

MARKETING KITCHEN

PROPOSITION DEVELOPMENT



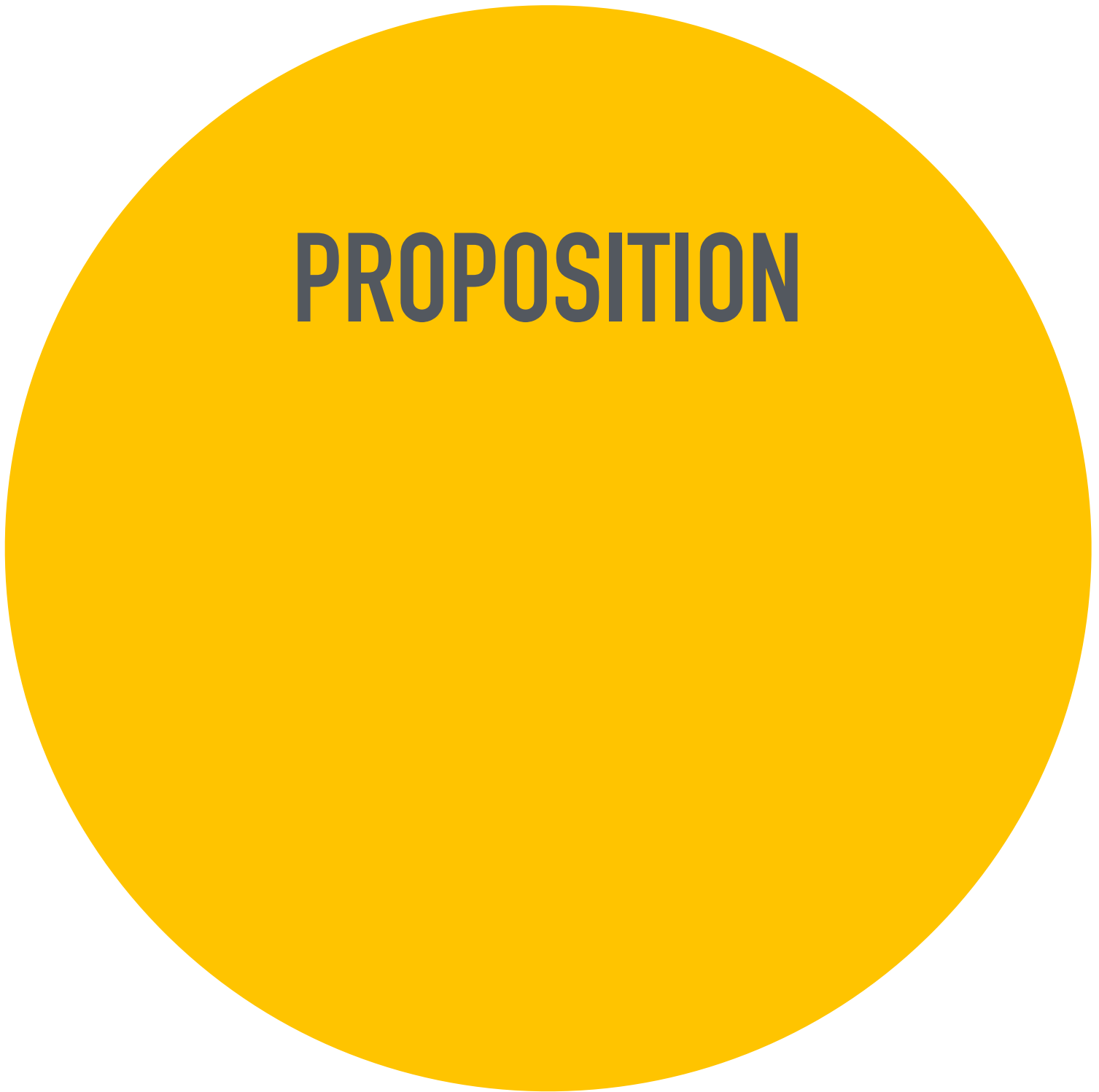


PROPOSITION DEFINITION

DEFINITION



VS



DEFINITION

POSITIONING

The territory or space we want to own in audiences minds (versus the competition)

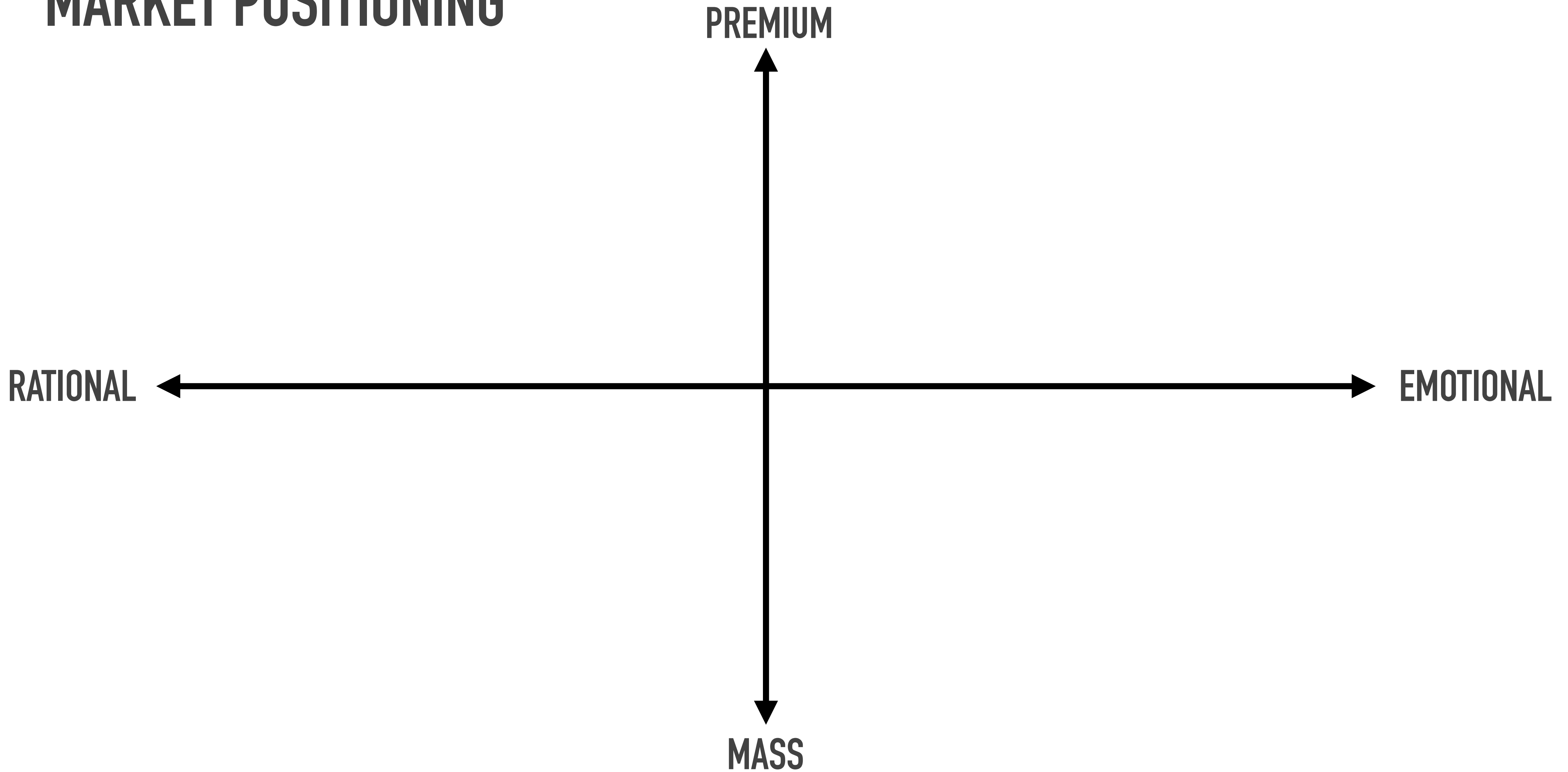
VS

PROPOSITION

PRICE POSITIONING



MARKET POSITIONING



DEFINITION

POSITIONING

The territory or space we want to own in audiences minds (versus the competition)

VS

PROPOSITION

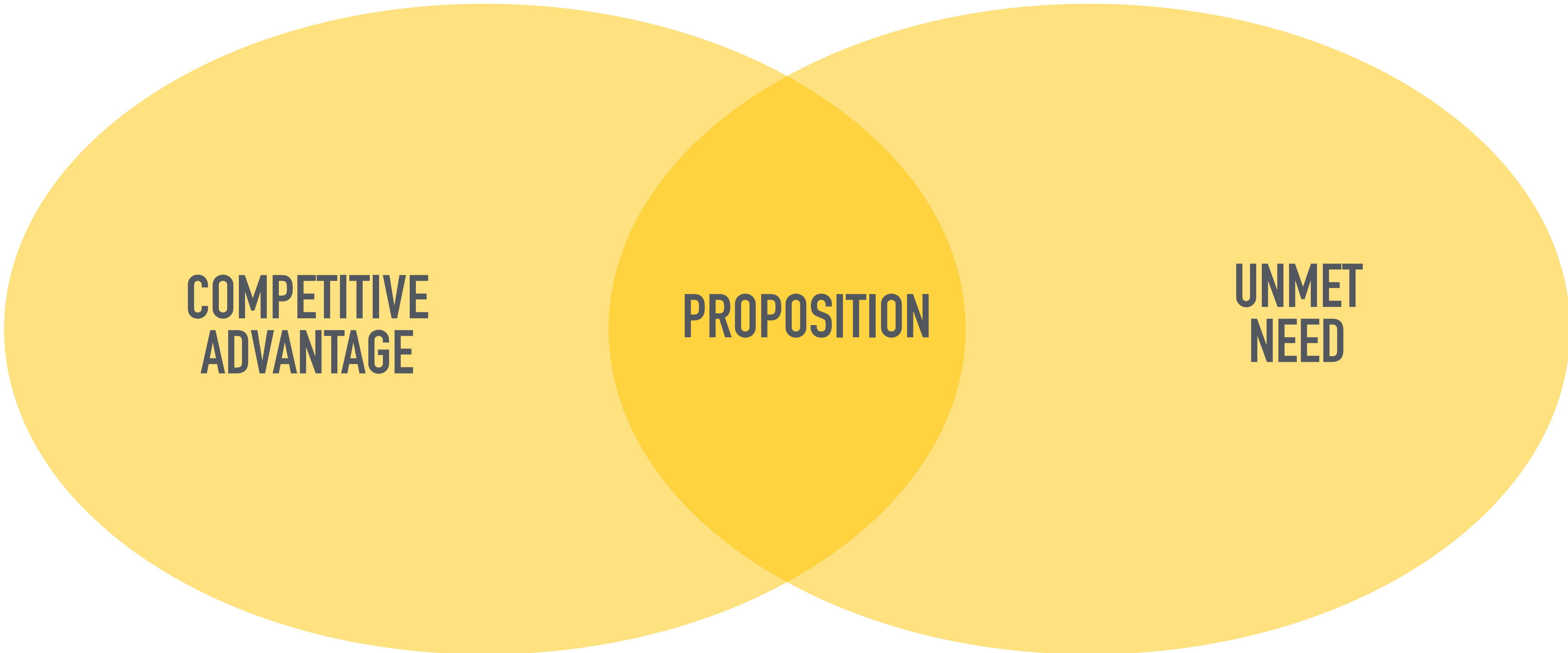
The simple, compelling idea that brings the positioning to life and informs and inspires all promotional activity



SIMPLE IDEAS ARE EASIER TO UNDERSTAND. IDEAS THAT ARE EASIER TO UNDERSTAND ARE REPEATED. IDEAS THAT ARE REPEATED CHANGE THE WORLD.

—
SIMON SINEK

PROPOSITION DEFINITION



**COMPETITIVE
ADVANTAGE**

PROPOSITION

**UNMET
NEED**

PROPOSITION EXAMPLES

Gillette
The Best a Man Can Get

NEW!
Gillette Fusion PROGLIDE

Spotify Features Premium Help Log In Download Spotify Use Web Player

Soundtrack your life

Let Spotify bring you the right music for every mood and moment.
The perfect songs for your workout, your night in, or your journey to work.

iPod.
1,000 songs in your pocket.

- Ultra-slim 5-gigabyte hard drive doubles as a FireWire disk for files and applications.
- Blazingly fast FireWire connection capable of downloading an entire CD in just 10 seconds.
- Rechargeable lithium polymer battery that provides up to 10 hours of continuous playtime.
- Headphones engineered with Neodymium transducer magnets for high-fidelity sound.

DollarShaveClub.com - Our Blades Are F***ing Great!

A GREAT SHAVE FOR A FEW BUCKS A MONTH.
No commitment. No fees. No BS.

DO IT

SHAVE TIME. SHAVE MONEY.

vimeo
Make life worth watching

First and Last Name
Email Address
Password

Join Log in

- HD Beautiful HD playback
- Powerful privacy settings
- No disruptive ads
- Amazing supportive community

Start watching

Send Better Email

Introducing MailChimp Pro: Advanced data analysis and optimization features for \$199 / month

PROPOSITION

ATTRIBUTE



BENEFIT



TERRITORY



ATTITUDE



ROLE



MARKETING KITCHEN

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