

Brand Repositioning Strategy

Date: [Insert Date]

To: [Recipient's Name]
[Recipient's Position]
[Company Name]
[Company Address]

Dear [Recipient's Name],

As we continue to navigate the dynamic market landscape, it has become imperative for [Your Company Name] to revisit and potentially reposition our brand strategy. This letter outlines our proposed approach for our brand repositioning strategy, with a focus on competitive analysis.

1. Objective

The primary goal of this repositioning is to enhance our competitive edge by aligning our brand identity with the evolving needs and preferences of our target audience.

2. Competitive Analysis

We have conducted an in-depth analysis of our key competitors:

- **Competitor A:** [Key insights]
- **Competitor B:** [Key insights]
- **Competitor C:** [Key insights]

3. Proposed Brand Positioning

Based on our findings, we propose the following brand positioning strategy:

1. [Positioning Statement 1]
2. [Positioning Statement 2]
3. [Positioning Statement 3]

4. Next Steps

Our next steps will include gathering feedback from key stakeholders, refining our positioning based on input, and developing an implementation timeline.

Thank you for considering our brand repositioning strategy. I look forward to your thoughts and feedback.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]