

How Positioning Slogans Communicate

For this exercise, you are required to determine the positioning goals associated with various positioning slogans.

In the table below you will see a number 'well-known' positioning slogans. For each one, outline what you believe the slogan means and what it is trying to communicate.

List of Tag Lines for High-Profile Brands

- *Because I'm worth it (L'Oreal)*
 - *Have a break (Kit Kat)*
 - *Priceless (MasterCard)*
 - *Finger lickin' good (KFC)*
 - *Eat fresh (Subway)*
 - *Choice of a new generation (Pepsi)*
 - *Have it your way (Burger King)*
 - *The world's local bank (HSBC)*
 - *Good to the last drop (Maxwell House)*
 - *Breakfast of champions (Wheaties)*
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Student Discussion Questions

1. What are each of these positioning slogans trying to communicate?
2. Do your perceptions of their message differ in any significant way from your fellow students?
3. Do any of these positioning slogans imply anything about their competition?
4. How would the product's marketing mix need to be structured in order to successfully support their positioning goals?
5. Pick two or three positioning statements that you believe are the better ones. Why are these ones better?