**Instruction**

**Part I – Use the format below to write 2 compelling Positioning statements for the brands (Sephora & Ulta Beauty)**

**Format:**

**For Target Audience that need (address the need/want), Product/Brand is category frame of reference that address the key benefits, because Reasons to Believe those Key Benefits**

**Example:**



**Part II (above 500 words) – Rational & Analysis: This part is to analyze how each positioning statement above build the brand equity. Statement are supported by relevant and thorough research and facts, not personal opinion.**

**One paragraph for each bullet point below.**

* How do their target audiences differ? How is this difference reflected in the positioning statements in part I?
* What is the emotional appeal of each Positioning Statement and how do they differ from each other? How are they similar?
* How do the "reasons to believe" reflect the needs of each target audience?

**Additional requirement:**

* Brief intro and Conclusion
* Remember to include a list of your research sources, using the **APA Citation Style.**