



How to create a great positioning statement

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1. What is a positioning statement

Marketing battles are fought in the minds of the consumer and are not rooted in the realities of the product, according to marketing gurus, Al Ries and Jack Trout. In most industries, the market leader is invariably one that consumers instantly associate with a single or simplified concept: Volvo = safety; Heinz = ketchup; Fedex = overnight.

How do these companies get into such an enviable position? There is no one thing that we can attribute it to. Marketers use a number of tools to pursue this goal. A positioning statement is one such tool. It is a crisp and concise articulation of the benefits and values a product or service delivers and what is unique about it.

2. Why is a positioning statement important

Edmund Hillary and Tenzing Norgay were the first ones to scale the Mount Everest. There have been many more after them – many of them achieving this feat at a younger age, or in shorter time or with fewer resources. But it is Hillary and Tenzing that most of us remember. While not exact, but something equivalent is the power of a positioning statement.

As consumers and buyers, we constantly slot a product or service into holes that we are familiar with. If we come across a new service or product, we ask the question, “Is this like product A that I am familiar with?” “Is this service like the one offered by B?” Whether we like it or not, this happens all the time. How do we influence consumers and buyers to think of us the way we want them to.

We have the ability to remember only a limited number of things. According to Ries and Trout, products occupy the rungs of a competitive ladder in the minds of the consumer. If a product is not in the top rung of the ladder, chances of it having a major market share are very slim. Market leaders or indeed successful companies are those that occupy a single concept in the minds of the consumers.

A well-thought out positioning statement helps achieve that goal. Of course, positioning statement,

by itself may not be sufficient. However, not having a well-defined positioning statement is a non-starter.

Every player in the market fights the same battle. Quite often, competition tries to position the others in the minds of the consumer. This can spell trouble for a company. A company's positioning statement preempts such maneuvers by the competition.

3. What needs to go into a positioning statement

Companies and brands that occupy the top rung in the consumer's mind have one thing in common. Consumers usually associate a single concept with these companies. This can be a challenge, as marketers need to focus on a single concept and downplay everything else.

A positioning statement needs to be crisp, concise and comprehensive. It defines the product or service we offer. It identifies the user for whom the product or service has been designed. It defines what problem the product or service addresses. And finally, it identifies why the product or service is different or better than the others being offered currently.

4. Framework for creating a positioning statement

One of the best frameworks for creating a positioning statement was suggested by Geoffrey Moore . Though initially meant for technology product companies, his format works equally well for other products as well as service offerings.

For [target end user]
Who wants/needs [compelling reason to buy]
The [product name] is a [product category]
That provides [key benefit].
Unlike [main competitor],
The [product name] [key differentiation]

Illustrations of good positioning statement -

1. InvenSense is the world's leading provider of MEMS-based motion processing products for handheld consumer electronics devices and is dedicated to bringing the best-in-class size, performance and cost solutions to market.
2. ABB is a global leader in power and automation technologies that enable utility and industry

customers to improve their performance while lowering environmental impact.

3. Xerox is the world’s leading enterprise for business process and document management. We provide true end-to-end solutions, from back-office support to the printed page, to help you operate your business and manage information.
4. Synaptics is a leading worldwide developer of human interface solutions for mobile computing, communications, and entertainment devices. Our company is uniquely suited to meet the needs of the emerging digital lifestyle trends for innovative, intuitive human interfaces for consumer electronic devices.



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- Strategy formulation
- Creation of Marketing Plan
- Product Marketing
- Corporate Marketing
- Marketing Collateral and Communications
- Social Media Marketing

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