

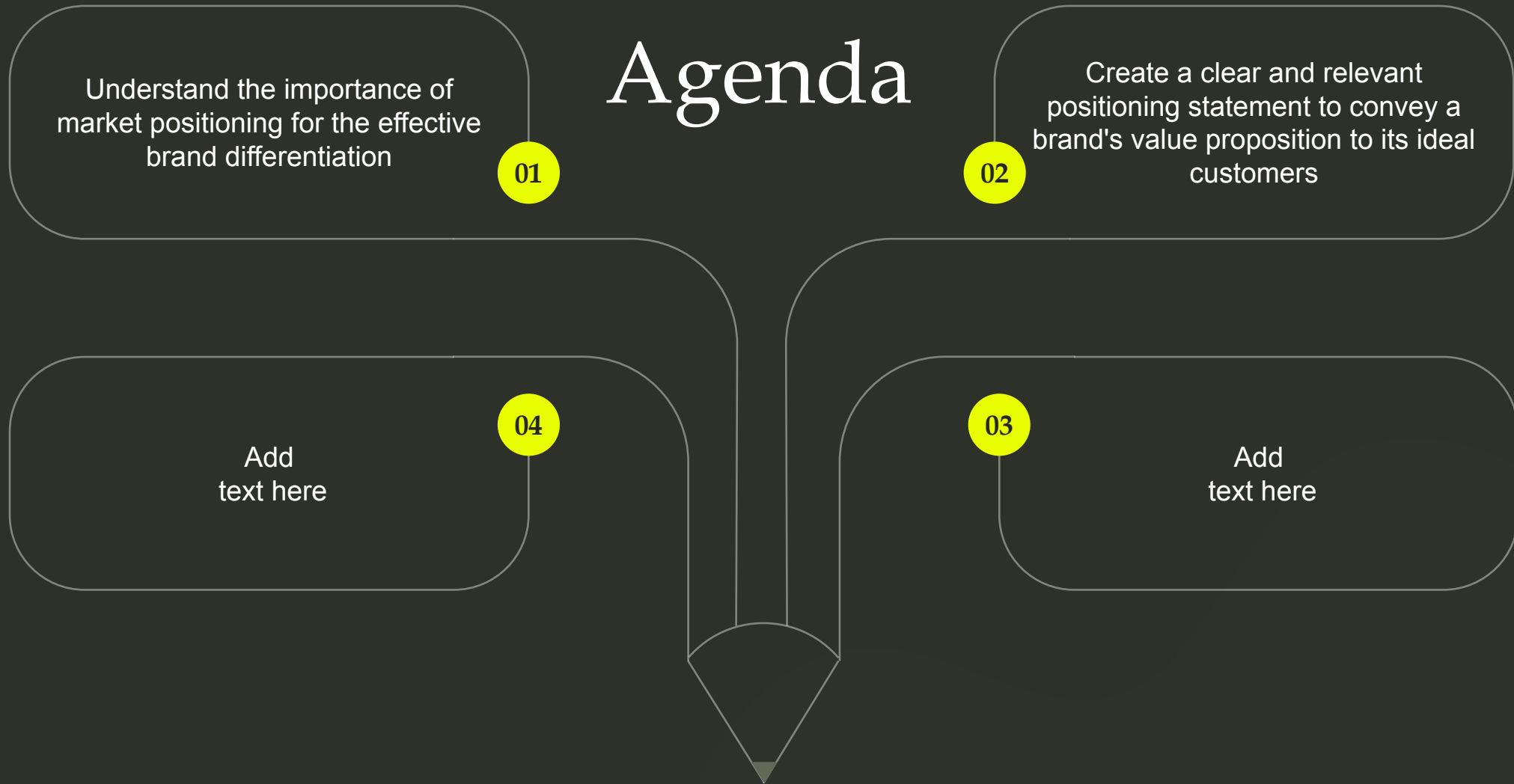
Effective Positioning Strategy for Product Differentiation

Your Company Name



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Agenda - Effective positioning strategy for product differentiation



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Effective positioning strategy for product differentiation



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- › What is product positioning in marketing?
- › Why do companies need product positioning strategies?
- › Core elements of product positioning

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What is product positioning in marketing?

This slide covers the meaning of product positioning for better product perception. It also includes communication elements for product positioning such as how the product can solve customer problems and better solutions for competitors' products.



How our product can help our customers solve a problem



Why is it a better solution for its competitors



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Why do companies need to create effective product positioning strategies?

This slide covers the benefits of product position to the organization. It includes advantages such as defining the uniqueness of the product, explaining value offerings, figuring out desired product perception, communicating product value, etc



01

- › To define the uniqueness of products and differentiate them from competitors' products
- › Add text here

02

- › To explain the value offerings to the customers
- › Add text here

03

- › To identify the target audience, their needs, and how the product can help them
- › Add text here

04

- › To figure out how company's product needs to be perceived in the market
- › Add text here

05

- › To communicate the value of product to the audience for desired product image
- › Add text here

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Product positioning strategy canvas with core elements

This slide covers major components of product positioning. It also includes elements such as vision, mission, market category, customer challenges, company differentiator, brand essence, product positioning statement, etc.

Vision

We envision a society in which everyone is an athlete, unified in their love of exercise. We want to inspire every athlete around the globe and make sport a daily habit, driven by our love for the sport and our sense of invention

Mission

Our mission is to inspire and innovate every athlete on the planet. This purpose motivates us to do all in our power to help people reach their full potential. We accomplish this through developing ground-breaking sports innovations, improving the sustainability of our goods, and assembling a creative and diverse global workforce.



Market Category

- › 15-55 years old
- › Men, women, and kids
- › Sports enthusiasts
- › High-income groups
- › Add text here



Customer Challenges

- › Metal contamination and sharp points
- › Excessive glue
- › Scuff marks
- › Asymmetry
- › Add text here



Company Differentiator

- › To position the brand as the industry leader in sports clothing
- › Develop high-quality items that exceed client expectations by focusing on their product line
- › Add text here



Brand Essence

- › Inspiration
- › Imagination
- › Add text here
- › Add text here



Product Positioning Statement

- › ABC offers top-performing sports clothes and shoes made of the best quality materials to athletes in need of high-grade, trendy athletic wear
- › Add text here

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Types of positioning in marketing

- › Pricing
- › Quality
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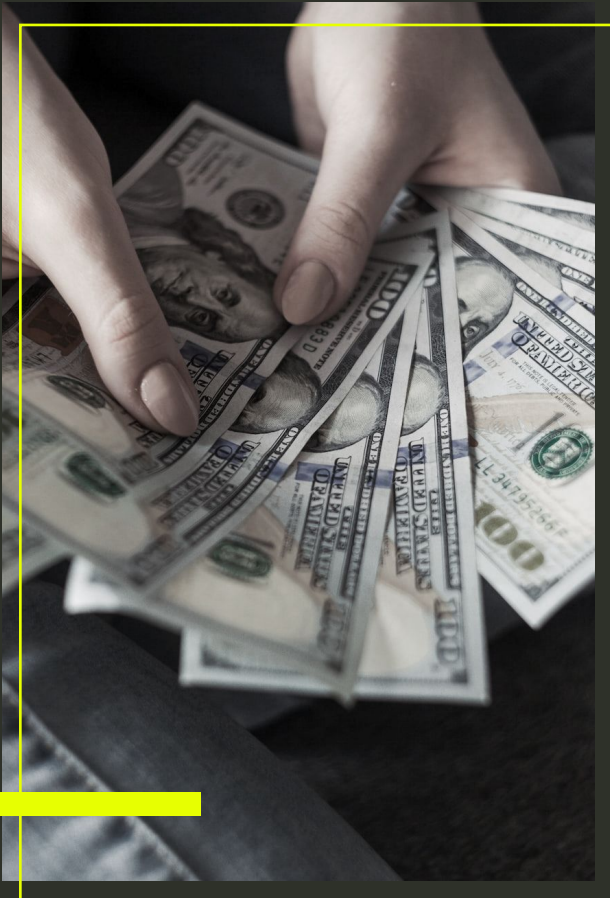
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Price-based product positioning strategy

This slide covers the positioning strategy on the basis of product price. It includes impact and examples of strategy with details such as lower cost competitors, declining market share, etc.



Pricing is an essential factor that impacts the decisions of most customers. Companies with the lowest-priced products at a reasonable level of quality usually win in many product areas



Gillette vs. Dollar Shave Club.

Example

01

- › Lower-cost competitors to high-quality brands such as Gillette have altered the razor and refill blade scene.

02

- › Gillette's market share is declining as a result of Dollar Shave Club's lower pricing. Dollar Shave Club refill razor cartridges cost 20 cents, but Gillette cartridges cost \$2 to \$6

03

- › Add text here
- › Add text here
- › Add text here
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Quality-based product positioning strategy

This slide covers the positioning strategy based on product quality. It includes impacts and examples of strategy along with details such as food sources, significant market share, etc.



Quality-based product positioning strategy highlights the product's quality as its main selling factor. This type of position might apply to a product or a service, making it a popular option for enterprises

Example

Chipotle vs. Taco Bell

01

- › Chipotle sources their foods from local farms where the livestock is raised following their humane guidelines and the vegetables are mainly organic as well

02

- › Taco Bell has many different food sources, and while they've worked hard to improve the quality of its suppliers, it still lacks the local farm quality that Chipotle has

03

- › Chipotle has grabbed a significant market share over the years by focusing on quality instead of price and has been ranked 14th in the top 50 fast-food restaurants in America by QSR Magazine

Competitor-based product positioning strategy

This slide covers a positioning strategy formulated on the basis of competitors. It also includes examples with strategy details such as differentiation strategy, superior brand awareness, etc.



Competitor-based positioning emphasizes leveraging the competition as a point of differentiation by highlighting the crucial distinction their product/service delivers in marketing

Example

Toyota vs. Tesla

- Tesla Inc. Adopted a differentiation strategy for its electric automobiles in order to achieve superior brand awareness in the industry
- Company joined the automobile sector with the release of the Model S, a high-priced luxury electric vehicle (Tesla, 2016), rapidly sidestepping economy cars like the Toyota Prius
- Add text here
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Application-based product positioning strategy

This slide covers the positioning strategy formulated on the basis of product application. It includes positioning strategy of products such as Johnson's and Axe, etc.



Associating the product with a particular usage is another way to position the brand in the market by targeting a particular group of users and explaining why the company's offerings are directly applicable and relevant to them

Example

Johnson's vs. Axe.

- While Johnson's baby shampoo positions itself as gentle for children
- Axe body spray targets men
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- Add text here

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Product characteristics-based positioning strategy

This slide covers a positioning strategy formulated on the basis of product characteristics. It also includes the positioning strategies of Toyota, Porsche, etc.



Using product characteristics or benefits as a positioning strategy associates your brand with a particular feature beneficial to customers

Example

- 01 • Toyota's positioning in the market is reliability
- 02 • Porsche's positioning is performance
- 03 • Volvo's positioning is safety
- 04 • Add text here
- 05 • Add text here



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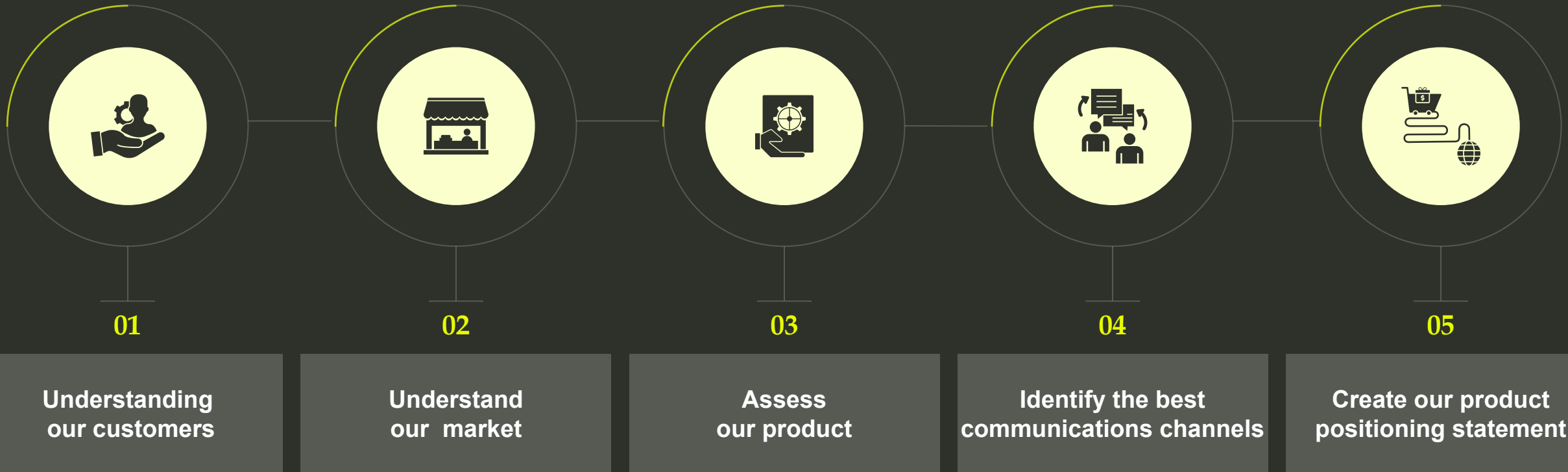
Steps to create an effective positioning strategy

- › Understanding who your customers are
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- › Identify the best communications channels
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Creating an Effective Product Positioning Strategy

This slide covers the process of building a successful product positioning strategy. It includes steps such as understanding customers, understanding market, product assessment, identifying communication channels, and creating a product positioning statement.



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