

Marketing & Advertising / Brand Positioning

# Map

Plot your brand and competitors on a 2×2 grid to find white space opportunities — with rationale, repositioning recommendations, and competitive response predictions.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Analysis, Market Positioning, White Space

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Why This Prompt Exists

Most competitive analysis fails because it's a laundry list, not a map.

You get:

- “Competitor A has better pricing, Competitor B has better features” (no synthesis)
- no visual representation of the market landscape
- no identification of white space (where no one is playing)
- no strategic recommendation (stay, shift, or pivot)
- no prediction of how competitors will react

But competitive positioning is not about listing features.

It is about finding a gap.

- A 2×2 grid simplifies complex markets
- White space is where you can win without fighting
- Repositioning is sometimes better than fighting harder
- Competitors will react — predict it to prepare

Without a map, you compete where everyone else is.

This framework forces AI to find where you can win.

The Prompt

Assume the role of a competitive strategist who maps brands on 2x2 grids.

Your task is to generate a competitive positioning map.

Generate:

1. 2X2 GRID AXES

- X-axis (e.g., Price: Low → High)
- Y-axis (e.g., Quality: Low → High)

2. EACH BRAND PLOTTED

- Your brand
- 3-5 competitors
- Rationale for each placement (1 sentence)

3. WHITE SPACE OPPORTUNITY

- Where no brand sits but customers want
- Description of the opportunity

4. REPOSITIONING RECOMMENDATION

- Stay (you're in the right spot)
- Shift (move toward white space)
- Pivot (change the axes entirely)

## 5. COMPETITIVE RESPONSE PREDICTION

- How each competitor might react

### INPUTS:

Your Brand Name:

[INSERT]

Main Competitors (3-5):

[LIST]

Two Axes That Matter to Customers:

[E.G., "Price vs. Quality" / "Simplicity vs. Features" / "Speed vs. Accuracy"]

Where Customers Currently Perceive You (if known):

[E.G., "Mid-price, high quality" / "Unknown"]

Which Competitor Is Winning (if known):

[INSERT]

### RULES:

- Axes must be things customers actually care about (not internal metrics)
- Rationale for each placement must be specific (e.g., "Competitor X is high-price, low-quality based on customer reviews")
- White space must be described in customer language (not "the gap between X and Y")
- Repositioning recommendation must include a timeframe (e.g., "Shift

over 6 months")

- Competitive response prediction must be specific, not "they'll fight back"

How To Use It

- Show the map to customers — do they agree with where you placed competitors?
- The white space opportunity is your strategic focus — build your plan around it.
- If your brand is in a crowded quadrant, consider repositioning.
- Competitor responses are predictable — prepare counter-moves in advance.
- Re-map annually — markets move, and so should you.

Example Input

**Your Brand Name:** SwiftInbox

**Main Competitors:** Mailchimp, ConvertKit, ActiveCampaign, HubSpot

**Two Axes That Matter to Customers:** Ease of Use vs. Advanced Features

**Where Customers Currently Perceive You:** Moderate ease of use, moderate features  
(stuck in the middle)

**Which Competitor Is Winning:** Mailchimp (easiest to use) and HubSpot (most features)

Why It Works

Most competitive analysis fails because it lists features instead of mapping positions.

This framework improves outcomes by forcing:

- customer-relevant axes (not internal metrics)
- specific rationale for each placement
- white space identification (opportunity)

- clear repositioning recommendation
- competitor response prediction (preparation)

Great competitive strategy doesn't fight where everyone fights — it finds where no one is fighting.

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