

45 Proven Frames To Differentiate Your Brand

“What can make our brand different?”

If you’ve ever asked yourself this question, you’re in the right place.

This document will give you 45 answers.

Don’t let the page count scare you, it takes around 6 minutes to go through everything.

We use these frames to generate ideas after the positioning stage in our profit-led branding workshops.

I hope you’ll find it useful.

Ozan

Founder - Frontera



Three points on how to use this list:

- **Choose one or a combination of a few:** Use one differentiating frame from this list or combine a few (e.g. Domino's Pizza's speed/guarantee or Patagonia's values/quality/sustainability). But **never more than three**. It's impossible to be known for too many things.
- **Mean it:** When you choose a frame to differentiate on, customers need to **feel** that you mean it. So you have to shape everything else around it and also accept the weaknesses it brings (e.g. sustainability = costly production).
- **Context matters:** Obviously, choosing the right frame requires knowledge about the business and the market. So the context matters. We use this list with our clients only after:
 - An analysis of what competition already offers well
 - Identifying the real progress customers are trying to make and their unmet needs
 - Mapping out the strengths (and weaknesses) of the business
 - Choosing the target customer segment that brings the highest probability of success
 - Defining the market category the business should compete in

With these notes, here's the list of frames:

1. Leadership

- **Business Types:** All
- **Description:** Setting industry standards and guiding the market's direction, standing out in customers' minds as a leader and trendsetter.
- **Example:** Salesforce using the leadership position in the CRM market.

2. Size

- **Business Types:** All
- **Description:** Highlighting advantages related to your company's scale or physical size, showing how it benefits customers through efficiency, extensive offerings, or prominent presence.
- **Example:** Smart creating microcars for cities, Facebook being the largest social media platform.



A cute (and distinct) Smart car in Europe

3. Quality

- **Business Types:** All
- **Description:** Offering superior craftsmanship or delivering exceptional service, ensuring customers associate your brand with high standards.
- **Example:** Lexus' extreme focus on quality.

4. Preference

- **Business Types:** All
- **Description:** Catering to specific tastes or requirements, ensuring your offerings meet the unique needs and preferences of your target audience.
- **Example:** Oatly offering dairy-free milk alternatives made from oats.

5. Specialty

- **Business Types:** All
- **Description:** Focusing on a specific target audience, providing specialized products or services that cater to a particular niche.
- **Example:** Pioneer creating equipment for DJs.

6. Design

- **Business Types:** All, especially consumer products and architecture
- **Description:** Providing distinctive aesthetic or functional design that stands out and adds value, making products more attractive and user-friendly.
- **Example:** Dyson changing the vacuum cleaners with a unique design.



Dyson's unique vacuum cleaner design without bags

7. Innovation

- **Business Types:** All, especially tech and R&D-intensive industries
- **Description:** Pioneering new technologies or innovative approaches, positioning your business as forward-thinking and at the cutting edge of your industry.
- **Example:** NVIDIA's position in graphics cards and AI chips.

8. Network

- **Business Types:** B2B services, social platforms, telecommunications, logistics
- **Description:** Offering extensive connections or coverage, providing customers with a broad, reliable network that enhances their experience and reach.
- **Example:** LinkedIn for professional networking, PwC having branches all around the world.

9. Content

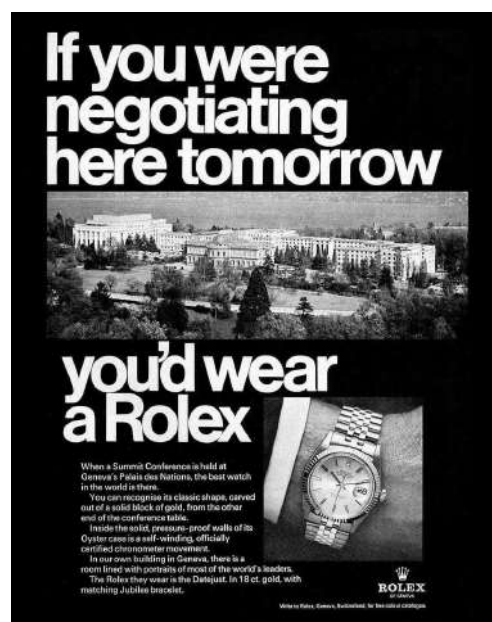
- **Business Types:** Media, entertainment, education, digital marketing
- **Description:** Creating unique or high-quality information or entertainment, making your brand a go-to source for valuable and engaging content.
- **Example:** Disney's content library thanks to its copyrights.

10. Feel

- **Business Types:** Hospitality, retail, consumer products
- **Description:** Evoking specific emotions or sensations through your product or environment, creating a memorable and enjoyable customer experience.
- **Example:** Starbucks creating a "third place" atmosphere between home and work, Coca-Cola giving customers happiness.

11. Identity

- **Business Types:** B2C products, B2C services
- **Description:** Providing a sense of identity to customers, allowing them to express themselves and align with a brand that reflects their values and aspirations.
- **Example:** Rolex positioning itself as an emotional symbol for “winners.”



12. Reliability

- **Business Types:** All
- **Description:** Delivering consistent performance and dependability, making customers trust and depend on your brand for their needs.
- **Example:** FedEx focusing on reliability in package delivery.

13. Price

- **Business Types:** All
- **Description:** Offering competitive pricing, ensuring customers see value in your products or services without compromising on quality.
- **Example:** Southwest Airlines for low-cost air travel.

14. Guarantee

- **Business Types:** All
- **Description:** Offering strong assurances or warranties, giving customers confidence in the quality and reliability of your products or services.
- **Example:** Domino's Pizza's guarantee of "30 mins delivery or free."



A pizza brand differentiating itself not by taste, smell, or ingredients but guarantee.

15. Security

- **Business Types:** All
- **Description:** Protecting assets, data, or physical safety, ensuring customers feel secure and trust your brand with their information or well-being.
- **Example:** Signal messaging app's commitment to security and privacy.

16. Social Proof

- **Business Types:** All
- **Description:** Leveraging testimonials, reviews, or usage statistics to build trust and credibility with potential customers.
- **Example:** Nike becoming the market leader by becoming the choice of the top athletes.

17. Customization

- **Business Types:** All
- **Description:** Tailoring products or services to individual needs.
- **Example:** Dell allowing customers to build computers based on their needs.

18. Values

- **Business Types:** All
- **Description:** Aligning with specific principles and attracting customers who share those values.
- **Example:** TOMS' core value about giving back to society.



The campaign that put TOMS on the map as a new brand

19. Ingredients

- **Business Types:** Food and beverage, cosmetics, pharmaceuticals
- **Description:** Using unique or high-quality components to set your brand apart.
- **Example:** Whole Foods Market emphasizing organic and natural ingredients.

20. Quantity

- **Business Types:** Retail, wholesale, subscription services, manufacturing
- **Description:** Providing abundance or exclusive amounts of products, making customers feel they have access to a wide range of special offerings.
- **Example:** Alibaba offering a wide range of products in extensive quantity.

21. Packaging

- **Business Types:** Consumer products, food and beverage
- **Description:** Providing distinctive or eco-friendly packaging, enhancing the product's appeal, and reflecting environmental consciousness.
- **Example:** Method using distinct cosmetic-like packaging for cleaning products.



Yes, these are detergents and cleaning products

22. Luxury

- **Business Types:** High-end consumer goods and services
- **Description:** Emphasizing premium quality and exclusivity, making your brand synonymous with high status and refined taste.
- **Example:** Louis Vuitton in fashion and leather goods.

23. Speed

- **Business Types:** B2B services, B2C services, logistics, technology, fast food
- **Description:** Offering rapid delivery or processing times, meeting customer demands for quick and efficient service.
- **Example:** Amazon Prime for fast shipping.

24. Being the latest

- **Business Types:** Technology, fashion, media, consumer products
- **Description:** Offering the most current products or information, ensuring your brand is always seen as up-to-date and relevant.
- **Example:** Fast fashion retailer Zara for trendy clothing.

25. Hotness

- **Business Types:** Entertainment, hospitality, consumer products, fashion
- **Description:** Creating buzz and desirability, making your products highly sought after and trendy.
- **Example:** Supreme's limited-edition product drops in streetwear.

26. Color

- **Business Types:** Consumer products, design services, fashion
- **Description:** Using distinctive colors in your products or branding, making your brand instantly recognizable and memorable.
- **Example:** Tiffany & Co. with their robin egg blue.



Tiffany's iconic color

27. Smell

- **Business Types:** Retail, food and beverage, hospitality, fragrances
- **Description:** Providing distinctive or pleasant scents, creating a memorable and attractive sensory experience for customers.
- **Example:** Abercrombie & Fitch stores becoming known for their signature scent.

28. Taste

- **Business Types:** Food and beverage, restaurants
- **Description:** Offering unique or superior flavors, ensuring your products are delicious and stand out in a competitive market.
- **Example:** Coca-Cola's secret formula for their distinctive taste.

29. Human touch

- **Business Types:** B2C services, B2B services
- **Description:** Offering personal, non-automated interactions or craftsmanship, making customers feel valued and personally attended to.
- **Example:** The Ritz-Carlton's exceptional customer service.

30. Onboarding

- **Business Types:** B2B services, B2B products, B2C services, B2C products
- **Description:** Providing a smooth integration process for new customers or users, ensuring they can easily start using your product or service.
- **Example:** Slack's user-friendly onboarding process for team communication.

31. Heritage

- **Business Types:** Luxury goods, family-owned businesses, consumer products
- **Description:** Emphasizing your brand's history and tradition, building trust and a sense of legacy among customers.
- **Example:** Patek Philippe using its almost 200 years of tradition in watchmaking.



“You never actually own a Patek Philippe. You merely look after it for the next generation.”

32. Experience

- **Business Types:** Hospitality, retail, entertainment
- **Description:** Creating memorable, immersive customer interactions, ensuring your brand provides more than just a product or service.
- **Example:** Disney theme parks offering unique, immersive experiences.

33. Expertise

- **Business Types:** B2B services, specialized products
- **Description:** Demonstrating deep knowledge and skill in a specific field, establishing your brand as an authority and trusted advisor.
- **Example:** McKinsey's expertise in management consulting.

34. Support

- **Business Types:** Technology, B2B services, consumer electronics
- **Description:** Offering exceptional customer service and assistance, ensuring customers feel supported and valued at every stage.
- **Example:** Amazon's focus on outstanding customer support.

35. Safety

- **Business Types:** Automotive, healthcare, cybersecurity
- **Description:** Prioritizing protection and risk mitigation, ensuring customers feel secure and protected when using your products or services.
- **Example:** Volvo becoming known for putting safety before everything else.



36. Integration

- **Business Types:** B2B software, smart home products, enterprise solutions, fintech
- **Description:** Providing seamless connection with other systems or products, enhancing functionality and user experience.
- **Example:** Nest's integrations with phones and other gadgets.

37. Humor

- **Business Types:** All
- **Description:** Using wit and comedy in branding or communication, making your brand more relatable and engaging for customers.
- **Example:** Dollar Shave Club's humorous marketing approach.



38. Sustainability

- **Business Types:** All
- **Description:** Emphasizing environmental responsibility and long-term viability, attracting eco-conscious customers.
- **Example:** Patagonia's commitment to sustainable practices and materials.

39. Transparency

- **Business Types:** Food industry, finance, manufacturing
- **Description:** Offering open communication about processes, ingredients, or pricing, building trust through honesty.
- **Example:** Lush using transparency in its ingredient sourcing and production processes and even having products without packaging.

40. Personalization

- **Business Types:** B2C products, B2C services
- **Description:** Tailoring experiences or products to individual preferences, creating a more relevant and engaging customer experience.
- **Example:** Netflix's personalized content recommendations.

41. Accessibility

- **Business Types:** Technology, education, healthcare
- **Description:** Making products or services usable for people with diverse abilities, ensuring inclusivity and broader market reach.
- **Example:** Microsoft differentiating Edge browser with accessibility features

42. Authenticity

- **Business Types:** Lifestyle brands, social media, artisanal products
- **Description:** Maintaining a genuine, unfiltered approach to business and communication, building trust and connection with customers.
- **Example:** Innocent Drinks differentiating itself with an authentic brand voice.



43. Community

- **Business Types:** Social platforms, lifestyle brands, local businesses, non-profits
- **Description:** Fostering connections among customers or users, creating a sense of belonging and loyalty around your brand.
- **Example:** Peloton's community-focused fitness platform.

44. Simplicity

- **Business Types:** Technology, finance, consumer products
- **Description:** Offering streamlined, easy-to-use products or services, making customers' lives easier and more convenient.
- **Example:** Apple's intuitive user interfaces across devices.

45. Versatility

- **Business Types:** Consumer products, software, home goods
- **Description:** Providing multiple uses or adaptability to different situations, offering customers greater flexibility and value.
- **Example:** GoPro making waterproof and shockproof cameras that can be mounted on helmets, bikes, and drones.

Unique positioning
+
Bold brand
=
Thriving business

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business?

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