DIFFERENTIATION AND POSITIONING

by:
Carlos A. Guzmán R.
DIFFERENTIATION AND POSITIONING

Product Position

• Is the way the product is defined by consumers on important attributes – the place the product occupies in consumers’ minds relative to competing products.

“Products are created in the factory, but brands are created in the mind”.

Soap dries your skin, but
DOVE creams your skin
while you wash
New bath and toilet bar is one-quarter cleansing cream.

LEAVES YOUR SKIN SOFT. DOVE CHANGES THE WAY YOU WASH. THE NEW DOVE Formula gives you richly lathered,
Newly Cleansed skin. The way your skin feels after washing.

DOVE Softens your skin, leaving it smooth and

DOVE

Soap dries your skin, but
DOVE creams your skin
while you wash
New bath and toilet bar is one-quarter cleansing cream.

LEAVES YOUR SKIN SOFT. DOVE CHANGES THE WAY YOU WASH. THE NEW DOVE Formula gives you richly lathered,
Newly Cleansed skin. The way your skin feels after washing.

DOVE Softens your skin, leaving it smooth and

DOVE

New bath and toilet bar is one-quarter cleansing cream.
DIFFERENTIATION AND POSITIONING

The company made the decision to use real women after research showed 98% of British women think models used in beauty advertising are unrealistic.
DIFFERENTIATION AND POSITIONING

Tide is positioned as a powerful, all-purpose family detergent.

At Subway restaurants, you “Eat Fresh”
DIFFERENTIATION AND POSITIONING

• Ivory Snow is positioned as...
The gentle detergent for fine and baby clothes.
DIFFERENTIATION AND POSITIONING

- Alamo
- Hertz
- Budget
- Thrifty
- National
- Avis
- Enterprise
- Dollar
DIFFERENTIATION AND POSITIONING

Why buy a car, when you can lease with Avis!

At Avis we help you to manage your leasing requirements for your work force.

Contact us at: 1 800 88 1054, Email: sales@avis.com.my
Or book online at www.avis.com.my

You're A-list to us.

for over a decade, Avis has automatically included domestic partners as additional drivers in the U.S. No extra fees charged, no questions asked. And now, we're running out in grand style, including domestic partners as additional drivers internationally. So go ahead, take a spin, live there, just about anywhere.

For reservations and great rates, call Avis at 1-888-777-AVIS or go to avis.com/promo and always use AWD # 0200400.
DIFFERENTATION AND POSITIONING
DIFFERENTIATION AND POSITIONING

• “...Consumers are overloaded with information about products and services. They cannot reevaluate products every time they make a buying decision...”
DIFFERENTIATION AND POSITIONING

• To simplify the buying process, consumers organize products, services and companies into categories and “position” them in their minds.
DIFFERENTIATION AND POSITIONING

“A product’s position is the complex set of...

• Perceptions
• Impressions
• Feeling

...that consumers have for the product compared with products...”
CHOOSING A DIFFERENTIATION AND POSITIONING STRATEGY

• Each firm must differentiate its offer by building a unique bundle of benefits that appeals to a substantial group with the segment.
CHOOSING THE RIGHT COMPETITIVE ADVANTAGE

• Potential differentiations must provide competitive advantage.

• How many differences to promote?

• Which ones?
IDENTIFYING POSSIBLE VALUE DIFFERENCES

- Customer value.
- Competitive advantage.
- Points of differentiation.
- Product differentiation take place along a continuum...
- Attributes:
  - Features, performance, style, and design.
HOW MANY DIFFERENCES TO PROMOTE

• Digital Emulsification System Pulverizes & Liquifies Whole Fruits and Vegetables in Just Seconds.
• Centrifugal Friction Cooks Food Naturally.
• One Blade for Both Wet & Dry Blending.
• 1,200 Watts of Power.
HOW MANY DIFFERENCES TO PROMOTE

• Many marketers think that companies should aggressively promote only one benefit to target market.

• Ad man Rosser Reves, for example, said a company should develop a *unique selling proposition* (USP) for each brand and stick to it.

• Each brand should pick an attribute and promote itself as “number one” on that attribute.
HOW MANY DIFFERENCES TO PROMOTE

- RIDERS BY LEE
- INSTANTLY SLIMS YOU
- FLATTERS YOUR CURVES
- HOLDS ITS SHAPE
HOW MANY DIFFERENCES TO PROMOTE

• Buyers tend to remember number one better, especially in this overcommunicated society.
• Thus, Crest toothpaste consistently promotes its anticavity protection and Wal-Mart promotes its always low prices.
• Others marketers think that companies should position themselves on more than one differentiator.
• This may be necessary if two or more firms are claiming to be best on the same attribute. (P.207)
WHICH DIFFERENCES TO PROMOTE

- Important
- Distinctive
- Superior
- Communicable
- Preemptive
- Affordable
- Profitable
Colaborador: Mtro. Carlos A. Guzmán Rojas
Nombre de la Asignatura: Diseño y administración de productos
Programa educativo: Licenciatura en mercadotecnia virtual