



The Three Critical Steps to Positioning Your Product or Service Into a World-Class Brand

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EMG Positioned Brands

Positioning Brands to Effectively Compete



Johnson's baby shampoo and conditioner



FRESH Cantina



RESTAURANTS ON THE RUN



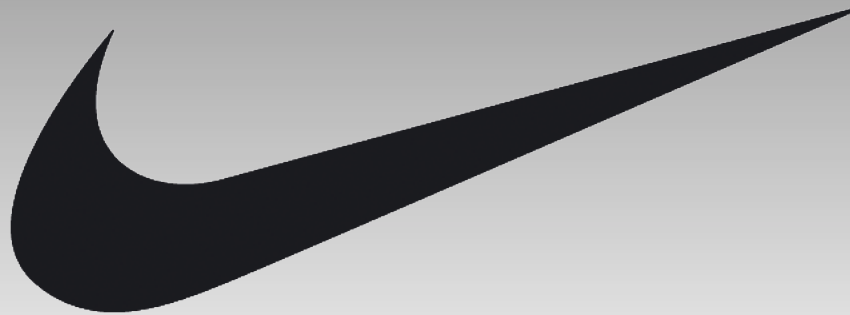
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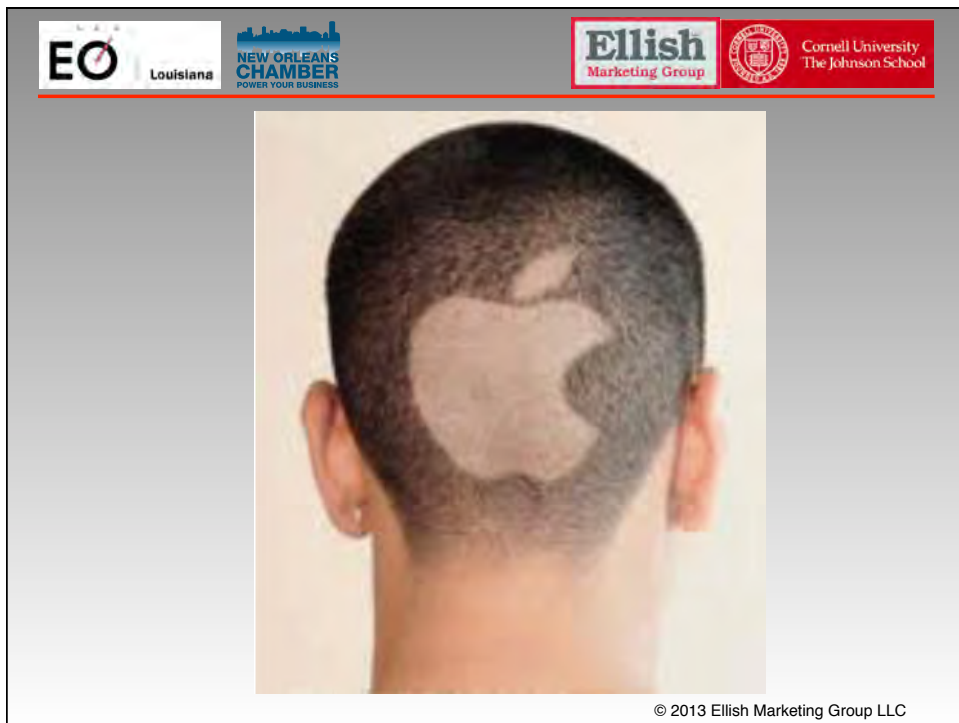
Session Goals

- Help you build your businesses by helping you build better brands
- Provide new tools that will have an immediate impact on your businesses and personal careers

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A Brand is Not a Mark
A Brand Leaves a Mark

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Today's Session

- What positioning is
- Why it's important
- Three critical elements of a brand positioning statement
- How to build a positioning statement
- Nine "live" cases

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Quick Test

- Is your brand strategically positioned and is its message clearly communicated?

Are you sure?

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Question #1

- What business is your brand in?

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Question #2

- What is the target market for your brand?

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Question #3

- What is the point of difference for your brand?

Note: List no more than 3 things!

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Take Home Tool

- Put test to work
- Involve your management team
- Analyze your results
- Identify if your brand positioning can be enhanced and if you have management alignment

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Helpful To Influence Others

Product	Service	Cause	
			
Candidate	Organization	Institution	Yourself
			

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Definition of Positioning

- The way in which you want the consumer to think about your product or service relative to competing brands
- States the reason for brand's existence

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Not Just A Marketing Thing

- Brings organizational focus

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Positioning Statement

- A brand's positioning is captured in the following statement:

To _____ (Market Target), Brand X is the Brand of _____ (Frame of Reference) that is/that offers _____ (Point of Difference).

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3 Critical Elements of Positioning Statement

Point of Difference

Brand Positioning

Market Target

Frame of Reference (Competitive Set)

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Point of Difference

- Specific consumer benefit which you want consumers to associate most readily with your product or service
- How your customers would describe what your product/service is all about if they were to describe it to a friend

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Point of Difference

- Don't let a point of similarity become a point of difference - - they are nothing more than points of entry into your competitive set

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Frame of Reference

- What business are you in?
- The consumer grouping of like products with which your product/service competes
- Includes all options that a consumer has available to satisfy a specific need

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Frame of Reference



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Market Target

- Composed of consumers considered good potential users for your product/service
- Identify the common needs or concerns of your potential customers

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Positioning “LIVE” Cases

- Boston Chicken & Boston Market
- Head and Shoulders
- Sanka
- Barack Obama
- The “new” Bennigan’s
- Arbor Dental Group
- eatZi’s
- Milk Duds

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Boston Chicken

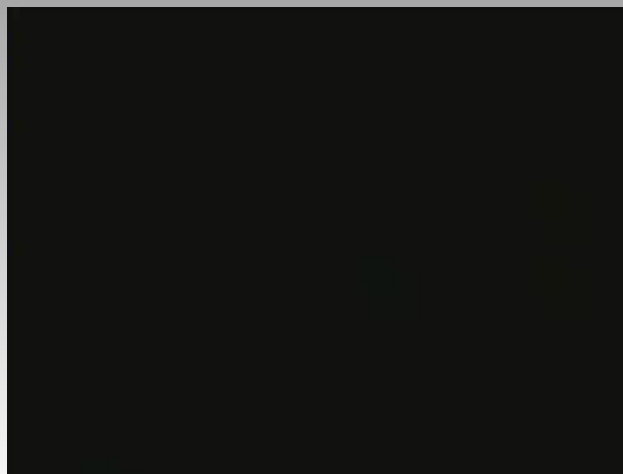
To adults looking for convenient quality meals, Boston Chicken is the fresh meals to-go store that provides a unique, fresh experience offering a variety of great tasting side dishes and freshly prepared rotisserie chicken meals.

Note: The fresh meals to-go category became “Home Meal Replacement”

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TV Commercial - The Idea



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Boston Chicken Expanded to Boston Market

To adults looking for convenient quality meals, Boston Market is the home meal replacement store that provides a unique, fresh experience offering a variety of great tasting side dishes, entrees (rotisserie chicken plus meatloaf, rotisserie turkey and ham) and sandwiches.

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BOSTON CHICKEN TO

BOSTON MARKET
Home Style Meals

BOSTON CHICKEN TO



Head and Shoulders

To dandruff concerned users, Head and Shoulders is the brand of dandruff shampoo that fights dandruff best.



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Sanka

To caffeine concerned coffee drinkers, Sanka is the brand of coffee that has no caffeine to upset you.



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Barack Obama

To voters who are dissatisfied with the present leadership, Barack Obama is the Democratic Presidential candidate who can revive the economy and restore America's global leadership.

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Arbor Dental Group

To residents of Arvada / Westminster who are concerned about good dental health, Arbor Dental Group is a comprehensive dental practice (since 1979) with a highly trained team of professionals that is sensitive to individual needs, offers all services in one place and utilizes the latest in dental technology in a contemporary environment.

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The image displays a collection of marketing materials for Arbor Dental Group. At the top, there are logos for EO Louisiana, New Orleans Chamber (Power Your Business), Elish Marketing Group, and Cornell University The Johnson School. Below these are several brochures and a website layout. The brochures feature photos of dental staff and patients, with the tagline "PROFESSIONAL CARE WITH A PERSONAL TOUCH". One brochure is titled "ARBOR DENTAL GROUP" and another "ARBOR DENTAL GROUP" with "ALLEN BENTON". The website layout shows a professional design with a navigation menu, a header with the Arbor logo, and various service areas. A copyright notice at the bottom right reads "© 2013 Elish Marketing Group LLC".

The image is a marketing slide for "The 'New' Bennigan's". At the top, it features the same logos as the previous slide: EO Louisiana, New Orleans Chamber (Power Your Business), Elish Marketing Group, and Cornell University The Johnson School. The main heading is "The 'New' Bennigan's". Below the heading, a red-bordered box contains the following text:

To adults 21+ seeking a "real" sense of belonging in a comfortable, upbeat place to eat and drink with family and friends, Bennigan's is the PubPourium™ offering true Irish hospitality, where everything we do is a little more generous, the answer is always O'YES!, and we serve up a concoction of cleverly good American fare with craveable appetizers, generous meals and a complete bar with a bountiful selection of beers and specialty drinks.

At the bottom right, a copyright notice reads "© 2013 Elish Marketing Group LLC".







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Featuring a craveable and cleverly good concoction of American Fare.



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eatZi's

To adults who love food and expect the best, eatZi's is the restaurant meal market that offers an abundance of chef prepared everyday meals to-go, openly staged in distinct areas of an energetic European marketplace featuring an exhibition kitchen / bakery.

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Milk Duds

To kids who love candy and wished it lasted longer, Milk Duds is the candy bar alternative (slow eating chocolate-covered caramels) that lasts a long time and comes in a box .





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Put Positioning to Use

- Implement 3 question test
 - Determine if your brand is strategically positioned and its message clearly communicated?
 - Compare your answer with your management teams answers
- Develop positioning statements
 - For your business and yourself
- Reassess projects and priorities

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Thank You!

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