and effective survey questions to ask.

Get in Touch



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digitalculturenetwork.org.uk



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Digital Culture Network