

Positioning Our New Product

In this exercise you are presented with 40 alternative potential positioning slogans for a smart phone firm. This market is obviously very competitive market, and a clear positioning would assist a firm in successfully competing.

In the below table there are eight segments and you're able to select positioning across five categories. Your goal here is to select the most appropriate target market and the most appropriate type of positioning slogan for that target market.

Your Choice of Segment and Positioning

Segment	Benefits	Attributes	Usage	Users	Competitors
Fashion focused	Be trendy	Great look and design	Use with friends	Be one of the "in crowd"	Not yesterday's news
All the features	Easy and fun to use	25 special features	Great for managing apps, videos and songs	Ideal for people who love their smart phone	More flexible than Apple and Samsung
Simply the best	Status of being seen with the best	High quality with huge memory capacity	The only smart phone that you want to be seen with	For high achievers like you	Clearly the best quality, features and capacity
Shoppers	Great value and a smart buy	Just \$999	For young kids, who might break or lose	Are you a smart shopper?	Why pay an extra \$500 just for the brand?
Lives on the phone	Reliable, always works	Easy everything!	Great for traveling and working	Perfect for busy people	Only the features will distract you - not the price
High quality	Simply the best!	Best camera, sound, and touch	Sit, relax, enjoy!	If you know music!	Real sound, not blowing your own trumpet

Babysitters	Finally, peace and quiet	Safe and simple for kids	When you need a break	Busy kids and stressed parents	Comes with a kid-sized price tag too
The ideal gift	"Gee thanks" Granma	Low risk gift	What to buy this year?	When you're expected to deliver the goods	The affordable alternative

Student Discussion Questions

1. Which target market and which positioning slogan would you recommend? Why?
2. Is there more than one viable approach contained in the list above?
3. How does a firm benefit from selecting a target market and a clearly defined positioning approach?
4. What are the potential downsides of a narrow target market and using a tightly defined positioning approach?