

Positioning

Positioning is the process of designing a company's offer and image so that it occupies a distinct and valued place in the mind of the consumer.

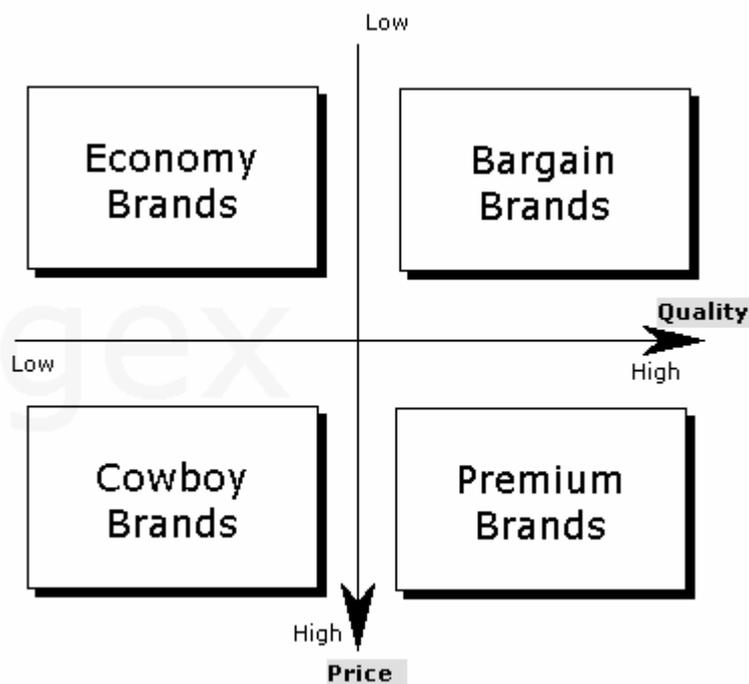
Positioning a product consists gaining a benign meaning in the customer's mind as to where the product sits in the market segment to which it belongs. This may be achieved by the product's own attributes or through the influence of advertising.

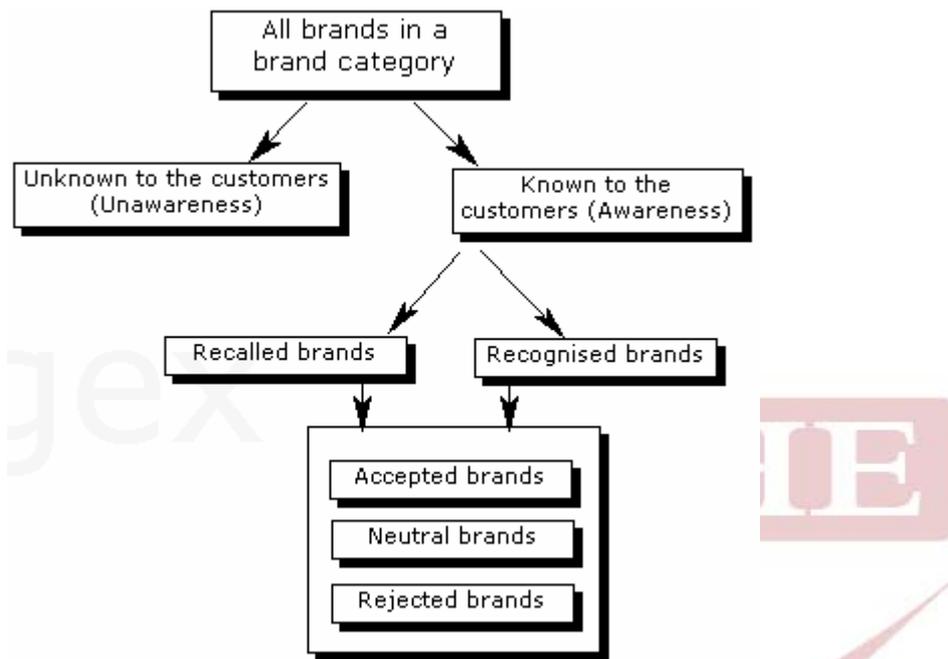
The objective of positioning a product is to make sure that it occupies a certain place in the mind of the consumer, differentiating it from the competition.

Positioning is about how you differentiate your product or service in the mind of your prospect.

Positioning is a **new approach to communication, advertising and marketing**. It is an organized system for finding a window in the mind of your prospect in order to position effectively over there a product - a merchandise, a service, a company, or a person - against its main competitors.

This system is based on the concept that communication can only take place at the right time and under the right circumstances. The mind accepts only that new information which matches its current state. It filters out everything else. In other words, positioning is a process by which a psychological "anchor" (any stimulus which evokes a consistent response) has been placed into the minds of prospects so that they come to choose one specific person or company over another.





Complementary cases:

- Gucci Group Brand
- Nutrexa
- Mitsubishi (Position)

EXERCISES

1. Why do you need to segment a market?
2. What segmentation techniques will you apply?
3. What advantages does segmentation offer?

4- Cases

Unilever

- Define the brand strategy of Unilever in the global market.
- What's mean: "**Brands that break traditional boundaries**"?

Wrigley

- Define the brand strategy of **Wrigley** in the global market.

LYCRA

- Define the brand programs of this company

ERSTE BANK

- Define the **four core strategies of the bank.**
- **Define the brand and positioning policy in** Central Europe countries.
- Define the qualities that help to make a successful position in this countries.

United Biscuits

- Define brand strategy

FORD

- Define the brand & positioning strategy of **Ford in China**

Matsushita Electric / Panasonic

- Define the new **business segments of the firm.**
- Why they use a **global brand slogan?**

United Airlines

- United Airlines segments its market so that it can
- United Airlines uses a **form of psychographic segmentation** to divide up the market for its services. This involves identifying the ...

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