

DIFFERENTIATION AND POSITIONING

by:

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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.

BRAND-NEW FORMULA! DOVE is a completely new formula - DOVE creams your skin while you wash. No more of that dry feeling you get after using soap.

RAINWATER-MILD! DOVE has some of the harshest alkalinity of soap. You could wash with mild DOVE twenty times a day - no matter how sensitive your skin!

LATHERS ON HARD WATER! DOVE gives you rich lather, even in hard water. And never leaves a buildup of greasy soap suds on your skin. Deeper than any cream, any soap, any liquid cleanser. Lathers out every trace of grease or stale make-up! Leaves your skin so clean.

NEW SHAPE, DOVE is sculptured to fit your hand.



MORE CREAM THAN ANY SOAP. One-quarter of every bar of DOVE is rich cleansing cream.

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DIFFERENTIATION AND POSITIONING

Dove PRESENTS
BEYONDcompare[®]
WOMEN PHOTOGRAPHERS ON BEAUTY™



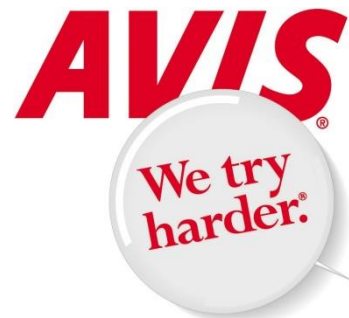
The company made the decision to use real women after research showed 98% of British women think models used in beauty advertising are unrealistic.

DIFFERENTIATION AND POSITIONING

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

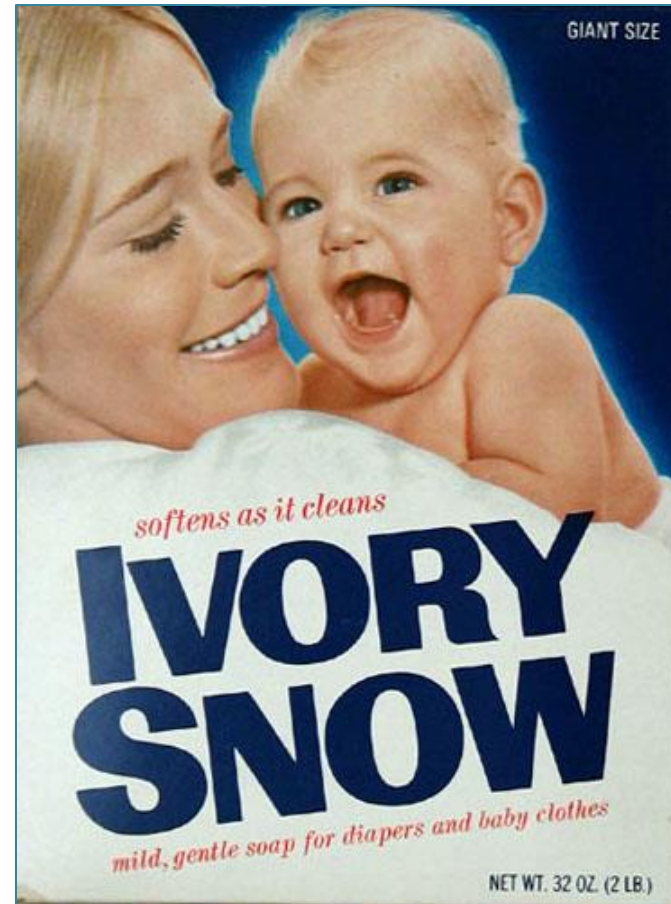


At Subway restaurants,...
You "Eat Fresh"



DIFFERENTIATION AND POSITIONING

- Ivory Snow is positioned as...
The gentle detergent for fine and baby clothes.



DIFFERENTIATION AND POSITIONING



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.

Call us first for Car Leasing, Short Term Rental and International Reservations.

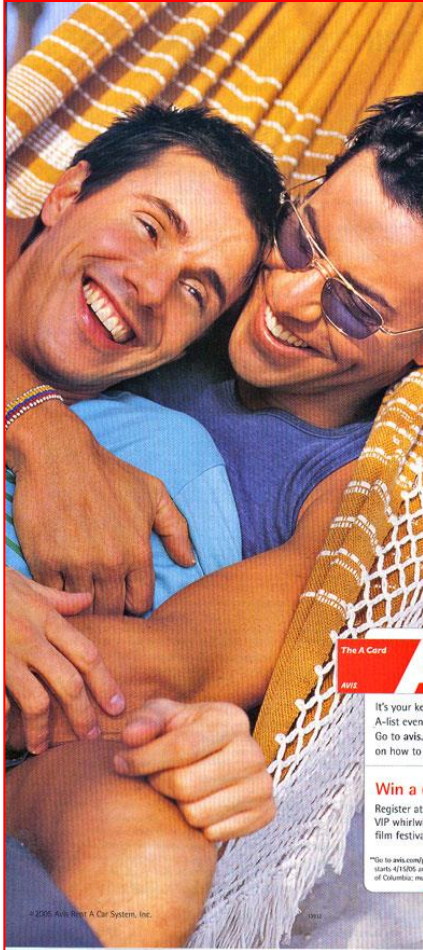
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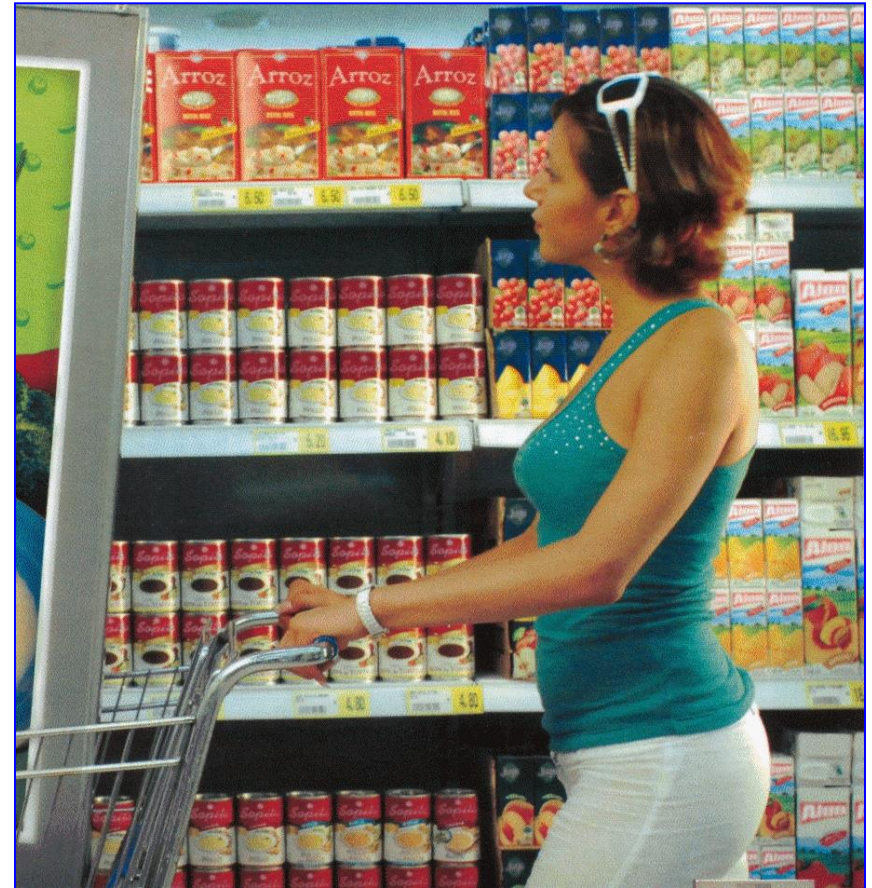
DIFFERENTIATION AND POSITIONING



DIFFERENTIATION AND POSITIONING

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

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DIFFERENTIATION AND POSITIONING

- To simplify the the buying process, consumers organize products, services and companies into categories and **“position” them in their minds.**

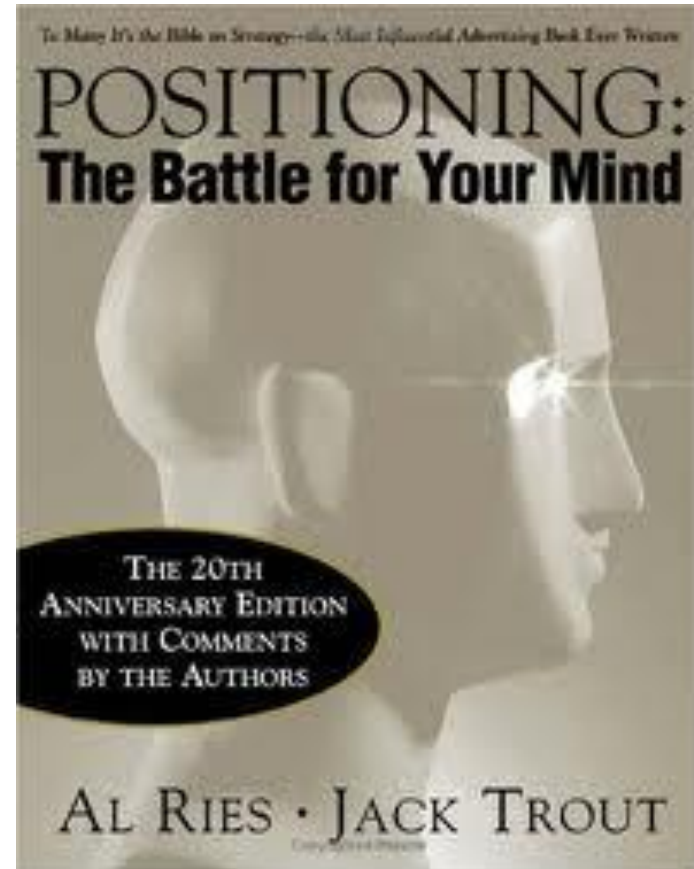


DIFFERENTIATION AND POSITIONING

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

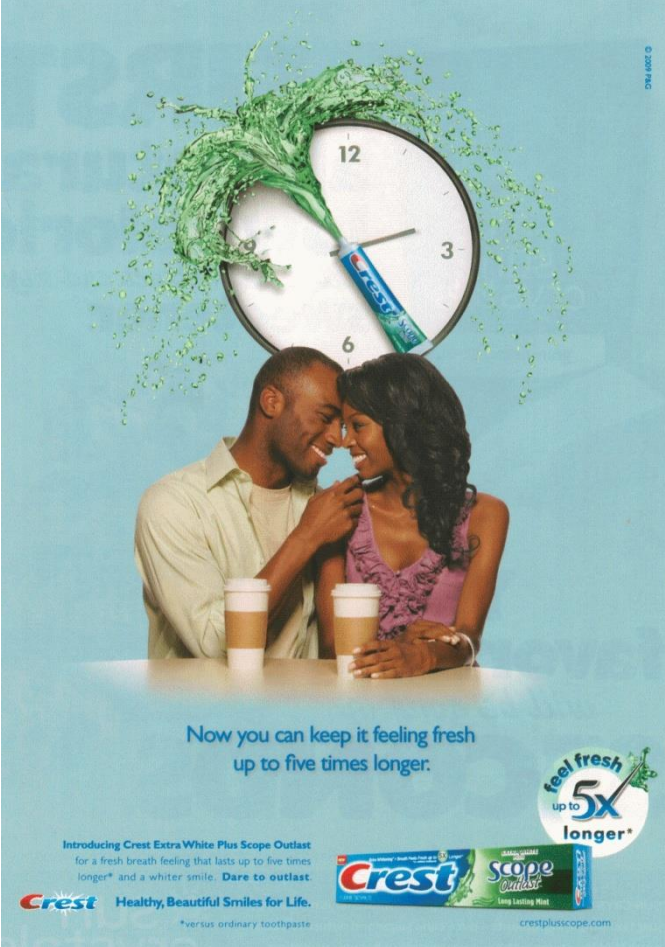
- **Perceptions**
- **Impressions**
- **Feeling**

...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 **appels to a substantial group with the segment.**



Now you can keep it feeling fresh up to five times longer.

Introducing Crest Extra White Plus Scope Outlast for a fresh breath feeling that lasts up to five times longer* and a whiter smile. Dare to outlast

feel fresh up to 5X longer*

Crest Healthy, Beautiful Smiles for Life. **Scope Outlast** Long Lasting Mint

*versus ordinary toothpaste

crestplusscope.com

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The advertisement features a man and a woman smiling at each other at a table with coffee. Above them is a clock where a tube of Crest toothpaste is integrated into the dial, with green liquid splashing out. The background is a light blue gradient.

CHOOSING THE RIGHT COMPETITIVE ADVANTAGE

- Potential differentiations must provide competitive advantage.
- How many differences to promote ?
- Which ones?



WE'RE ON A MISSION TO RESCUE DRY SKIN.

VASELINE® INTENSIVE RESCUE®
ACCELERATES HEALING ✪ NON-GREASY MOISTURE

We're against dry skin. That's why we gave Vaseline® Intensive Rescue® to women who were constantly searching online for a solution to their dry skin. The results are in - women across the web reported that their skin was healed without the greasiness. But our mission won't be over until we eliminate dry skin for every woman, everywhere.

keeping skin amazing™

Vaseline Intensive Rescue clinical therapy fragrance free

Vaseline Intensive Rescue repairing moisture fragrance free

Vaseline Intensive Rescue soothing moisture chamomile

accelerates the healing of dry skin with an effective, non-greasy formula

accelerates the healing of dry skin with an effective, non-greasy formula

soothes the itching of dry skin with an effective, non-greasy formula

100% Vaseline Petrolatum

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

Can your blender make hot soup?

GOOD HOUSEKEEPING
★ 1999
RECOMMENDED BY HOUSEHOLDERS

Frozen Drinks Ice Cream Coffee & Tea Salad Dressings Healthy Juice

Montel's Living Well HealthMaster Allows You to Make Both HOT and COLD foods in One Amazing Appliance!

- Digital Emulsification System Pulverizes & Liquefies Whole Fruits and Vegetables in Just Seconds
- Retains the Vitamins, Minerals, Antioxidants, and Phyto-Nutrients
- Centrifugal Friction Cooks Food Naturally
- Extra-Large 70-oz. Pitcher with 6 Stainless Steel Blades
- One Blade for Both Wet & Dry Blending
- 1200 Watts of Power

Montel Williams
AS SEEN ON TV

LIVING WELL | MONTEL
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- Digital Emulsification System Pulverizes & Liquefies 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

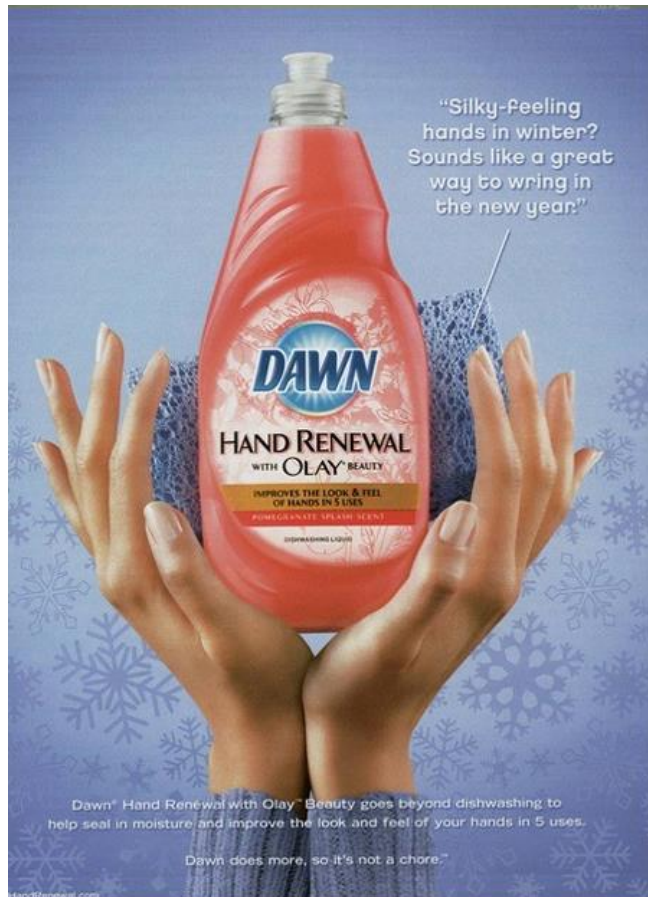


- RIDERS BY LEE
- INSTANTLY SLIMS YOU
- FLATTERS YOUR CURVES
- HOLDS ITS SHAPE

HOW MANY DIFFERENCES TO PROMOTE

- Buyers tend to remember number one better, especially in this overcommunicated society.
- Thus, Crest tooth paste 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



Lectura



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Programa educativo: Licenciatura en mercadotecnia virtual