



DIFFERENTIATION AND POSITIONING

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Definitions

- **Differentiation:** The process of creating a meaningful and valuable difference in the minds of the consumers for a firm's product compared to its competitor's products is called differentiation.
- **Positioning:** Positioning is the act of designing and projecting an image of the company's offering such that the image occupies a distinctive place in the minds of the target market.

Positioning

- It gives a value proposition to the product and meaningfully sets it apart from the competition.
- Products that have a strong value proposition and meaningful differences from the competition hold a distinctive position in consumer's minds.
- For example,
 1. Maggi is positioned as 'a tasty 2min snack'
 2. Nescafe is positioned as 'a great tasting coffee that gets you started up. 'Start your day with Nescafé'.
 3. Whirlpool as 'an elite, women oriented consumer durables brand'
 4. Vicks VapoRub as 'a rub for colds'.

Positioning alternatives

- **Consumer-focused positioning strategies:** They take cues from the consumer; they highlight the type of consumer who uses the product, the benefit he/she seeks, the way she consumes the product, etc.
- **Competitive positioning strategies:** They do a referential positioning with respect to the competition, either explicitly or implicitly.
- **Social accountability positioning strategies:** They project the organisation as a responsible corporate citizen and work on building the overall corporate goodwill.
- **Image positioning strategies:** They associate the brand with an idea, feeling, emotion, or appearance that is largely intangible and cannot be copied easily by the consumers.

Benefit positioning

The product can be represented as the leader in a particular benefit. Sometimes more than one benefit may be emphasized upon. In that case, marketers can try to group these benefits into one key benefit to facilitate remembering.



A leading, user-friendly cell phone



Attribute positioning

The product can be positioned on the basis of a key attribute such as design, automatic operation, non-corrosive material, years of experience, number of awards, etc.



Rice krispies by Kellogg's

Use or application positioning

A product can associate itself with a specific use or application

Milkmaid: originally launched as a milk substitute, later went on to reposition itself as 'A recipe enhancer'. By showing a variety of recipes in its ads, product booklets and on packaging, it successfully repositioned itself for the specific application of recipe enhancement.

Cadbury: Cadbury's Dairy Milk associates itself with the occasion of passing school exams.

<https://youtu.be/vnfO5hV-89Y>



<https://youtu.be/KxcIWrfM3Vs>



User positioning

The product can claim to be made for, or associate itself with, a particular user group.

For example,

<https://youtu.be/OiHZrOXXPdS>



For teenage and girls-

<https://youtu.be/b6QMcbTIBnc>



Quality or price positioning

The product claims to be offering the best value, either in terms of price or quality.

For example,



<https://youtu.be/XSDz4JtdgLI>

Nirma washing powder



<https://youtu.be/iUGyem3H3Cs>

Surf excel

Product class positioning

The product is represented as the leader in a certain product class or category that is different from its traditional product category. Instead of competing with individual brands, the product bypass competition by positioning itself to another product category

<https://youtu.be/77FxXIYshpA>



Castrol liquid engineering

Competitor positioning

The product pitches itself against a named or apparent competitor and claims to be better in some way than the competitor.



POINTS OF PARITY :
DETTOL IS AN ANTISEPTIC LIQUID WHICH IS USED TO PREVENT GERMS.



POINT OF DIFFERENTIATION :
DETTOL PRODUCES STINGING SENSATION, TURNS CLOUDY IN WATER AND HAS A VERY STRONG SMELL.

**When you're only No.2,
you try harder.
Or else.**



Little fish have to keep moving all of the time. The big ones never stop picking on them.

Avis knows all about the problems of little fish.

We're only No.2 in rent a cars. We'd be swallowed up if we didn't try harder.

There's no rest for us.
We're always emptying ashtrays. Making sure gas tanks are full before we rent our cars. Seeing that the batteries are full of life. Checking our windshield wipers.

And the cars we rent out can't be anything less than lively new super-torque Fords.

And since we're not the big fish, you won't feel like a sardine when you come to our counter.

We're not jammed with customers.

Image or personality positioning

The brand tries to associate itself with a strong image or personality.

For example,

1. Lux- Celebrity image
2. Axe deo- Sensational women attracting image
3. Thump up- rugged macho image

<https://youtu.be/7eIKtD8lrMs>



<https://youtu.be/geNlsKwHMjY>



<https://youtu.be/7owIPE-lAVU>

