Positioning

What is positioning?

“The act of designing the companies offerings so that it occupies a distinct place in your target customers”
A perceptual map

Tylenol

Bufferin

Bayer

Private label

Anacin

Excedrin
Marketing Positioning

“product X is the best Y because _________

Has to be believable by your customers
Has to be believable by your competitors
• And a barrier to competition
Has to be doable