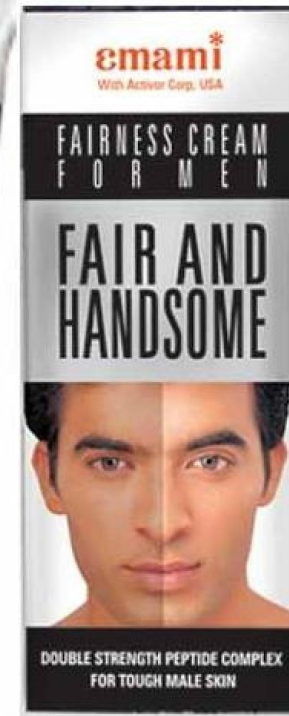


Identify the differences...



Identify the differences...



Identify the differences...



Pillars of Marketing

Segmentation

S

Target Market

T

Product Positioning

P

Differentiation

D

Market Segmentation

- It is concerned with dividing heterogeneous markets into homogenous groups of customers



Need for Market Segmentation

- Identifying the **opportunities** for new product development
- Improve the strategic allocation of marketing **resources**
- Designing of **marketing programs**

Major Segmentation Strategies

- Behavioral segmentation
- Demographic segmentation
- Geographic segmentation
- Psychographic segmentation

Behavioral Segmentation

It is based on:

- **Customer's Needs**
- Variables closely related to the Product itself
 - **Loyalty** to a particular brand
 - **Cost effectiveness** in terms of benefits and usage
 - Purchase **Influence**

Demographic Segmentation

It refers to a wide study of the potential customers on the basis of variables like:

- **Age** (Johnson's Baby / HUL)
- **Gender** (TVS Scooty/ Jupiter)
- **Education** level (Books, Softwares)
- **Income** level (Maruti Alto/ Ciaz)
- **Occupation** (Ready to cook food for Working Women)
- **Language** (Advertisements)
- **Culture** and Religion (Festive Offers)
- **Social Status** (Reference Groups, Opinion Leaders)

Geographical Segmentation

- **National Markets**
 - Zone/ State/ District
 - Metro City/ Town/ Rural Area
- **Global Markets**
 - Continent/ Region/ Country
- **Other Factors**
 - Climatic conditions

Psychographic Segmentation

It means segmenting people according to their:

- **Lifestyles**
- **Attitude**
- **Interest**
- **Opinions**
- **Values**

Target Market



Target Market

- Target market is the next step after Market Segmentation.
- Target market is decided after evaluating:
 - ✓ **Market attractiveness factors**
 - Consumer Needs & Behavior
 - Market Potential
 - Market Growth Rate
 - ✓ **Competitive position factors**
 - Opportunity for competitive advantage
 - Firm and competitors' capabilities & resources

Target Market

- The **aim** is to spend money **reaching only consumers who want your services** instead of a wide audience out of which only a few people may be interested in your services or products

Identify the Target Market for...



 **Lexi**



E-mail : exports@lexipens.com

Website : www.lexipens.com

Identify the Target Market for...



Product Positioning



It focuses on designing product offerings & marketing programs for chosen markets so as to emphasize **attributes & benefits** that appeal to consumers in the target segment & occupy a **distinctive place** in their minds.



Different Positioning Strategies

- **Attribute positioning:** The message highlights one or two of the attributes of the product like size, color, functionality, technology etc.



Different Positioning Strategies

- **Benefit positioning:** The message highlights one or two of the benefits to the customer like low price, more quantity, superior technology etc.



UPTO
40% OFF
ON FRAMES & SUNGLASSES

UPTO **10% OFF**
ON TITAN LENSES

SHOP ONLINE >

CLICK TO CHECK THE OFFERS

TITAN EYE+

Attractive offers on international brands. Flat 20% off on contact lenses



SONY
make.believe

durable and water resistant

The Xperia™ Z has tempered glass with anti-shatter film and is water resistant to one metre.

XPERIA

sonymobile.com/preorder

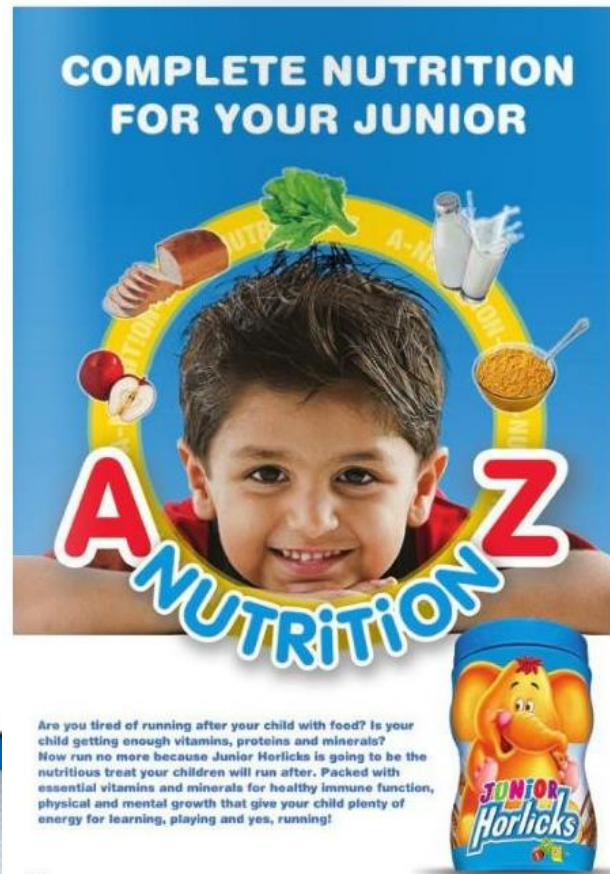
Different Positioning Strategies

- **Use/application positioning:** Claim the product as best for some application.



Different Positioning Strategies


- **User positioning:** Claim the product as best for a group of users.



COMPLETE NUTRITION
FOR YOUR JUNIOR

A NUTRITION Z

Are you tired of running after your child with food? Is your child getting enough vitamins, proteins and minerals? Now run no more because Junior Horlicks is going to be the nutritious treat your children will run after. Packed with essential vitamins and minerals for healthy immune function, physical and mental growth that give your child plenty of energy for learning, playing and yes, running!



Different Positioning Strategies

- **Competitor positioning:** Claim that the product is better than a competitor.

PEPSODENT - NOW BETTER THAN COLGATE STRONG TEETH.
DELIVERS 130% GERM ATTACK POWER*.

vs

4 HOURS AFTER BRUSHING

NEW Pepsodent GERM CHECK

NON-STOP ATTAACK!
ON CAVITY CAUSING GERMS

Creative Visualization of the Action of Triclosan. NEW PEPSODENT GERMICHECK enhances delivery of Triclosan in the mouth. Claim based on in-Vivo study where Germ Attack Power refers to amount of Triclosan remaining in mouth, 4 hrs after brushing, where COLGATE STRONG TEETH is indexed at 100% & NEW PEPSODENT GERMICHECK is 130%. Brush twice daily.

Different Positioning Strategies

- **Product category positioning:** Claim as the best in a product category.



Different Positioning Strategies

- **Quality/Price positioning:** Claim best value for price.



The advertisement features a black Micromax A75 smartphone on the left, shown from both a side profile and a front view. The front view displays a colorful Android home screen with a digital clock showing 18:45, a weather widget, and various app icons. To the right of the phone is a small Android robot icon. In the top right corner, the 'SUPERPHONE LITE' logo is visible. The central text reads 'can afford this' in a handwritten orange font, followed by 'i phone 4s' in a large, bold, black font with a small orange checkmark above the 'i', and 'ure' in a smaller orange font. Below this, the text 'New Micromax A75 – The affordable DUAL SIM ANDROID phone.' is displayed. At the bottom right, there is an orange button with the text 'KNOW MORE'.

SUPERPHONE LITE

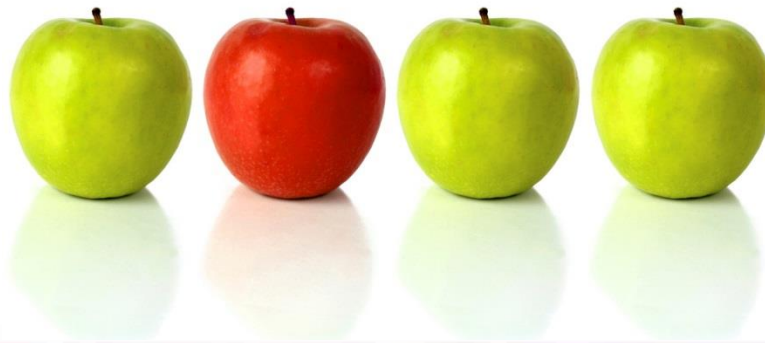
can afford this
i phone 4s_{ure}

New Micromax A75 – The affordable DUAL SIM ANDROID phone.

KNOW MORE

Differentiation

- It is concerned with distinguishing the company's offering from that of competitors, by adding a set of meaningful, relevant & valued differences in the product.



Differentiation is stronger, if it satisfies the following criteria:

- **Important:** The difference delivers a highly valued benefit to a sufficient number of buyers.
- **Distinctive:** The difference either isn't offered by others or is offered in a more distinctive way by the company.
- **Superior:** The difference is superior to the ways of obtaining the same benefit.
- **Communicable:** The difference is communicable and visible to the buyers.
- **Preemptive:** The difference cannot be easily copied by competitors.
- **Affordable:** The buyer can afford to pay the higher price
- **Profitable:** The Company will make profit by introducing the difference.

Five Dimensions of Differentiation

- **Product**
 - Features, Quality, Durability, Reliability, Reparability
- **Services**
 - Ordering ease, Delivery, Installation, Customer Training
- **Personnel**
 - Competence, Courtesy, Responsiveness, Credibility
- **Channel**
 - Coverage, Ease of ordering, Delivery Time
- **Image**
 - Identity Vs. Image

STPD of DOVE



Segmentation

Demographic:

- **Gender:** Male, Female
- **Age (in Years):** <10, 10 to 18, 18 to 25, 25 to 40, 40 to 55, 55 +
- **Occupation:** Students, Job, business, Professionals, Housewives
- **Social Class (Income wise):** Lower, Lower Middle, Upper Middle, Higher.

Segmentation

Geographic:

- **Density:** Rural, Urban, Suburban, Metropolitan cities

Behavioral:

- **Benefits:** Quality, Price, Skincare
- **Readiness Stage:** Unaware, Aware, Interested, Not Interested, Intending to Buy, Not intending to Buy
- **Attitude towards Product:** Enthusiastic, Positive, Indifferent, Negative

Target Market

- **Demographic:**

Female, in the age group of 25 to 55, mainly housewives & professionals of upper middle class & higher class

- **Geographic:**

Urban & Metropolitan cities.

- **Behavioral:**

For Women looking for Quality & Skincare, aware & interested in Mildness factor with positive attitude towards Dove.

Product Positioning

- Dove soap positioned as a “**Moisturizer based Premium Soap**”.

Differentiation

- **Mildness & PH Neutrals**