POSITIONING STRATEGY
POSITIONING

- Creating a unique and distinctive image for a brand relative to the competition

- Brand should be perceived as different from competitors by consumers
IN A WORLD OF BADGES AND LABELS, ACURA PRESENTS AN AUTOMOTIVE STATEMENT THAT RELIES ON NEITHER.

There was a time when a badge on the trunk or hood of an automobile stood for something tangible. Not simply status or social standing. But for qualities that had more to do with why one considers a world-class car in the first place.

The kind of qualities that make an automobile fit the wants, needs and aspirations of its driver. Not just the trends of the times.

The kind of qualities that add up to an uncommon combination of performance, technology, craftsmanship and car design. A description that quite aptly fits the Acura Legend Coupe.

A world-class performance automobile for the kind of person who prefers innovation to mere image. Credentials to cachet.

Innovation like a four-valve per cylinder, 25-valve V6 engine with a seamless flow of power provided by a본 and variable intake system and Formula One-inspired programmed fuel injection.

Keeping that power constantly in touch with the road is a fully independent front and rear double wishbone suspension with coil springs and ride-resistant gas pressurized shock absorbers.

Add to that credible, such as an available Anti-Lock Braking (ABS) system, a leather-trimmed interior and an Acura Bose® Music System and you have what many consider to be an uncompromised blend of performance and luxury.

Of course, as important as innovation and credentials are, one thing never goes out of style: Styling.

Which is why the Acura Legend Coupe takes its inspiration from classic design. And the timeless cues of the wind tunnel. Not the winds of change. There will always be those who buy an automobile for the image its badge reflects. But it’s nice to know there will always be an alternative for those who feel the whole car should do just that.

Call 1-800-TO-ACURA for a dealer near you.
THE ACURA LEGEND WOULD COMPARE EQUALLY TO A MERCEDES 560 SEC IF ONLY IT WASN'T MISSING A $50,000 PART.
EFFECTIVE POSITIONING

- Meaningful to consumers
- Credible/believable
- Unique to your brand
- Durable over time
The #1 Dermatologist Recommended Acne Fighter for two reasons:

1. Tough on breakouts.

Gently cleanses.
Oil-free formula gently cleanses deep down into pores for clear skin.

2. Easy on your skin.

Treats and Prevents.
Gets rid of acne you have now, and helps prevent future breakouts. (No ordinary cleanser can do that.)

Soothes.
Special skin soothers help prevent irritation and overdrying.

Neutrogena

Oil-Free Acne Wash

Dermatologist Recommended effective yet gentle cleanser for acne treatment

www.neutrogena.com
FOCUS OF POSITIONING

- Attributes and benefits of the product
- Competition
- Product user
- Product use or application
- Product class
- Cultural symbols
Jet Blue Airways

Focus on the benefits of Jet Blue

THIRTY YEARS AFTER LANDING ON THE MOON. SOMEONE FINALLY PUTS SATELLITE TV ON AN AIRPLANE. HELLLLLL0000000000000?

Only JetBlue Airways delivers up to 24 channels of DIRECTV at every big leather seat—absolutely free. See what over 4 million passengers nationwide have already discovered—we're a better kind of airline committed to treating you right at super low prices. JetBlue. It's not the only way to fly. But it should be.

1.800.jetblue  jetblue.com
new york city  florida  california  washington, d.c.  new orleans  seattle  salt lake city  denver  update new york  burlington

Source: Courtesy of JetBlue Airways and The Ad Store
Mini Cooper

Focus on the Competition
Our crew,  Our brew

Charlie
Brewer
Alaskan Brewing Company

Snowshoes the Juneau icefield
Scared brown bear from brewery

“Alaskan” vegetarian, only eats wild game

Deadhead on tour for 5 years

Drinks Alaskan Winter Ale

Handcrafted in Juneau, Alaska
alaskanbeer.com

Focus on User
Our crew,

Linda
General Manager
Alaskan Brewing Company

Climbed Mount Kilimanjaro

Former state baton champion

Lived in a Guatemalan convent

Works out to soundtrack of “The Full Monty”

Drinks Alaskan Winter Ale

Handcrafted in Juneau, Alaska
alaskanbeer.com
Las Vegas Convention and Visitors Authority

BE ANYONE IN LAS VEGAS

In a place where you can be anyone, how will you introduce yourself?

Be anyone you want in Vegas. Select the attributes of the identity you want, as well as your name and hometown. We will generate a profession for you based on your selections and give you everything you need to back up your story. Start creating your new Vegas Identity below:

STEP 01: BUILD YOUR CHARACTER PROFESSION

STEP 02: SELECT YOUR NAME

STEP 03: SELECT YOUR ORIGIN

OR ENTER YOUR OWN:
(MAXIMUM OF 15 CHARACTERS)

NEED HELP?

POINTS LEFT: 100

ONCE FINISHED:
CREATE YOUR IDENTITY

Focus on the Experience/Use – You can be Anyone
Lever Brothers (Snuggle)
Brand Positioning

- **Points-of-difference** - *unique* brand values
  - Desirable
  - Deliverable

- **Points-of-parity** - *shared* brand values
  - Necessary
  - Competitive
Cultural Symbol
BRAND RESONANCE PYRAMID

Stages of Brand Development

4. RELATIONSHIPS = What about you & me?

3. RESPONSE = What about you?

2. MEANING = What are you?

1. IDENTITY = Who are you?

BRANDING OBJECTIVE AT EACH STAGE

- INTENSE, ACTIVE LOYALTY
- POSITIVE, ACCESSIBLE REACTIONS
- POINTS-OF-PARITY & DIFFERENCE
- DEEP, BROAD BRAND AWARENESS
Resonance

- Whether customers feel that they are “in synch” with the brand

  - Intensity of psychological bond that customers have with the brand
  - Level of activity engendered by this loyalty
    - Repeat purchase rates
    - Seeking out brand information or other loyal customers
- **Salience**
  - Depth of brand awareness
    - Recognition and recall

- **Performance**
  - What the brand does to meet customers' more functional needs

- **Imagery**
  - How people think about a brand abstractly rather than what they think the brand physically does
    - Type of user
    - Brand personality
    - History & heritage
    - Experiences
Mini Cooper
Focus on Performance

Three snowmen and a life-sized MiNI were stuck to this billboard to demonstrate how the MINI handles in winter.
Apple iPod

Imagery
Judgments

- Consumers overall brand evaluations
  - How consumers combine performance and imagery associations to form different kinds of brand opinions

Feelings

- Consumers emotional responses and reactions to the brand
  - Can be mild or intense, positive or negative
Focus on main benefit relative to the competition: “Highlander has what typical SUVs don’t – A 4-wheel independent MacPherson Strut suspension for a nice, comfortable ride.”
- **Toyota Matrix**
  - Anticipated age: 28.8
  - Actual age of buyers: 42.7

- **Honda Element**
  - Anticipated age: 28.6
  - Actual age of buyers: 44.7

- **Pontiac Vibe**
  - Anticipated age: 30.2
  - Actual age of buyers: 48.2

- **Dodge Neon**
  - Anticipated age: 22.7
  - Actual age: 39.2
Message: Parents who spend time with their kids by taking them places like this can help prevent drug use.
"Parents: The Anti-Drug" campaign (encourages parents to talk to their kids about the dangers of drugs)
STEPS IN POSITIONING

- Identify competitors
- Determine most important attributes consumers use in choosing a brand
- Determine consumers’ perceptions of competitors
POSITIONING STEPS (CONT.)

- Determine perceptions of your brand
- What is the ideal brand for your market segments?
- Assess best positioning strategy
- Track image of brand over time
PERCEPTUAL MAPPING

- Ask consumers what their top criteria are in choosing a product (desired attributes)
- Which brands would they consider? (choice alternatives)
- How are these brands perceived on the desired attributes?
“Chase 1”
Outback vs. Grand Cherokee