

Positioning

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Welcome

Segmentation, Targeting, and Positioning

- Marketing strategy
- The STPs

Samitivej Hospital

- Medical tourism
- Bangkok, Thailand
- 5 star resort, AMA board certified physicians
- 1/10th the price
- Targeting:

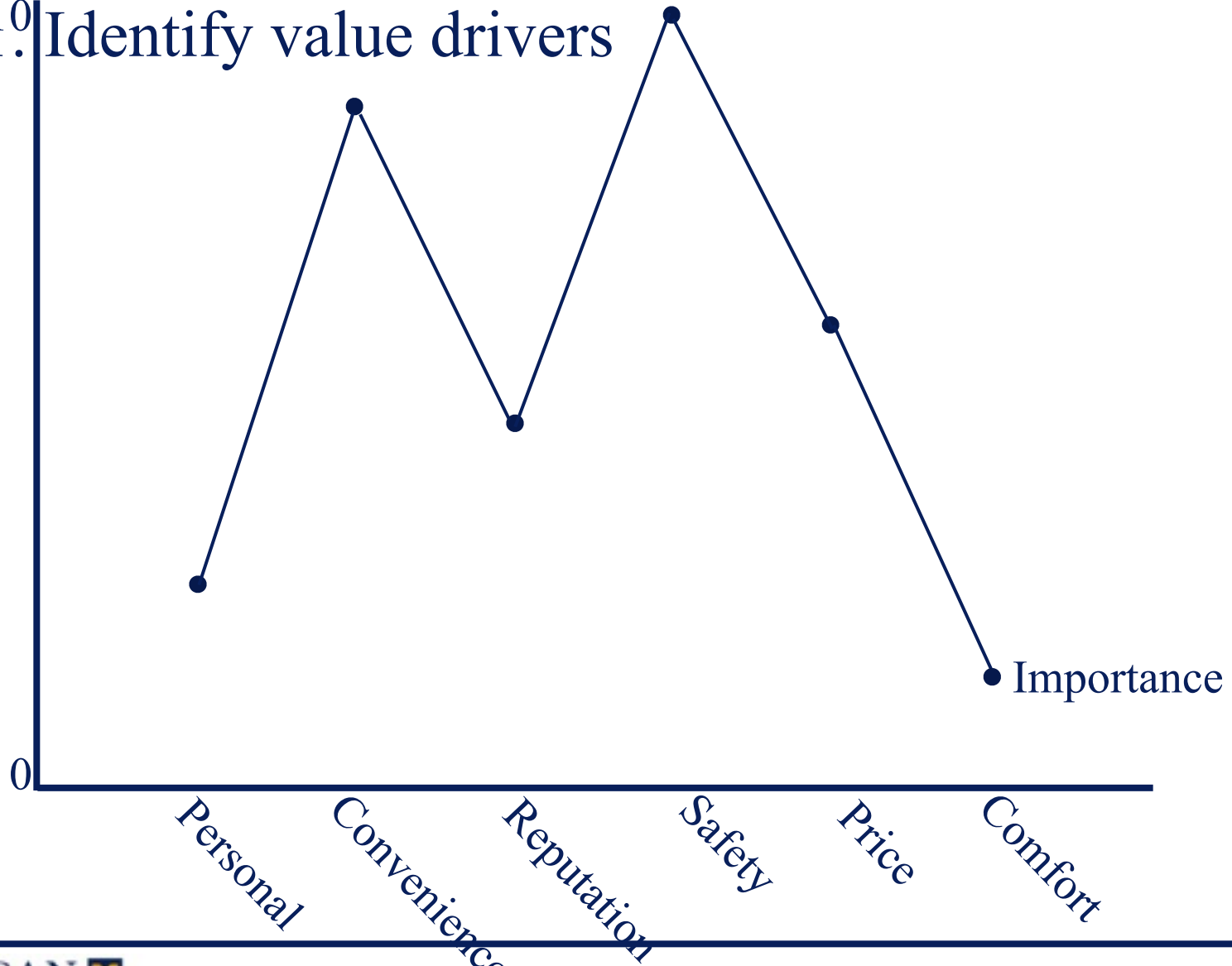
Carrie is a 25 to 40 year old woman. She might be single or married, with or without children, but values her independence. She is a professional, living an urban lifestyle. She is brand conscious, and makes well-informed purchasing decisions. She is often a fashion leader. She volunteers, and belongs to exclusive clubs/associations. Her annual household income exceeds 100 000 USD. She enjoys jazz, opera, ballet, and 'intellectual' popular music. She dines out often, usually trying the most fashionable restaurants. She watches television, especially PBS, Discovery Channel, and HGTV. She drives a foreign brand of automobile, such as a BMW 325 or VW Tiguan.

Positioning

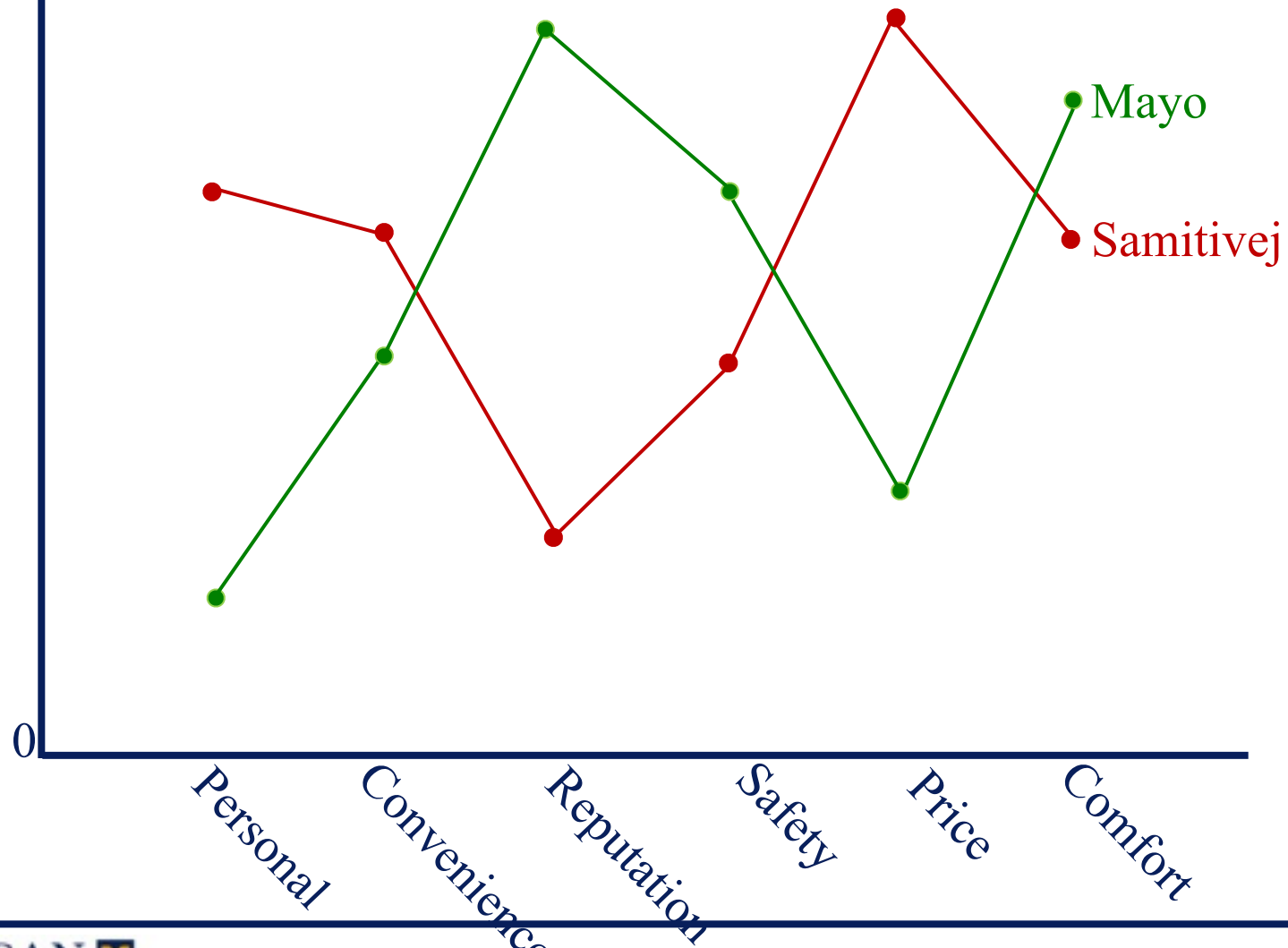
- **Positioning** is the value proposition
- It answers the question “How do we want the target segment to perceive us?”
- Differentiation and...
- Value-maximising

Positioning Procedure

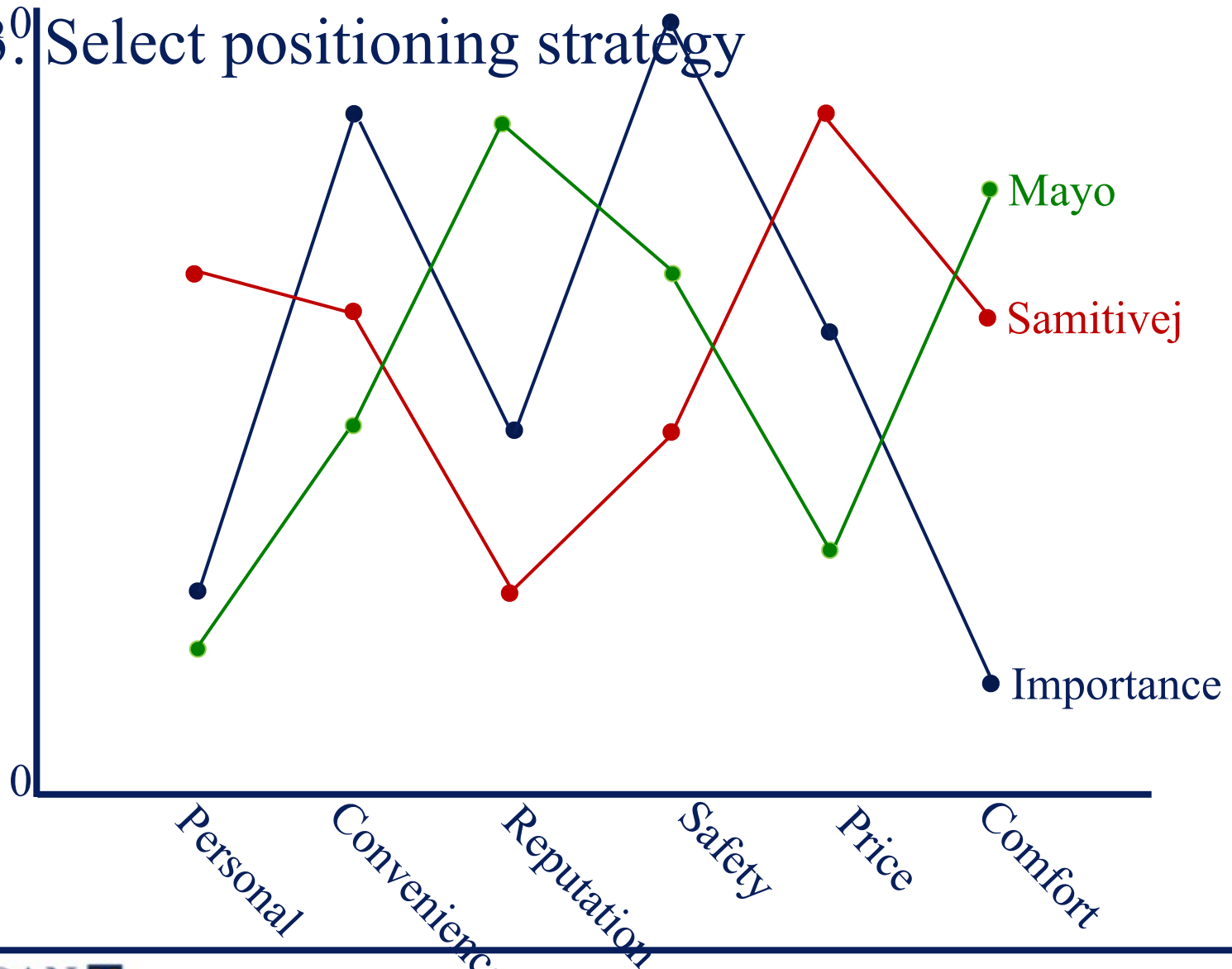
Step 1.0 Identify value drivers



Step 2.0 Map target segment perceptions



Step 3: Select positioning strategy



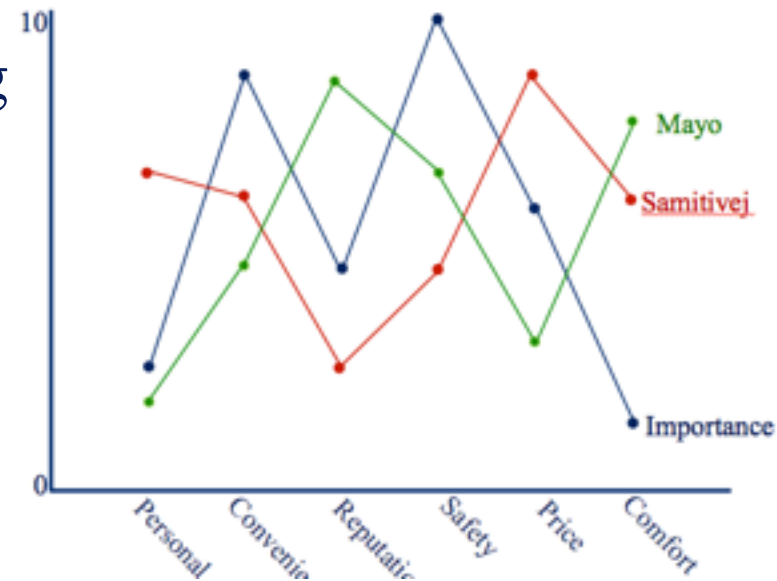
Step 4. Select grand position

- Luxury automobiles:



- Choosing your flag:

1. Have a flag
2. Have only 1 flag
3. Make it a relevant flag
4. Choose an important flag
5. Match your core competence
6. Do not steal a competitor's flag



Step 5. Articulating your positioning

- For (target segment), (brand name) is the (frame of reference) which delivers (benefit/point of difference) because only (brand name) is (reason to believe)

Summary
