

*By Borcelle*

# POSITIONING

CHAPTER 4





# SAN MIGUEL BEER

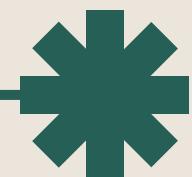
For years, the San Miguel Brewery had been trying to figure out how to appeal best to women. In the 1980s, the brewery launched Lagerlite, marketed as a light beer and presented in a slim bottle, in an attempt to appeal to women in white-collar occupations. The brand made little headway: it turns out that women who do drink beer would rather drink what the men were drinking while the women who did not drink beer simply could not be convinced to drink any kind of beer at all. San Miguel then did a market study in order to determine what non-drinking women did not like about beer. They were then asked what would make them drink beer at all. The key results: women generally hated the bitter taste of beer but they would consider drinking if only beer tasted more like "baby champagne."





## POSITIONING OF THE PRODUCT

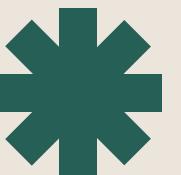
Think about the products that you normally consume: the fast food outlets that you frequently visit, the sneakers you wear, the soda you drink, and even the apps on your tablet or smartphone. *Chances are, each of these products occupies some sort of clear, personal definition in your mind.*





## IN THE EARLY DAYS OF ADVERTISING

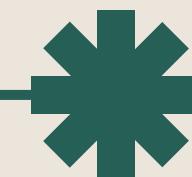
a product's positioning was referred to as the *Unique Selling Point or USP*. Basically, it is the answer to the question of "So what makes your product different?"





## THE VOLKSWAGEN BEETLE

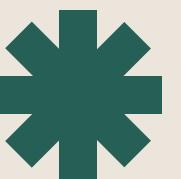
was one of the most successful car models in automotive history. It managed to penetrate the US market through clever advertising that promoted the Beetle as admittedly ugly but very functional. The insight in this message was that many people did in fact find the Beetle to be an ugly car and normally this would be a negative when car buyers saw it.





**1970**

advertisers Al Ries and Jack Trout popularized the term "positioning" in their landmark book of the same title and argued for the need of products to focus on just one message and one message alone.





## POINTS OF POLARITY

on the other hand, are *market expectations about what products in a particular product category should be or should have*. For instance, all soaps are expected to smell good this is a point of parity.

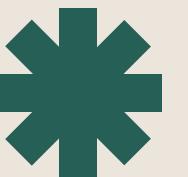
In the figure above, points of parity are illustrated between two famous fast food rivals.





# PACKAGING

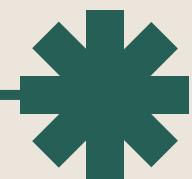
*can in fact be an opportunity for creating points of difference especially in highly competitive product categories where the actual product itself has minimal differentiation.*





# POSITIONING MAP

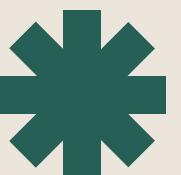
is an example of a positioning map that tracks select models in the automobile industry, mapping the car models by size and prestige. Such a two-dimensional map helps in visualizing which particular models are perceived to be similar and therefore, are directly competing with one another.





## **INTERPRETING APPLYING POSITIONING MAPS**

Interpreting and Applying Positioning Maps So after the maps have been drawn, what is next? Market strategists will strive to stake out a position of distinction for their products.





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# THANK YOU

