

PRESENTATION

ON

CLASS: S.Y.BMS

SUBJECT: ADVERTISING

CHAPTER- 3

CREATIVITY IN ADVERTISING

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POSITIONING STRATEGIES ARE BELOW :

1. Positioning by product attributes and benefits :-

- This is the most used positioning strategy.
- It focuses upon the specific brand attributes and customer benefits.
- Eg- Maruti Suzuki offers benefits of maximum fuel efficiency and safety over its competitors. This strategy helped it to get 60 % of the Indian automobile market.

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- At times a product is positioned on the basis of two or more product characteristics at the same time.
- Eg- Colgate offers benefits of preventing cavity and fresh breath.

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2. Positioning by price:-

- This strategy emphasizes on price of the brand.
- In a market where people are price conscious, positioning by price can go a long way in attracting the consumers.
- Eg- Nirma offered the benefit of low price over HUL's surf to become a success.
- Eg- Big Bazaar has positioned itself as the retail outlet which makes available all items under one roof at low rates.

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3. Positioning by Quality :-

- Quality is often used by a marketers to position their products.
- Such a strategy appeals to quality conscious people.
- In the detergent product category, brand like Surf and Ariel are positioned on quality.

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4. Positioning by User or Application :-

- Another way to communicate a specific image or position for a brand is to associate it with specific use or application.
- Eg- Surf Excel is positioned as stain remove 'Surf Excel haina' also Clinic All Clear- 'Dare to wear black'

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5. Positioning by Product use :-

- Positioning a product by associating it with a particular user or group of users is yet another approach.
- Eg- Clinic shampoo has positioned itself as anti-dandruff shampoo.

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6. Positioning by Product class :-

- Here the brand is associated with a particular product category.
- Eg- the Dove soap is positioned as a cleansing cream product for young women with dry skin.
- Eg- Meswak toothpaste has positioned itself as vegetarian toothpaste

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7. Positioning by competitors :-

- Such a strategy is an offensive strategy.
- It is very common in comparative advertising.
- Eg- Advertisement of Coca-cola and Pepsi are often based on this strategy.

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8. Positioning by Culture Symbols :-

- In today's world many advertisers are using cultural symbols to differentiate their brand from that of competitors.
- Eg- Air India, Bajaj, Tata tea, Portico, etc.

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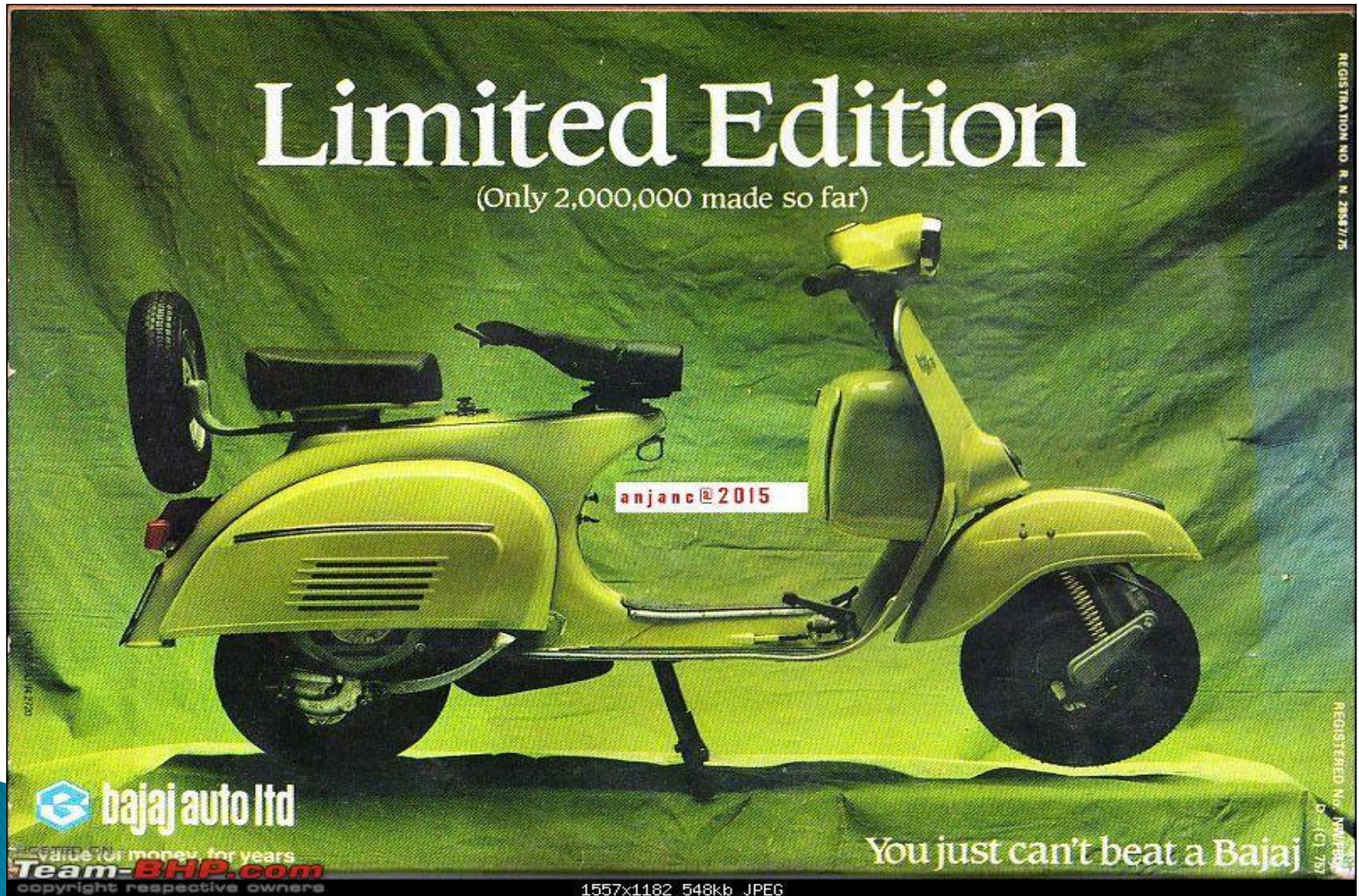
Positioning by Culture Symbols



Positioning by Culture Symbols



Positioning by Culture Symbols



The advertisement features a side-profile view of a yellow Bajaj Anjano scooter against a dark, textured green background. The scooter is positioned centrally, facing right. A white rectangular sticker on the side of the scooter reads "anjano@2015".

Limited Edition
(Only 2,000,000 made so far)

anjano@2015

bajaj auto ltd
The Value for money, for years
Team-BHP.com
copyright respective owners

You just can't beat a Bajaj

REGISTRATION NO. R. N. 2858772

REGISTERED No. JMV/PA/01
D-101/76

1557x1182 548kb JPEG

The image features a central teal watercolor splash on a white background. The splash is irregular and textured, with varying shades of teal and light blue. In the center of this splash, the words "Thank You" are written in a dark teal, cursive script font. At the bottom left corner, there is a decorative graphic element consisting of a dark teal triangle with a fine grid pattern, a white diagonal line, and a light blue gradient area.

Thank You