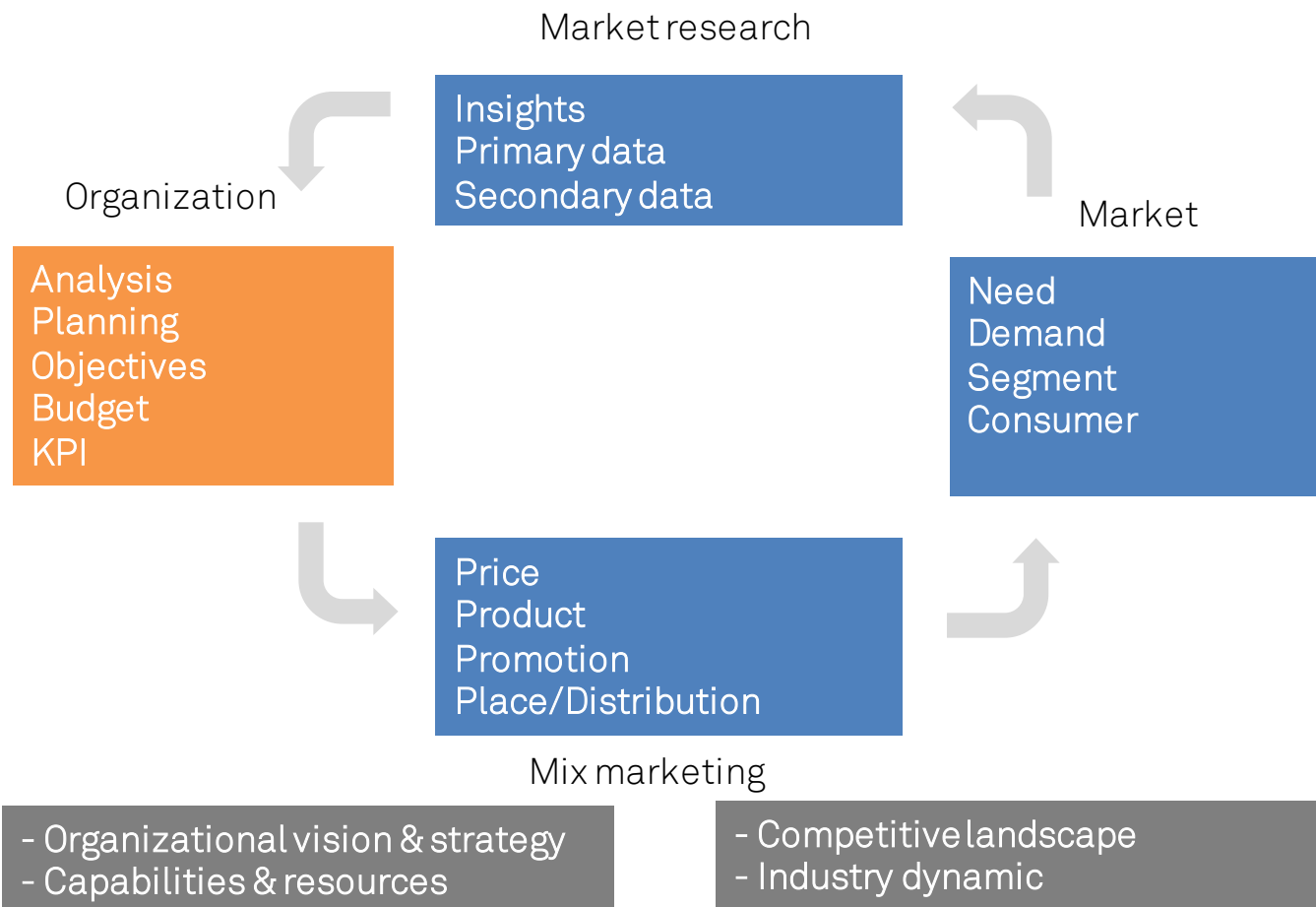




Segmentation & Positioning

Segmentation & Positioning > **Definition**

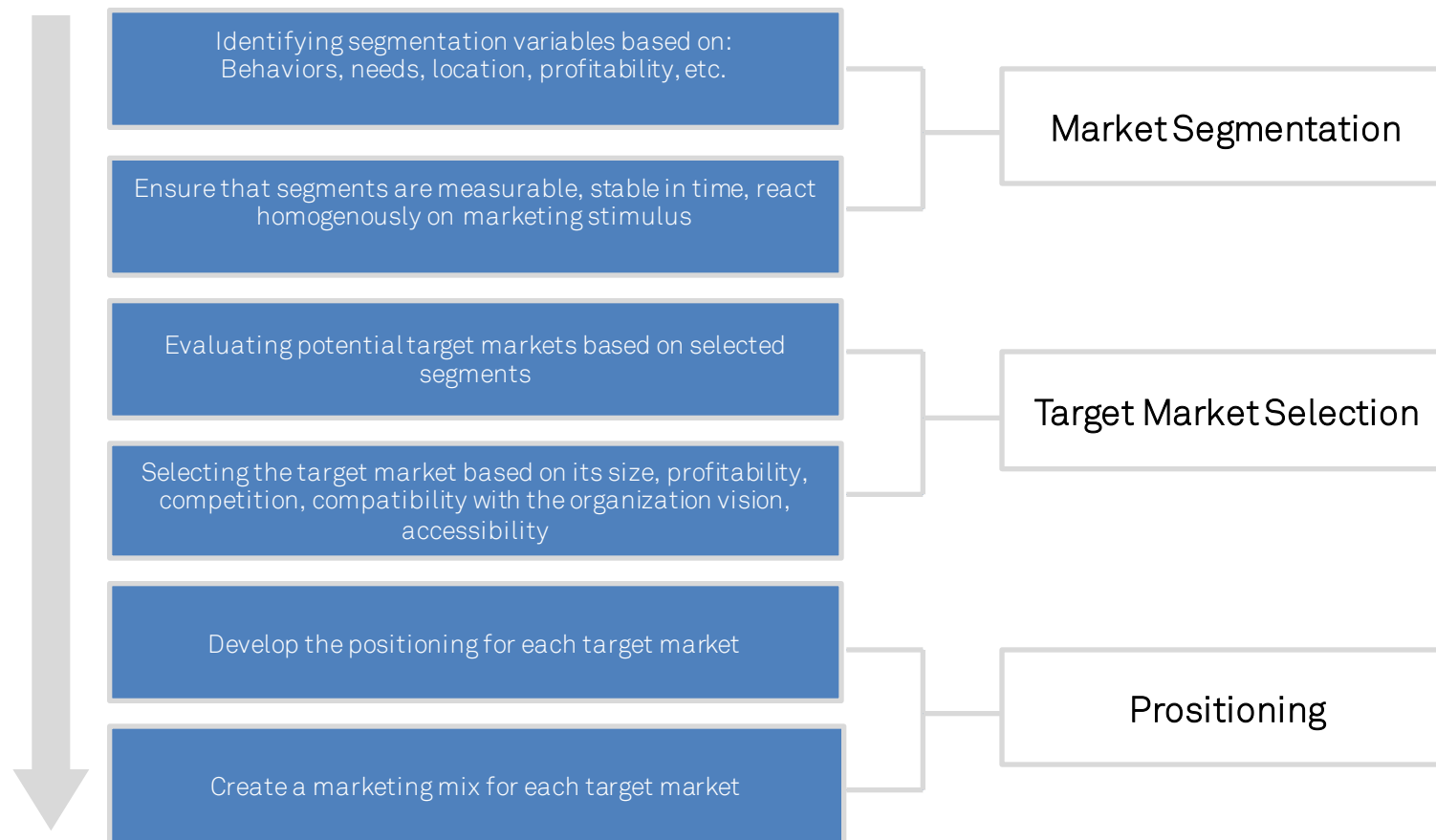


Segmentation & Positioning > **Definition**

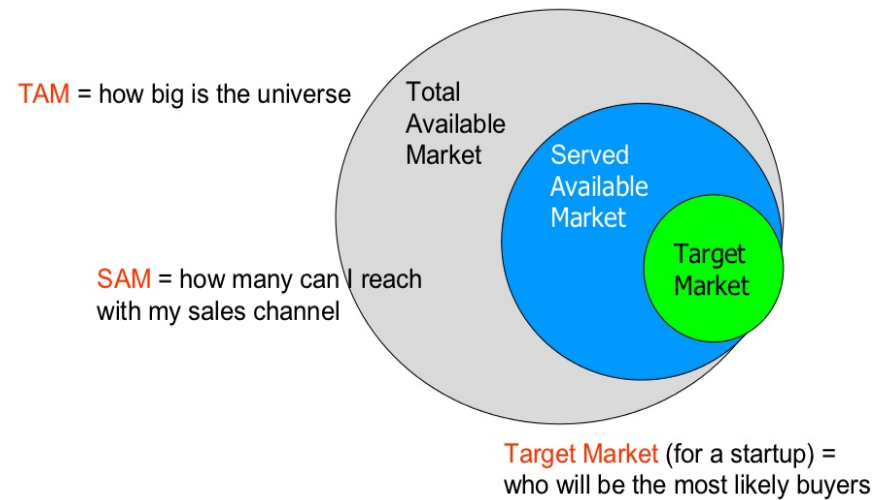
Segmentation is the process of bringing together consumers who share the same preferences or who react in similar ways to marketing variables.



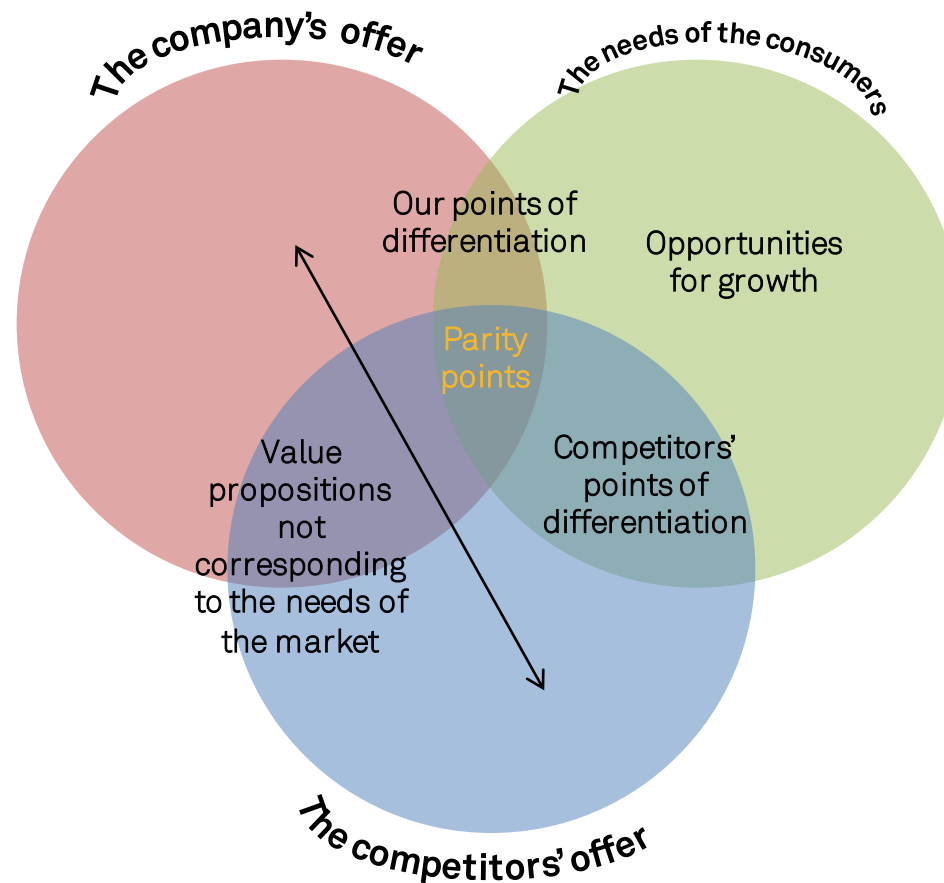
Segmentation & Positioning > **Process**



Segmentation & Positioning > **Target Market**



Segmentation & Positioning > **Positioning**



Source: Urbany & Davis (2007)

Segmentation & Positioning > **Positioning statement**

“To [Target audience], [organization/brand] is the [category frame of reference] that [point of differentiation] that is because [competitive advantage].”

[point of differentiation]

Establish the rational/emotional benefit that the target audience expects to meet.

[competitive advantage].

Help the brand to distinguish and stand out from its competitors by leveraging its competitive advantage and listing the reasons to believe.

Segmentation & Positioning > **Positioning statement**

Brand Positioning Statement.

To...	Healthy Proactive Preventers, 25-40, who want to do as much for overall health as they can
	(Target Market)
Grays Cookie is the...	Tasty low fat cookie
	(category frame of reference)
That ...	gives you the <u>best tasting yet guilt free pleasure</u> so you can stay in control of your health.
	(Rational/emotional benefit/promise)
That's Because ...	<ul style="list-style-type: none">• In blind taste tests, Grays Cookies matched the market leaders on taste, but only has 100 calories and 2g of fat.• In a 12 week study, consumers using Grays once a night as a desert were able to lose 5lbs.• Grays uses all natural ingredients.
	(Reasons to believe)



Thank you

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