

product, brand or service positioning

This is a conceptual exercise, designed to reveal or explain a particular product, service or brands position in the marketplace.

When asked “Who is your intended customer?” one invariably gets the response “Everyone.” However when thinking in those terms, everyone really means no-one, or that you do not know who you intend to sell it to.

Therefore only by considering the placement and benefits of a product can one realize its target market while ensuring proper marketing tactics are being employed.

In this polar grid one can begin to see the relationships or differences one might have in the market.

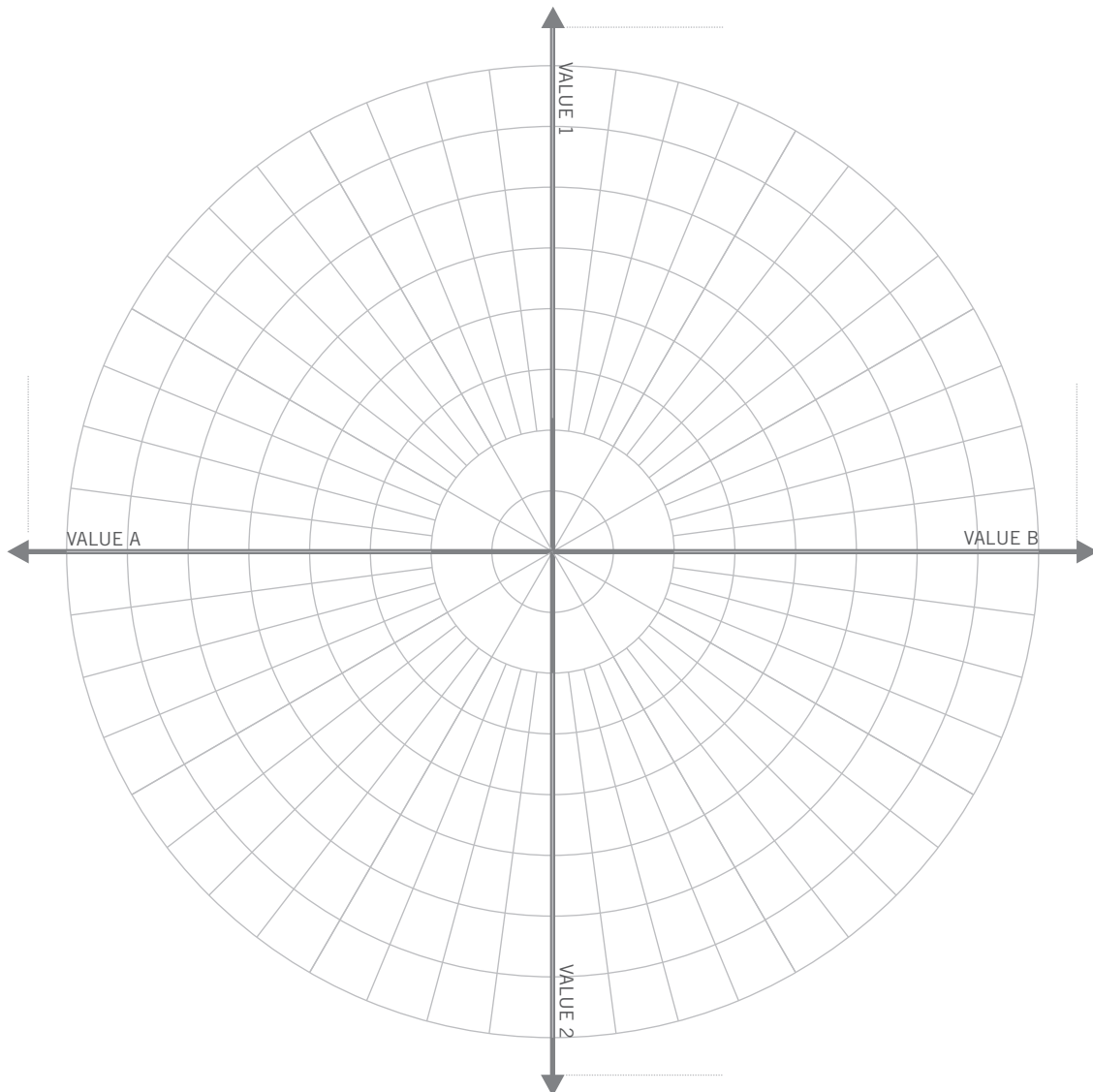
Between each value set 1 - 2, A - B lays shifting demographics. For example Value 1 might be men, Value 2 Women; Value A could therefore be Young and Value B Old.

Each shifting set of values reveals something about the market position one either would like to be in, or should be in.

If you feel your product is more targeted to young women, you should mark you market position in this graph at the lower left quadrant.

You could then start a new graph, Value A is Malls, Value B is Outlets, Value 1 is High End, and Value 2 is Inexpensive.

And so on, these are generalities, with each product there is a set of specifics, with each competitor there is a demographic. If one can isolate the targeted group of the competitor, one can create a plan to either market to a separate demographic (therefore avoiding difficult competition), or knowingly compete for the existing one in innovative ways.



case study

When Olympus began creating its first Digital SLR (professional camera) it was in a field against the long established giants Nikon & Cannon.

However by deciding to look at Digital SLRs from the start as new technology it created the 4:3 aspect ratios. This allowed for a lighter Camera without compromising image quality.

Combined with its open policy for the technology, the four thirds system has become a standard for a number of well known brands in the market: Sony & Pentax included.

This gave Olympus two major selling features which set it aside from the market leaders, its small size, and the ability to use lenses from a variety of camera manufacturers.

Using these tactics Olympus has successfully created a new demographic to appeal to, and can focus on features which are unique to the brand.

