



Positioning strategies – some tricks to creatively out position the competition

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EMOTIONAL TERRITORY MAPPING:

HOW DO WE REINVIGORATE A MARKET LEADER?

HOW DO WE FIND GAPS?

HOW DO WE EFFECTIVELY CONTEST SOMEONE ELSE'S TERRITORY?



THREE DIRECTIONS TO CREATIVELY POSITION

MARKET LEADERS: OWN AND CONTINUALLY REINVIGORATE THE CENTRAL TERRITORY

CHALLENGERS: LOOK FOR A GAP OR EXTEND INTO THE CENTRAL EMOTIONAL TERRITORY

A CHALLENGER MAY REDEFINE THE CENTRAL TERRITORY



Again and again the same generic themes reoccur...

POSITIONING DIMENSION	POSITIONING LOGIC
<i>Market leader</i>	Established, well known, popular
<i>Challenger</i>	Dynamic, fresh, innovative sometimes relevant to current needs, flexible, tailored
<i>Premium</i>	Exclusivity, sometimes with best quality
<i>Quality with price</i>	A trusted solid brand at a cheaper price – compromise
<i>Price plus (differentiation)</i>	Price plus friendly, cheap and cheerful
<i>Price leader</i>	Cheap

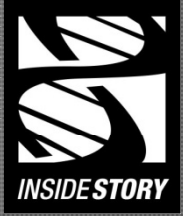


Emotional territories
are the engine
room for
positioning success



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Metaphor
elicitation can
map the emotional
landscape and
stimulate creativity



Metaphors can
make
unconscious
experiences
more
conscious and
communicable



Metaphor making is a fundamental aspect of the mind

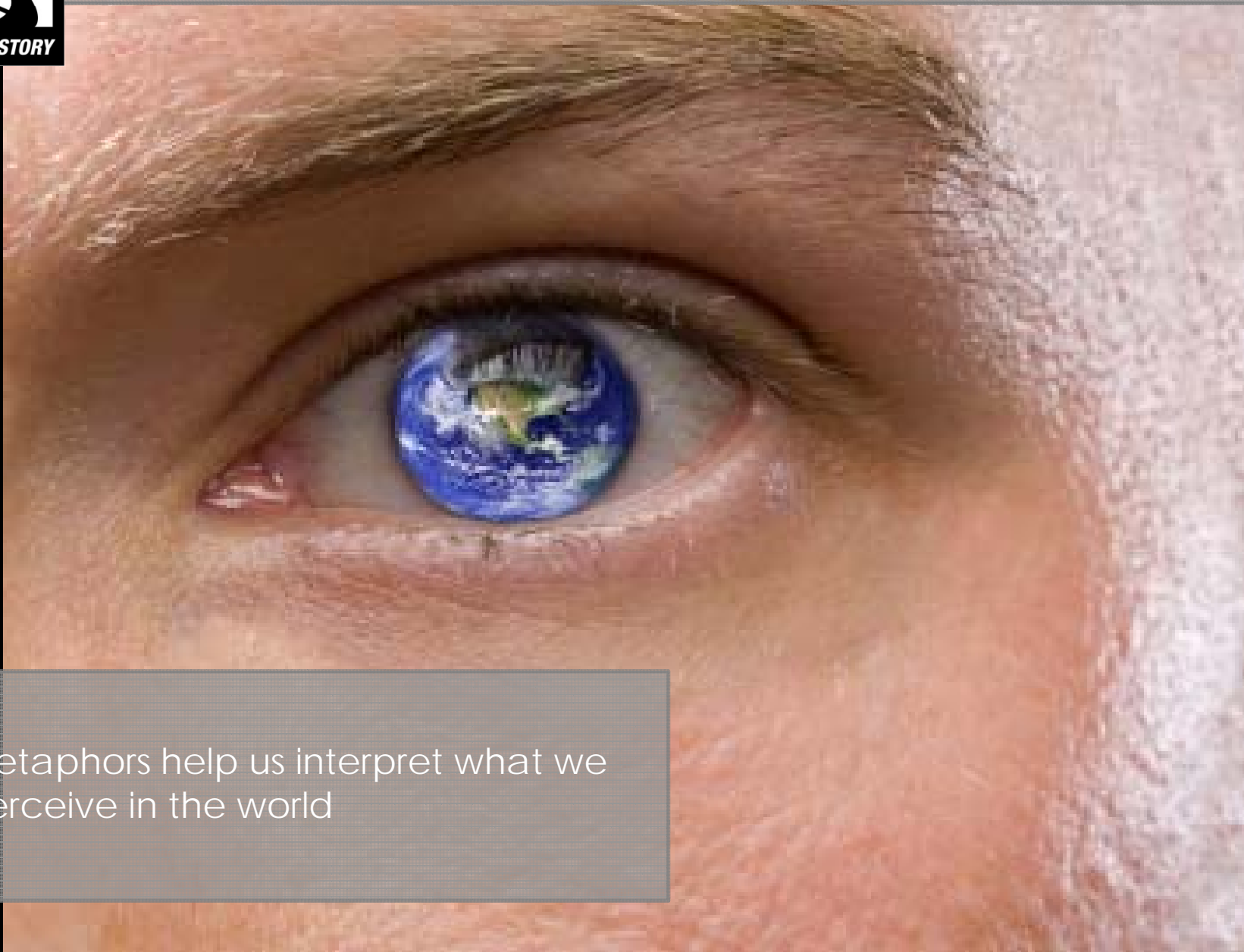


Pattern recognition/matching is how the brain works to make sense of the world – metaphors are central to this process

Metaphors are universal patterns central to how humans create meaning



They can also surface important thoughts that literal language may under represent or miss completely



Metaphors help us interpret what we perceive in the world



See new connections,
interpret our
experiences and draw
meaning from those
experiences




**Express ideas and feelings
which may be independent of
language**

Metaphors are linked to feelings and emotions

eMOTION

"lend a hand"
"I'm feeling really up"

A black and white photograph showing several hands raised against a dark background. The hands are of various sizes and are positioned in a way that suggests they are being offered or held up. The lighting highlights the texture of the skin and the lines on the palms. The overall composition is centered and occupies most of the frame.



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*CASE STUDY - MEAL
ACCOMPANIMENTS
CATEGORY*

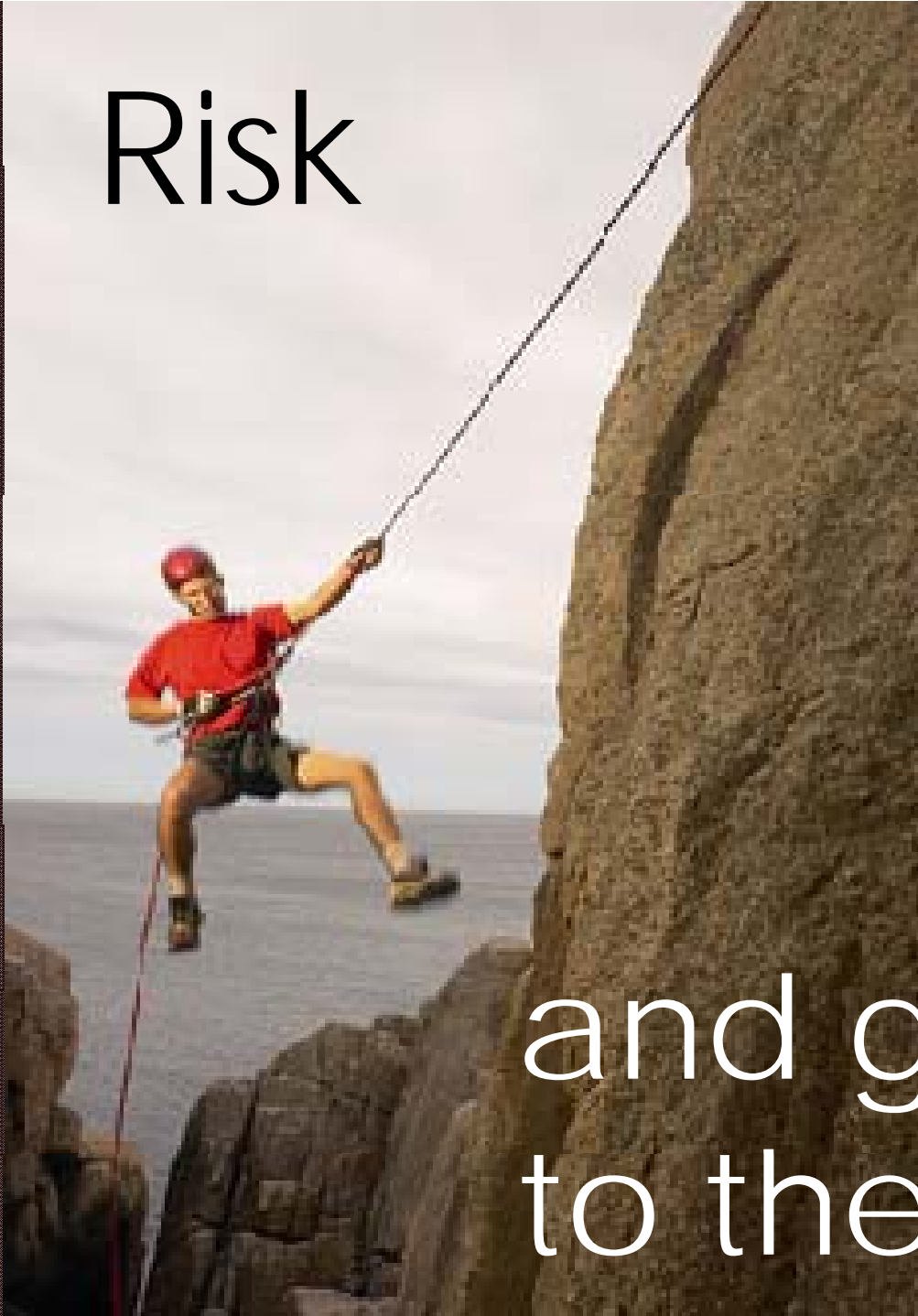
The potter's
wheel
metaphor
= Central
emotional territory



Appreciation – and the trophy



Risk



and going out
to the edge



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Blending emotional drivers →
RICHER STRATEGIC
POSITIONINGS

Carnivale



Risk + Creativity

Carnivale
The atmosphere
surrounding the meal.
Created by variety,
action and colour

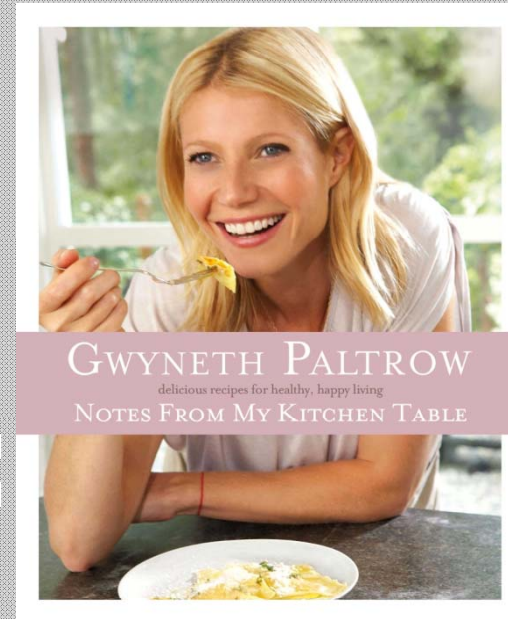


Domestic Goddess



Confidence + Creativity

Domestic Goddess
Delivering interesting food with
ease and confidence





Understanding consumers' metaphors enables marketers to imagine the nature of consumer's needs and to envisage more effective ways to respond to those needs



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For more about **discovering your core
defining metaphor** contact:

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Discover your core defining metaphor!

INSIDE STORY Knowledge Management

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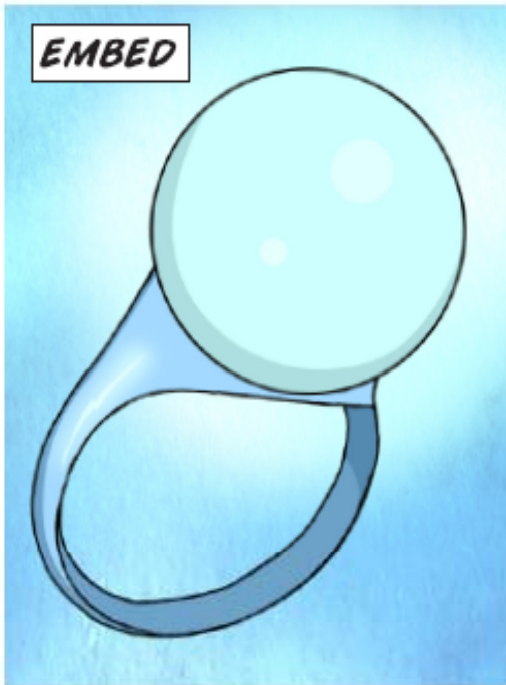
DISCOVER



VALIDATE



EMBED



INSIDE STORY HAS A THREE STEP PROCESS FOR DISCOVERING, VALIDATING AND THEN EMBEDDING THE INSIGHT WITHIN THE CLIENT ORGANISATION.

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