



Example MMS FCCP Project in Brand Positioning

Client: Technology Provider
Project: Brand Positioning in Manufacturing

This project for a global technology provider focused on brand positioning for AI-enabled manufacturing solutions to increase awareness and preference among target buyers

Background

- Client: A global technology provider with enterprise cloud and AI platforms
- Crowded market with overlapping claims; buyers seek proof of business outcomes and differentiation
- Need to translate technical capabilities into clear value for manufacturing decision-makers

Project Objective

- The objective of this project was to **develop a differentiated brand positioning to drive awareness, consideration, and qualified pipeline**

Key Deliverable

The students produced a final report for the client that included:

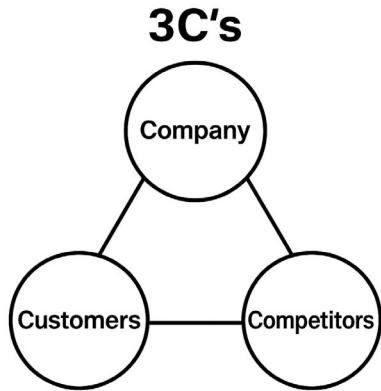
- **Positioning statement** and messaging house (value pillars, proof points, reasons-to-believe)
- **Audience assets**: buyer personas, journey touchpoints, content pillars
- **Phased implementation plan** with milestones, owners, and KPIs



Fuqua MMS Students at work on project

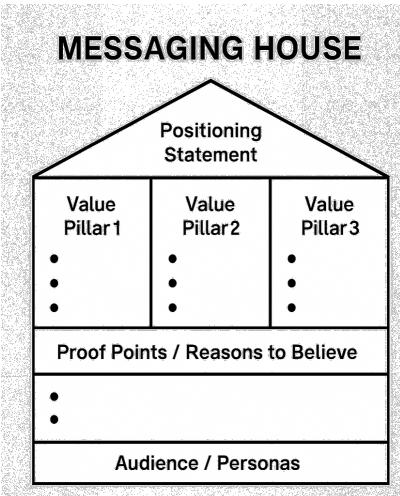
Students used several frameworks in their analysis, including: 3C's analysis, perceptual mapping, a messaging house, and a phased implementation plan

Examples of frameworks and approaches used



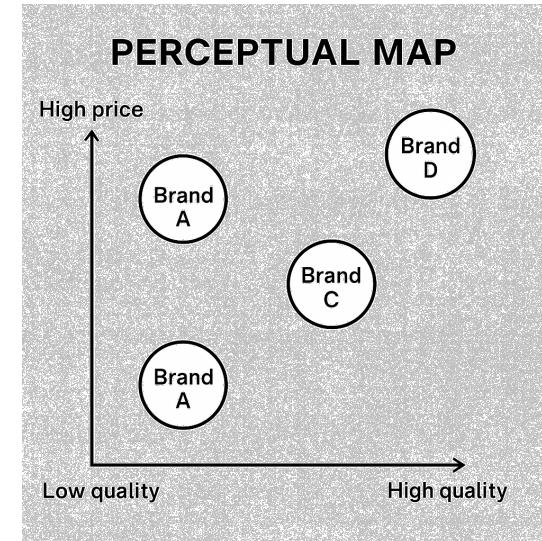
3C's Analysis (Company, Customer, Competition)

- Clarified core strengths and credible proof points.
- Mapped buyer needs and decision criteria for manufacturing personas.
- Benchmarked competitive narratives to find differentiation.



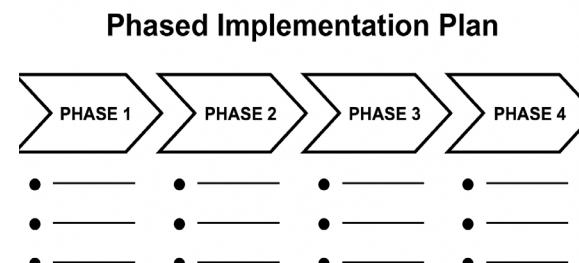
Messaging House

- Authored a concise positioning statement for AI in Manufacturing.
- Defined 2–3 value pillars linked to quantified outcomes.
- Captured reasons-to-believe (case studies, benchmarks, architecture).



Perceptual Mapping

- Placed client and competitors on outcome-oriented axes.
- Identified messaging white space and target position for brand.
- Informed claims, value pillars, and proof priorities.



Phased Implementation Plan

- Phase 1 (0–6 mo): finalize messaging, launch pilot content.
- Phase 2 (6–12 mo): scale campaigns, expand case studies.
- Phase 3 (12–24 mo): extend and sustain.

5 weeks is dedicated to project clarification and student manager planning in October-Nov before MMS students complete project analysis over 5 weeks in Jan-Feb

Activity	2025												2026							Responsible	Assisting	
	Oct	Nov				Dec				Jan				Feb								
	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23				
Contract Finalization	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Client	FCCP Office		
Project Refinement	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Student Manager (EM)	Client		
Project Planning	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Student Manager (EM)	Client		
Winter Break	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23				
Project Execution	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	MMS Student Teams	Student Manager (EM)		

Timeline details:

- Contract Finalization:** Oct 27 - Nov 03
- Project Refinement:** Oct 27 - Nov 17. Includes "Client / EM meetings" on Nov 03 and Nov 17.
- Project Planning:** Nov 01 - Nov 15. Includes "Client / EM meetings" on Nov 08 and Nov 15.
- Winter Break:** Nov 22 - Dec 29
- Project Execution:** Jan 05 - Feb 23. Includes "Client / MMS meetings" on Jan 05, Jan 12, Jan 19, and Jan 26, and "Final Presentation (90 min)" on Feb 23.