



# Marketing

## Part 3

---

# Positioning/Differentiation

---

**The way the product is defined by consumers on important attributes-the place the product occupies in the minds of the customers. It is the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds. Until you define your product, its target market ('users' is a better word), and the reasons why the market would want to buy it, you cannot begin to position it.**



# Positioning/Guidelines

---

A competitive frame of reference is important here which defines which other brands a particular brand compete with. A good starting point here is defining category membership

Category membership: The products or set of products with which a brand competes and which function as close substitutes. Highly established brands like coca cola, Kellogg's corn flakes don't focus on this. It's specially important for the introduction of new products.

Three ways to convey brand's category membership:

1. Communicating category benefits, using performance or imagery associations.
2. Comparing to exemplars
3. Relying on product descriptors

**Before positioning a company needs to find out the following facts-**

- ✓ **Who the target consumer is**
- ✓ **Who the main competitors are**
- ✓ **How the brand is similar to these competitors (POP)**
- ✓ **How the brand is different from these competitors (POD)**

# Points of Differences

---

**Points-of-difference (PODs)** are attributes or benefits that consumers strongly associate with a brand, positively evaluate, and believe that they could not find to the same extent with a competitive brand. It can be based on:

- ✓ **Product's performance benefits or attributes/ Functional**
- ✓ **Imagery associations/ Abstract**

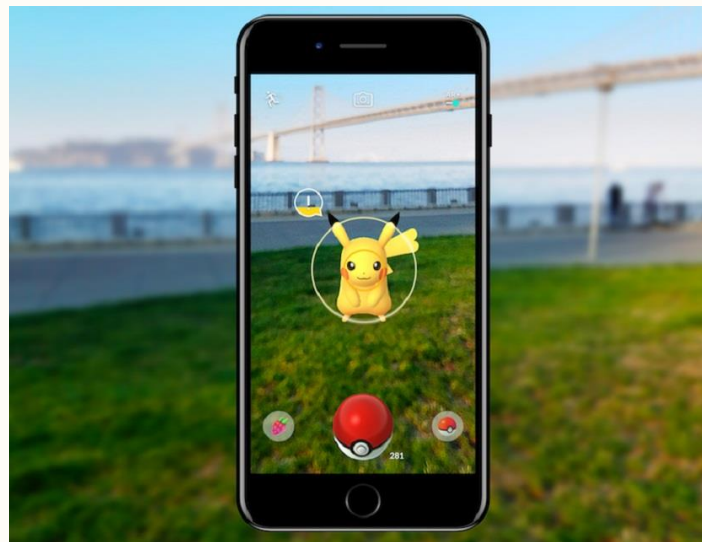
## Desirability:

1. Relevance: like clear version of product categories
2. Distinctiveness: must find the Pod distinctive and superior.
3. Believability: a brand must find a compelling and credible reason for choosing it over the other options. Thus mountain dew will argue that it is more energizing as it a higher level of caffeine.

## Deliverability:

1. Feasibility- can the firm actually create the POD?
2. Communicability-it can be very difficult to create an association that is not consistent with the existing brand knowledge.
3. Sustainability- will the positioning last over the years.

# POD



# Point of Parity (POP)

---

- ***Points-of-parity associations (POPs)***, on the other hand, are not necessarily unique to the brand but may in fact be shared with other brands.
- ✓ Category POPs: necessary but are not sufficient.
- ✓ Competitive POPs: Negate competitors' point of differences

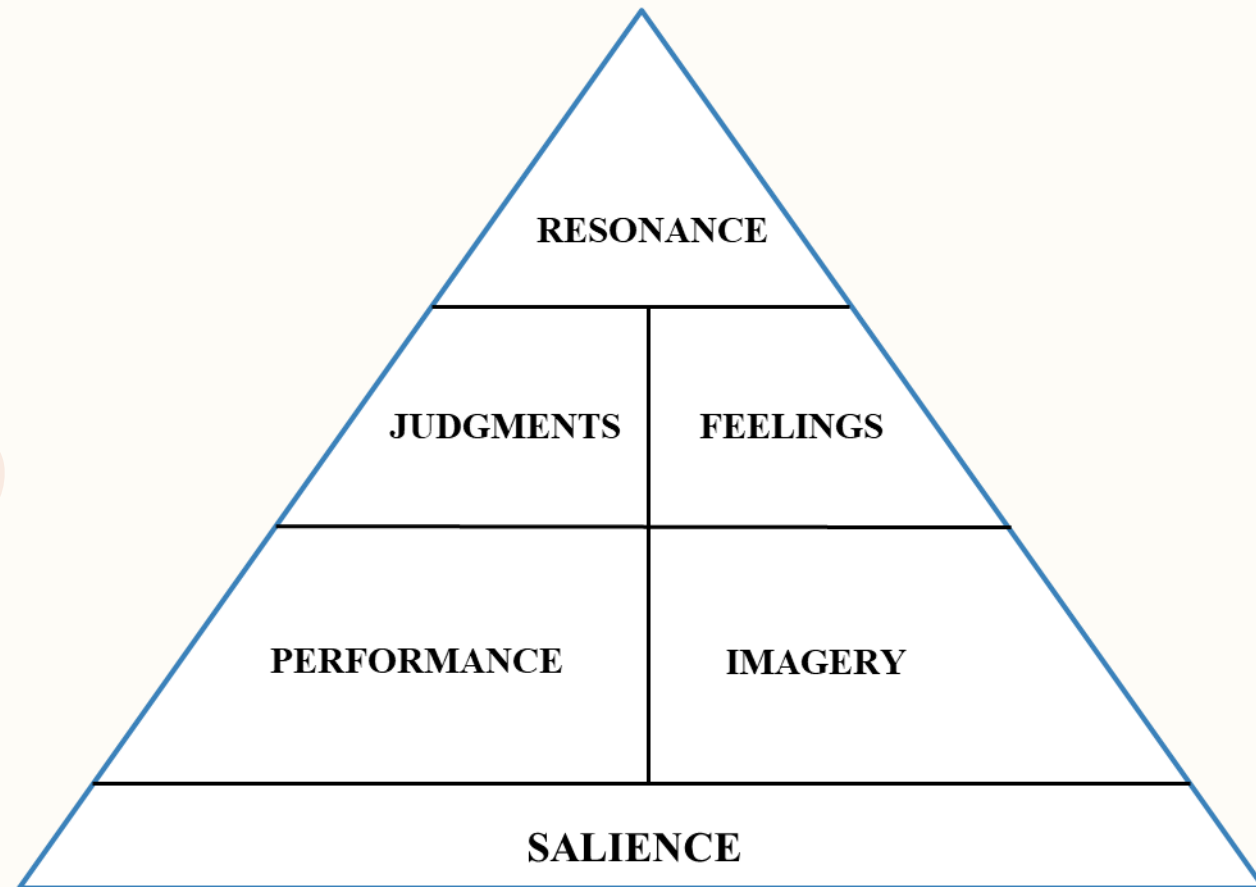
# Point of Parity (POP)

---



# Brand

A brand can be a name, term, sign, symbol, or design, or a combination of them, intended to *identify* the goods and services of one seller or group of sellers and to *differentiate* them from those of competition. These elements that help the brand to be differentiated are called brand elements.



**4. RELATIONSHIPS =**  
What about you and me?

**3. RESPONSE =**  
What about you?

**2. MEANING =**  
What are you?

**1. IDENTITY =**  
Who are you?