Marketing battles are fought inside the mind. A mean and ugly place where the terrain is tricky and difficult to understand. Mapping the mental battleground can give you an enormous advantage.

- Al Reis & Jack Trout
• The Power of Positioning
• Value Based on Quality
## Value based on positioning

<table>
<thead>
<tr>
<th>Product</th>
<th>Positioning</th>
<th>Appraised Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>Love, Commitment, Forever</td>
<td>$7,050</td>
</tr>
<tr>
<td>Moissanite</td>
<td>Good fake, fiery</td>
<td>$610</td>
</tr>
<tr>
<td>Cubic zirconia</td>
<td>Cheap fake, costume</td>
<td>$100</td>
</tr>
</tbody>
</table>
Branding is at least as important for media companies as for commercial enterprises. Consumers must know what you stand for.
Identifying your POSITION

Perceptual Mapping
The mind works like a filling system
Where do you fit into the audiences mind?
Where are your competitors?
Where do you want to fit?
How do you get there?

Create a folder and place your name on it.
If the folder you want is already filled, find another that can carry your name.
Bringing the product and consumer target

• How will your product/service improve the target audience’s life?

• What needs does it satisfy?
  - Physiological needs,
  - Safety needs,
  - Love and belongingness,
  - Esteem needs,
  - Self-actualization

• What is the highest possible benefit you can claim for your product?
Writing your creative brief

• Who are we trying to reach?
• What is the key problem?
• How can we solve the problem?
• How does the competition compare?
• What is the consumer promise?
• What is the support?
• What tone of voice should advertising take?
Reduce it to a single sentence (Strategy Statement)

• We promise benefit to target based on support.

• Our marketing will convince target that product is/will/provides benefit because support.
• What is a good advertisement?

• Advertising in the Digital Age.

• The problem with online advertising
Almost as easy as a push toy.
Advertising Effects

Do banner ads work?
The Hierarchy of Advertising Effects

Brand Awareness
Measures the level of familiarity respondents have with the brand (aided and unaided)

Message Association
Measures the extent to which respondents can match the message in the creative to the brand

Brand Favorability
Measures the extent to which respondents have a positive or favorable opinion of the brand

Purchase Intent
Measures the likelihood of respondents to purchase the brand in the future
• NY TIMES
Advertising Objectives?
Consider your audience’s mindset (people use media for different reasons)

• For print, I want to read
• For radio, I want to listen and be informed or entertained
• For TV, I want to be amused or distracted
• For outdoor, I’m just trying to get some place.
Online Mindset

“I’m in control . . . And usually on a self-directed mission.” [they are in an extreme lean-forward mode]
• How do we use online?
Tips for Online Marketing

• Text leads eye to Ads
• Faces always draw eyes
• Important information in first frame
• Constant branding, not linear
• Relevance is key
• Uniqueness helps get the ad attention.
Exercise

- Redesign an online banner ad for the “Fairgrounds”
- What is the most important information?
- Where is the best placement?
- What are the biggest changes?