

POSITIONING READING

What's a parity good? Give me examples.

Explain how generic goods work. Cigarettes. Cheap domestic beer. Breakfast cereal. Razors. Butter. Laundry detergent.

What's positioning? (Or branding.)

The role that marketers design the product to play in the market; the image they give it
Positioning/brand image is extrinsic to the product

There's nothing inherently macho or tough about Marlboro cigarettes;
---if you removed the name, couldn't tell them apart from other cigarettes
---imply an image an ad agency created.

There's nothing inherently feminine about Virginia Slims
---different shape than other cigarettes

American Spirits are "natural" smokes for hipsters'

How did Marlboro used to be advertised?

They used to target women; Marlboro was one of the first cigarettes with a filter and the ad agency considered that a feminine trait. But, after the war, Marlboro's ad agency decided to go after men instead.

Parity goods illustrate: Perception > Reality

In other words, when selling a product (whatever it is), the *image* of that product in the public mind is much more important than what the product actually is.

What sort of media might you expect to find Nutrament advertised in with its a) early positioning b) later positioning. What about Ensure with a) old positioning b) new positioning?

Nutrament early positioning: Sports Illustrated

Nutrament later positioning: inner-city outdoor ads/billboards

Ensure old position: targeted doctors and hospital administration (medical journals, hospital trade publications)

Ensure now position: targeted older consumers (outdoor advertising, store displays)

What's a parity good?

Parity goods are alike—there are no significant differences between them. Razor blades, shampoos, bottled waters, and dishwashing liquids are examples.

If a product is like every other in its category, what does that mean about its advertising?

The more alike products are, the more important the advertising is

Positioning = strategy for creating an image for the product that will distinguish it in the marketplace. When a product is repositioned, what changes?

When Marlboro converted from a women's cigarette into macho man's, what changed?

The packaging and advertising changed; the cigarette itself did not.

What was the point of the beer study?

The study segmented drinkers into different personality types, showed the drinkers story-boards of different beer commercials, then offered them beer and asked them which they preferred. Results: people preferred the beer that was targeted to their personality type, even though the beer itself was the same. The point was to see how advertising affected their preferences.

* One series of drawings featured working man getting home and relaxing

* a funny commercial (a la Tom Green) is going to appeal to young men and teens; a beer advertised as sophisticated, classy, is going to appeal to Yuppies.