

**positioningpioneers**

The branding & differentiation strategic thinkers

# Positioning & Branding Science.

*Handy pocket guide.*

[www.positioningpioneers.org](http://www.positioningpioneers.org)

[www.positioning.ws](http://www.positioning.ws)

**2020**

# A world of competition, change, and crisis.

We live now in a hyper-competitive world.

With the smallest distraction, a competitor can appear and take away clients, at which point you must wait for another company to be distracted or make a mistake to recover them.

Today's essential question is not "What?" but "Why?" This is the essential difference between "*Strategic Planning*" and the new way of thinking, "***Strategic Thinking***".

As well as anticipating and planning, *interpreting* and *focus* are necessary.

*To find solutions you must first identify, accept and understand what the problem is...*

- ✓ Today there are three types of people:
  1. Those that ask only, "What happened?"
  2. Those that observe how things happen
  3. Those that make things happen



we are among the third group.



# Differentiation is a key.

The first you have to ask yourself is not "

*Why are we better?" but*

***"How can we be perceived as better or unique in the client's mind?"***

There are three steps to achieve the objective:

- 1. Find a clear and simple idea** that makes we different and positioning this idea, in the prospects mind, as the offer much more attractive than the ones of your competitors
- 2. Have or create credentials** that support the idea and make it credible.
- 3. Develop an effective promotion plan** that allows us to capture minds "one by one" in order to conquer a market share enough for our size.



# It is not only productivity that brings success...

Products and services are becoming more and more alike. Technology is affordable to everyone everywhere.

Operational effectiveness and productivity are necessary, but are not enough.

To be successful, your proposal must be perceived as new and different in order to attain a preferential position in the client's mind.

Competitiveness is the sum of working with two factors, operational effectiveness and a more attractive image, in the prospect's mind, than that the ones of our competitors.

**Productivity**  
(operational effectiveness)

+

**Brand Image**  
(perceived differentiation)  
*Positioning Strategy*



**Competitiveness**

In Positioning Systems we use to say: “for being really competitive you must abide by our **KICS Principle** (Keep It **C**ompetitive, **S**tupid). That means to fulfill both parts of the equation, be good and differentiate your proposal in the prospect's mind.

# Positioning and Branding: the “key” keys.

- ▶ Positioning is the tool that brings you to a state of differentiation and preference in the client’s minds, which will give you an advantage over the competition.
- ▶ Although, even having attained that preferential position, there is still something missing: a “reference” so the client can recommend or ask for your product or service.

## **It is the Brand! ®**

- ▶ The brand is the ideal being that you positioning in the minds of the customers.
- ▶ Developing good “brand engineering” is the final objective of a Competitive Strategic Positioning Project.
- ▶ *Positioning & Branding* are the essential keys to success in this new super-hyper-competitive world we live in.
- ▶ Use this tool keys for integrating client expectations, block the competition’s proposals and that which we can offer to differentiate ourselves.
- ▶ With money you buy everything; technology, infrastructure, human resources; but the creativity to built a different and attractive image in the customer’s mind is a very difficult task, although it seems very simple

# The differentiating idea.

In order to position your proposal as special and different in the prospects mind, it's necessary to find an idea :

**simple, logical, means a benefit, competitive**

Your company, product or service must be linked to an attribute that means a clear benefit to the client, and that no other competitor has appropriated it before.



**VOLVO**  
"The safest car"  
**ZARA**  
"Affordable fashion"



These four companies have found a simple way to differentiate themselves.

The concept it could be more or less pragmatic, and really the proposal may not be "better" technically speaking, but however, they will be perceived as different from their competitors in the client's mind.

**It's not easy, but there is always a way to differentiate yourself!**

# What means really “strategic positioning”?

Positioning, as a competitive strategy, is one of the most utilized and least understood marketing concepts. The first time this concept has been mentioned was in an article, signed by Mr. Jack Trout, recognized as a global management guru's, published in *Industrial Marketing Magazine*; June 1969 New York. Using the military nomenclature he called it "positioning"(A strategic area occupied by members of a force). Positioning became the most useful tool for capturing mind share in order to conquer markets.

The author stated that positioning is a mental device used by prospects to simplify information inputs and store new information in their mind. The process is very important because the typical consumer is overwhelmed with unwanted advertising, and has a natural tendency to discard all information that does not immediately find a comfortable (and empty) slot in their mind. That means if you are trying to send a message with the objective of receiver take a decision you are interested for, you must take into account how his/her mind is structured and which previous perceptions exist there.

***Positioning is not something you do to the product or service,  
it is something you do in the client's mind.***

In short, the objective of Positioning is to gain an advantageous position in the client's minds so when a “need” arises, it comes “tied” to your offer over your competitors, looking for prospects are willing to pay something more for the difference they perceive.

After Trout many others used “positioning” in their books and lecturers (Michael Porter, Tom Peters, Philip Kotler, Al Ries and many others) but it is clear that there is only one father and pioneers of this concept: Jack Trout and the partners of Trout & Partners with offices in more than fifteen countries.

## Two basic twin concepts.

- ▶ When you start up a new business, extend the one you have or you are going to create your competitive strategy, you must use:

### Positioning

*How to differentiate your product in the prospect's mind*

- ▶ When you or the market, in which you are positioned, change you must use:

### Repositioning

*How to adjust perceptions that already exist in the mind of your clients and prospects about your product, your company and your competitors*

In both cases the objective is the same: to identify the differentiating idea that will allow your product to be perceived by prospects and clients as the most attractive option on the market.

# Positioning Principles.

But pay attention; **complying with these principles will not ensure success; but not violating them will prevent failure**

**Principle No.1** It is better to be “first” than to be “better”.

**Principle No.2** If you cannot be the first in a category, you must set up a new category in which you *can* be first.

**Principle No.3** Competition is not between products-services-idea, it is between the perceptions clients have of those products.

**Principle No.4** To compete, you must know not only your own position but also the position your competitors hold in the client’s or prospect’s mind consumers.

**Principle No.5** You must own an attribute which differentiates and creates a preference for your product or service.

**Principle No.6** Don't try to be everything for everybody; you may end up being nothing for anybody.

**Never forget; the main issue is: “Differentiate or Die”**



# Branding: a matter of words.

A brand is a symbol that identifies the origin or producer of a good or service.

It is the promise of a "benefit". When a prospect buys something, his/her objective is to solve a "problem" he/she believes he/she has.

This is a subjective process; much of the decision (70%) is based on emotional criteria.

Therefore, it's imperative that your brand transmits the assurance of the solution each client or prospect expects.

- ▶ How many brands can be identified only by a logo? 
- ▶ How many brands can be identified only by words? 
- ▶ To ask or recommend a brand the logo is not enough, words are needed. Nike is the logo recognized by more people around the world; but when I ask for some shoes or I recommend them to a friend I have to say "Nike"
- ▶ The order is always the same: First it is necessary a quality product or service, then a simple word to identify it and finally a design that helps the brand attractive and enhances its ability to do a good impression.
- ▶ You must avoid designs without content. The mind is mainly in contact with the environment through hearing



# Rules for effective branding.

You must look for a brand name that starts up the Positioning process.

“Telepizza”, is a good Spanish example. It was the first pizza home delivery company in Spain. Its name explains exactly what it does and is understood in any language. The name must fit with your competitive strategy, creating a multiplying effect in the customer’s mind

A few criteria to keep in mind when choosing a brand name:

- ★ *“Initiates”* the communication process
- ★ *“Wide Range”* includes the full concept or idea to be transmitted.
- ★ *“Focused”* leaves out what you don’t want to include.
- ★ *“Competitive”* attacks the competition and, if possible, repositions them.
- ★ *“Rise in the Category”* aids in climbing the stairs of preference in the client’s mind, connecting itself with other highly regarded categories.
- ★ *“Foresight”* takes into account possible future changes in meaning.
- ★ *“Global”* must be understood in other languages and taking care also that it does not have negative meanings.

## The positioning pioneers team.

Jack Trout, the positioning pioneer, started applying this methodology 49 years ago in USA. He and his partners extend the consulting services of Positioning Strategy and Brand Engineering around the world, in all industries in more than 25 countries across Europe, America, and Asia. From small and medium sized companies to multinational corporations, from industrial electronics to candy, including cities and countries to political parties and non-profit institutions.

After his first article in 1969, he wrote three books on the subject, *Positioning: The Battle for Your Mind*, 1981, *The New Positioning*, 1996, and *Repositioning*, 2010. His Positioning has become the world's #1 business strategy. His first international partner, Raúl Peralba (since 1991), has been the pioneer in the global expansion of positioning methodology and he adapted all the English version books to the Spanish ones, including new global cases.

They are not a big consulting firm. However, they have something in common with large firms: partners have worked, for years, solving tough problems for companies large and small across the globe. Difference is practical focus and, also, the fees...

Together with other talented consultants, Mr. Trout developed an international network of consultant boutiques which offer preeminent skills and know how in the execution of Positioning Strategies. The firm has worked for hundred of companies around the world.

After Trout passed away June 4th, 2017 his main partners we follow applying our skills to whom ask us for it and we defend our title of ***"The positioning pioneers"5556***

# Some of our clients in Spain, Europe and South America:



## Some additional clients

Aeroméxico, Americast , Apple, AT&T, Audi Banco Popular, Bell Atlantic, Bell Canada Int., Burger King, Carrier, Chase Manhattan, Cigarrera La Moderna, Citicorp, Claridge Hotel & Casino, CompuData, Continental Airlines, Digital Equipment, Dupont, Ericsson, General Electric, General Mills, General Telephone, Grenada (Ministry of Tourism), Grupo Apasco, Grupo IMSA, Grupo Techint, Holiday Inns, IBM, Intel, Jamaica (Ministry of Tourism), Jansen, KPMG Peat Marwick, Lotus Development, MasterCard Int., Mead Johnson, Merck & Co., NEC, Nestle, Paramount T.V., Pfizer, Procter & Gamble, Qualtia Alimentos, Royal Crown, Schering Plough, Secretary of State, Silicon Graphics, Smith Kline & French, Sotheby's, Southwest Airlines, Televisión Azteca, Tetra Pack, The Democratic Party, United Jersey Bank, Volvo Auto, Wells Fargo, Xerox.

ABBOTT Laboratories (Spain), Consejo Superior de Cámaras (Spain); Cherrita (Spain), EAMS (EuroArab Management School), Esc. De Negocios Caixa Nova (Spain), EXTENDA (Spain), Fagor Automotive, Fagor Componentes, Fagor Electrónica, FPK Structural Solutions, Institut Turístic València, Lladró, Mercadona, Ministry of Industry, Commerce and Tourism, Nestlé, NODOR Electrodomésticos, OLYMPUS, Saloni Cerámica, Saprogal (ConAgra Group), Seeliger y Conde, Tetra Pak, Thinking Heads, Thyssen Boetticher (Spain), TLR Soft, TV3, World Tourism Organization

# Our lectures and seminars.

Positioning is a methodology that we pioneered and have taught in hundreds of forums around the world.

- ▶ From business schools to universities with an academic focus.
- ▶ At in-company seminars ranging from commodities to high technology companies.
- ▶ At generalist and sector-specific conferences.

Positioning Systems lectures are offered through the following speaker platforms:



[www.thinkingheads.com](http://www.thinkingheads.com)

ESPAÑA/EUROPA



<https://www.iasbweb.org/>



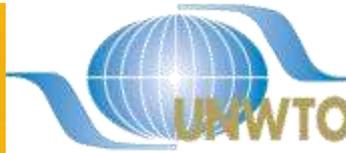
LATINOAMERICA

[www.hi-cue.com](http://www.hi-cue.com)



<https://speakersmexico.com/>

# Some lectures and seminars.



**Alimentaria Exhibitions**

FIRA BARCELONA & REED EXHIBITIONS JOINT VENTURE



UNIVERSIDAD TORCUATO DI TELLA



LA FUERZA QUE UNE



UNIVERSIDAD SAN JORGE



CONSEJERÍA DE INNOVACIÓN, CIENCIA Y EMPRESA

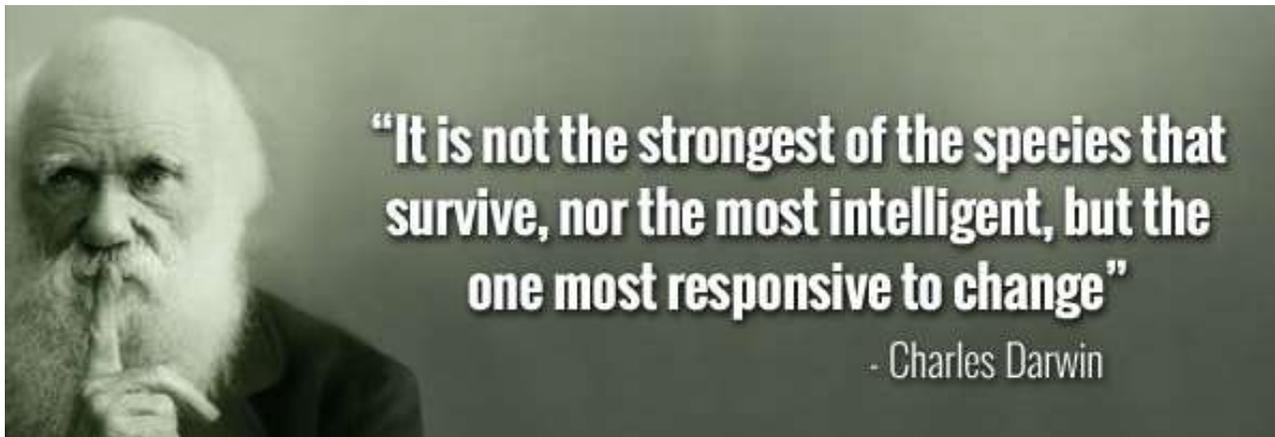


Instituto Internacional San Telmo

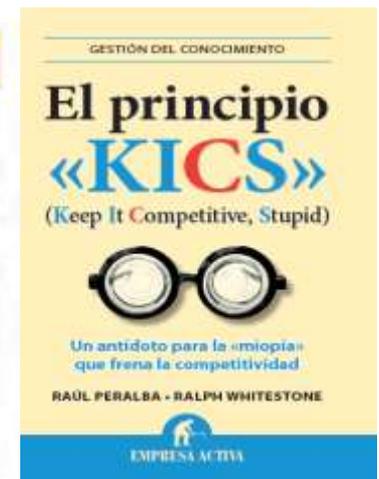
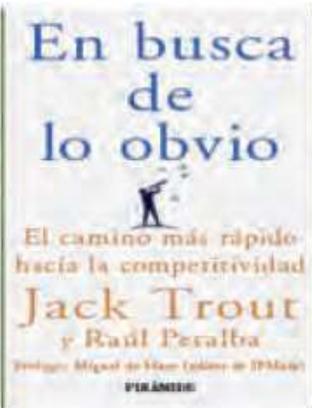
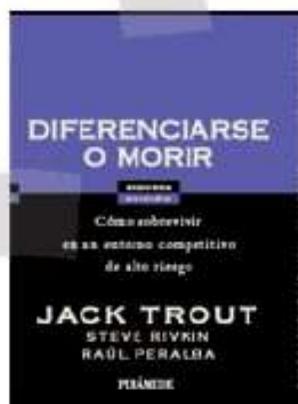
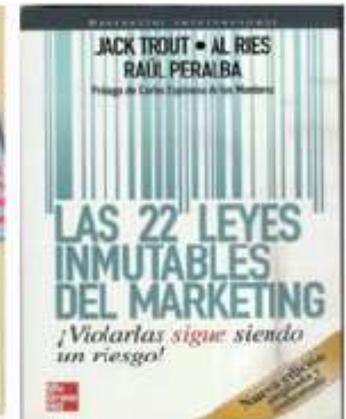
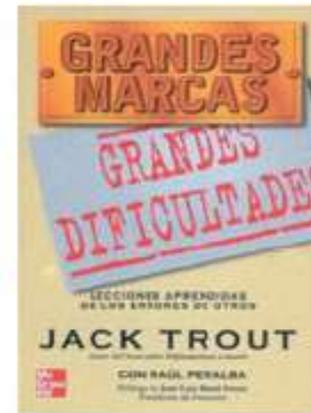
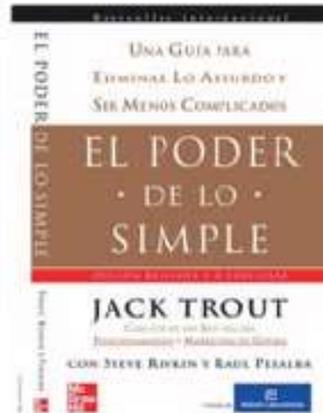


# Our services portfolio.

- ▶ **Diagnostics and Opinions:** An express analysis and diagnosis consultant work that includes a summary report based on only in documents sent by the company (Execution time: 20/30 days).
- ▶ **Contrast Consultancy/“Second Opinion”:** The scope of work includes Analysis – Diagnosis –Positioning basic ideas– Communication plan guides and a short report. Information for doing the analysis will be sent by the company and a consultants will make a secondary investigation (Execution Time30-45 days).
- ▶ **Strategic Positioning and Brand Engineering Projects:** In-depth study of the industry, its leaders, trends, and negotiation opportunities. Besides an in-depth primary and secondary study, the competitive scene is analyzed with an “inside-out” perspective and the most effective competitive strategy is proposed. Includes a review of “naming” (Execution time: 2 to 4 months).



# Some of our books.



# Positioning & Brand Engineering.

the keys to competitiveness!!!!

*Are you using them correctly*

To find out, visit:

[www.positioningpioneers.org](http://www.positioningpioneers.org) / [www.positioning.ws](http://www.positioning.ws)



Madrid, Greenwich (EE.UU.), Buenos Aires, Shanghái, Linz

Member of

**Trout & Partners Group**  
**Worldwide Pioneers in Positioning**

Since 1969

**The positioningpioneers**