



## ***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:

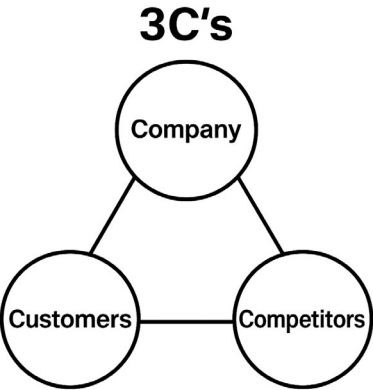
- **Positioning statement** and messaging house (value pillars, proof points, reasons-to-believe)
- **Audience assets:** buyer personas, journey touchpoints, content pillars
- **Phased implementation plan** with milestones, owners, and KPIs



*Fuqua MMS Students at work on project*

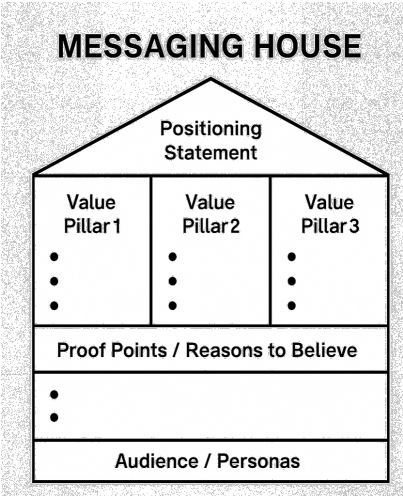
# Students used several frameworks in their analysis, including: 3C's analysis, perceptual mapping, a messaging house, and a phased implementation plan

Examples of frameworks and approaches used



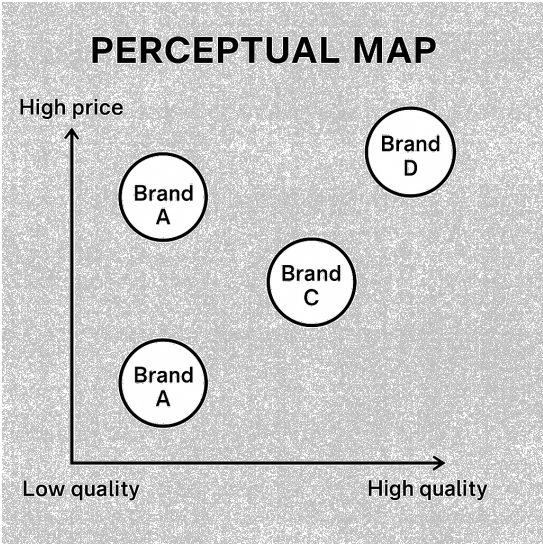
### 3C's Analysis (Company, Customer, Competition)

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



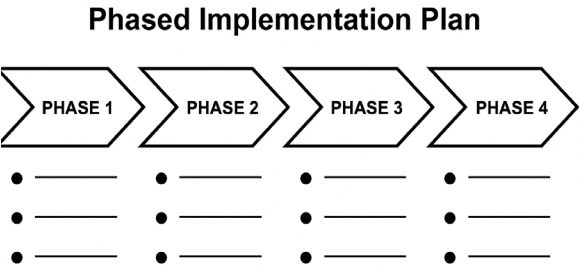
### Messaging House

- 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		← = = =																		Client	FCCP Office	
Project Refinement		← = = =	<div><div></div><div>Client / EM meetings</div></div>																	Student Manager (EM)	Client	
Project Planning				<div><div></div><div>Client / EM meetings</div></div>																Student Manager (EM)	Client	
Winter Break								<div><div></div></div>														
Project Execution												<div><div></div><div>Client / MMS meetings</div></div>					<div><div></div><div>Final Presentation (90 min)</div></div>				MMS Student Teams	Student Manager (EM)