

## **Talk Benefits, Not Features**

*Consumers buy a product solution (the benefits) for their need/problem. In promotional communications, it is important to communicate benefits - not features!*

*Below is an example of how to convert features into benefits (for a potential new product for Burgers Galore, namely fruit salad). Your task is to identify the benefits for a swimming pool toy, and a new pet walking service.*

### **Fruit Salad Example**

#### Features-Based

- Enjoy Burgers Galore's new fruit salad
- With an array of different fruits
- Fruits are cut into pieces
- And not cooked
- Served in a plastic container
- They are chilled for your enjoyment

#### Benefits-Based

- Enjoy Burgers Galore's new fruit salad
- With an array of delightful tastes and textures, that come in easy-to eat, bite-size pieces
- And they are all natural and fresh
- Easy to eat anywhere
- And they are always cool and refreshing

***Now complete for...***

### **For a Swimming Pool Toy**

#### Features-Based

- Introducing an inflatable trampoline that floats on your pool.
- Enables jumping, diving, and games.
- Weight capacity of 100kg.
- Electric inflation pump included.
- Repair kit included.
- Available in black, red, or yellow.

## **For Pet Walking service**

### **Features-Based**

- We offer a new service of walking your dog.
  - This service is available in most suburbs.
  - We will pick and return your pet - and there's no need for you to be home at the time.
  - Walks range from 30 to 90 minute duration.
  - Maximum six dogs per walk.
  - All our dog walkers are animal lovers.
  - Can also include dog basic training (if required).
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### **Student Discussion Questions**

1. Rewrite the list of product features for the swimming pool toy and the walking service as a list of benefits (as per the fruit salad example).
2. Which approach (features or benefits) do you think is likely to be more effective in marketing communications?
3. When evaluating a product offering, are consumers more likely to buy a product for its features, its benefits, or a combination of both?