



# Positioning: The Battle for Your Mind

By Al Ries and Jack Trout

# Book summary & main ideas

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## Summary:

Positioning: The Battle for Your Mind by Al Ries and Jack Trout is a book about the power of positioning in marketing. It explains how to create an effective position for a product or service in the minds of consumers, so that it stands out from its competitors. The authors argue that positioning is more important than advertising, promotion, or even price when it comes to creating successful products and services.

The book begins with an introduction to the concept of positioning and why it matters. It then goes on to discuss how companies can use different strategies such as differentiation, segmentation,

targeting, branding, and repositioning to create strong positions in their markets. Additionally, the authors provide advice on how companies can protect their positions once they have been established.

The second part of Positioning focuses on case studies which demonstrate how some well-known brands have used positioning successfully over time. These include examples from industries such as fast food restaurants (McDonald's), airlines (Southwest Airlines), soft drinks (Coca Cola) and beer (Budweiser).

In conclusion, Positioning provides readers with valuable insights into what makes a successful brand position in today's competitive marketplaces. By understanding these principles and applying them correctly businesses can gain an edge over their rivals.</p></div>

**Main ideas:**

***#1. Positioning is the process of creating an image or identity in the mind of the consumer: Positioning is a marketing strategy that involves creating an identity or image in the mind of the consumer that is distinct from the competition. It is a way to differentiate a product or service from its competitors and make it stand out in the marketplace.***

Positioning is a powerful marketing tool that can help businesses stand out from the competition. It involves creating an identity or image in the mind of the consumer that is distinct and memorable. This strategy helps to differentiate a product or service from its competitors, making it more attractive to potential customers.

The concept of positioning was first introduced by Al Ries and Jack Trout in

their book *Positioning: The Battle for Your Mind*. In this book, they explain how companies can use positioning to create an advantage over their competitors by focusing on specific attributes that make them unique. They also discuss how effective communication strategies are essential for successful positioning.

Positioning requires careful planning and execution as well as ongoing monitoring of customer feedback and market trends. Companies must be aware of what makes them different from other products or services in order to effectively position themselves in the marketplace. Additionally, they must ensure that their message resonates with consumers so that it sticks in their minds when making purchasing decisions.

***#2. A company should focus on one position in the mind of the consumer:***

***Companies should focus on one position in the mind of the consumer, rather than trying to be all things to all people. This will help to create a clear and distinct image that will be remembered by the consumer.***

A company should focus on one position in the mind of the consumer, rather than trying to be all things to all people. This will help create a strong and distinct image that resonates with consumers. By focusing on one position, companies can ensure that their message is clear and consistent across different channels. Consumers are more likely to remember a brand if it has a single, unified message that they can easily recall.

Positioning is an important part of marketing strategy because it helps brands stand out from competitors by creating an identity for itself in the minds of

consumers. It also allows companies to target specific audiences with tailored messages and campaigns. Companies should strive to create a unique positioning statement that reflects their values and mission while still being relevant to their target audience.

By focusing on one position in the mind of the consumer, companies can build trust and loyalty among customers over time as they become familiar with what makes them unique. Additionally, this approach allows companies to differentiate themselves from competitors who may have similar offerings or services but lack clarity when communicating their value proposition.

***#3. Positioning is more effective than traditional advertising: Positioning is more effective than traditional advertising because it focuses on***

***creating an image in the mind of the consumer, rather than just trying to sell a product or service.***

Positioning is a marketing strategy that focuses on creating an image in the mind of the consumer, rather than just trying to sell a product or service. It involves understanding what makes your product unique and differentiating it from competitors. Positioning can be used to create an emotional connection with customers by emphasizing certain features or benefits that are important to them. This type of marketing is more effective than traditional advertising because it creates a lasting impression in the minds of consumers.

In their book, *Positioning: The Battle for Your Mind*, Al Ries and Jack Trout explain how positioning works by focusing on three key elements: target audience,



competition and message. By targeting specific audiences with tailored messages about why your product stands out from its competitors, you can create an emotional connection between your brand and potential customers.

Positioning also allows companies to differentiate themselves from their competitors by highlighting unique features or benefits that set them apart. For example, if one company offers free shipping while another does not, this could be highlighted as part of their positioning strategy in order to attract more customers who value convenience.

Overall, positioning is much more effective than traditional advertising because it creates an emotional connection with consumers which leads to long-term loyalty and trust. By understanding what makes your product stand out from others

and communicating this clearly through targeted messaging strategies, you can ensure that your brand will remain top-of-mind for potential customers.

**#4. *Positioning is a long-term strategy: Positioning is a long-term strategy that requires a company to create a lasting impression in the mind of the consumer. It is not a short-term solution, but rather a way to create a lasting relationship with the consumer.***

Positioning is a long-term strategy that requires a company to create a lasting impression in the mind of the consumer. It involves creating an identity for your product or service that sets it apart from competitors and resonates with customers. This can be done through marketing campaigns, advertising, public relations, and other tactics. Positioning is not just about getting people to buy your product;

its also about building relationships with them so they become loyal customers.

The goal of positioning is to make sure that when someone thinks of a particular type of product or service, yours comes to mind first. To do this effectively, you need to understand what makes your offering unique and how it fits into the market landscape. You must also consider how you want potential customers to perceive your brandâ€”what values do you want associated with it?

Creating an effective positioning strategy takes time and effort but can pay off in the long run by helping you build customer loyalty and trust over time. By understanding who your target audience is and what they value most, you can craft messaging that speaks directly to their needs while differentiating yourself from competitors.

***#5. Positioning should be based on a unique selling proposition: Positioning should be based on a unique selling proposition that sets the product or service apart from its competitors. This will help to create a distinct image in the mind of the consumer that will be remembered.***

Positioning should be based on a unique selling proposition that sets the product or service apart from its competitors. This will help to create a distinct image in the mind of the consumer that will be remembered. A successful positioning strategy requires an understanding of what makes your product or service different and how it can benefit customers more than other offerings in the market. It is important to identify key features, benefits, and advantages that make your offering stand out from others.

Once you have identified these points of differentiation, you must communicate them effectively through marketing campaigns and messaging. You need to ensure that all aspects of your business are aligned with this message so that customers understand why they should choose your product over another one. Additionally, it is essential to monitor customer feedback and adjust your positioning as needed if customer needs change.

By creating a unique selling proposition for your product or service, you can differentiate yourself from competitors while also providing value for customers. This will help build brand loyalty and trust among consumers who recognize the quality of what you offer.

**#6. *Positioning should be based on a single word or phrase: Positioning***

***should be based on a single word or phrase that will be associated with the product or service. This will help to create a clear and distinct image in the mind of the consumer.***

Positioning should be based on a single word or phrase that will help to create an image in the mind of the consumer. This word or phrase should capture the essence of what your product or service is all about and how it stands out from its competitors. It should also be memorable, so that when customers think of your product they immediately associate it with this one word or phrase.

The idea behind positioning is to make sure that consumers have a clear understanding of what you are offering and why they should choose you over other options. By creating a strong association between your brand and this single word

or phrase, you can ensure that customers remember who you are and why they chose you in the first place.

Its important to note that positioning isnt just about choosing one specific term; its also about making sure that everything associated with your brand reflects this same message. From advertising campaigns to customer service interactions, every aspect of your business needs to reinforce the core message behind your chosen positioning statement.

***#7. Positioning should be based on a benefit: Positioning should be based on a benefit that the product or service provides to the consumer. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a benefit

that the product or service provides to the consumer. This will help to create an image in the mind of the consumer that is associated with the product or service. By focusing on a specific benefit, companies can differentiate their products from competitors and make them stand out in a crowded marketplace.

When positioning a product or service, it's important to consider what makes it unique and how this uniqueness can be communicated effectively to potential customers. Companies should focus on highlighting one key benefit that sets their offering apart from others, as this will help consumers remember why they chose your brand over another.

It's also important for companies to ensure that their positioning strategy is consistent across all channels so that customers have a clear understanding of what they



are getting when they purchase your product or service. Positioning should be used as part of an overall marketing strategy in order to maximize its effectiveness.

***#8. Positioning should be based on a category: Positioning should be based on a category that the product or service fits into. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a category that the product or service fits into. This will help to create an image in the mind of the consumer that is associated with the product or service. By positioning a product within its own unique category, it can stand out from competitors and become more memorable to consumers.

For example, if you are selling a new type of car, you could position it as being part of a "luxury sports car" category instead of just another sedan. This would give your car an edge over other sedans by creating an image in peoples minds that associates luxury and sportiness with your brand.

By positioning products within their own categories, companies can differentiate themselves from competitors and create strong associations between their brands and certain qualities or features. This helps to build customer loyalty and trust while also making products easier for customers to remember.

***#9. Positioning should be based on a point of difference: Positioning should be based on a point of difference that sets the product or service apart from its competitors. This will help to create an image in the mind of the consumer***

***that is associated with the product or service.***

Positioning should be based on a point of difference that sets the product or service apart from its competitors. This will help to create an image in the mind of the consumer that is associated with the product or service. By focusing on this point of difference, companies can ensure their products and services stand out from those offered by their competitors.

This point of difference should be something that resonates with consumers and makes them more likely to choose your product over others. It could be anything from superior quality, unique features, better customer service, lower prices or even a combination of these factors.

Once you have identified what sets your

product apart from others in the market, it's important to communicate this message clearly and consistently across all marketing channels. This will help build brand recognition and loyalty among customers who are looking for something different than what other brands offer.

***#10. Positioning should be based on a target market: Positioning should be based on a target market that the product or service is aimed at. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a target market that the product or service is aimed at. This will help to create an image in the mind of the consumer that is associated with the product or service. By understanding who your target audience is, you can tailor your positioning strategy

to meet their needs and wants. For example, if you are targeting young adults, then you may want to focus on creating a fun and exciting brand image that appeals to them.

It's also important to consider how competitors are positioning themselves in relation to your own product or service. If they have already established a strong position in the minds of consumers, it may be difficult for you to break into this space without making significant changes. However, by understanding what makes them successful and differentiating yourself from them through unique features or benefits, you can create an effective positioning strategy.

Finally, it's essential that any positioning strategy remains consistent over time so as not to confuse customers about what your product stands for. Once customers

associate certain qualities with your brand name they will expect these same qualities each time they interact with it.

***#11. Positioning should be based on a brand name: Positioning should be based on a brand name that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a brand name that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service. A strong brand name can become synonymous with a particular product, and this can be used to differentiate it from competitors. It also helps to build trust between customers and brands, as they know what they are getting when they

purchase something from that company.

When positioning a brand, it's important to consider how consumers perceive it. What do people think about when they hear your brand name? Is there any emotion attached to it? Does your branding reflect your values and mission statement? All these factors need to be taken into account when creating an effective positioning strategy.

It's also important for companies to stay up-to-date on trends in their industry so that their positioning remains relevant. As customer needs change over time, so too must businesses adjust their strategies accordingly.

***#12. Positioning should be based on a slogan: Positioning should be based on a slogan that is associated with the product or service. This will help to***

***create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a slogan that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service. A good slogan should be memorable, concise and easy to understand. It should also reflect what makes your product or service unique and why it stands out from its competitors. The slogan should capture the essence of your brand and communicate it clearly to potential customers.

The positioning strategy must also take into account how consumers perceive your brand in comparison to other brands in the market. Consumers are more likely to remember a catchy phrase than they are



facts about a particular product or service, so having an effective slogan can make all the difference when it comes to creating awareness for your brand.

In addition, positioning strategies need to consider how different demographics respond differently towards certain slogans and messages. For example, younger generations may prefer edgier slogans while older generations may prefer more traditional ones. By understanding who you're targeting with your message, you can ensure that you're using language that resonates with them.

***#13. Positioning should be based on a logo: Positioning should be based on a logo that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a logo that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service. A strong, recognizable logo can become synonymous with a brand and its products, making it easier for customers to remember and recognize them. It also helps to differentiate a company from its competitors by creating an identity that stands out from other brands.

The logo should be designed carefully so as not to confuse potential customers. It should clearly represent what your business offers and make sure it's easy for people to understand at first glance. Additionally, logos should be kept up-to-date over time in order to stay relevant and modern.

By positioning itself through a memorable

logo, companies can establish themselves as leaders in their industry while building trust among consumers who are familiar with their branding efforts.

***#14. Positioning should be based on a jingle: Positioning should be based on a jingle that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a jingle that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service. A catchy and memorable jingle can help to differentiate a brand from its competitors, as well as make it more recognizable and memorable for consumers. It also helps to create an emotional connection between

customers and brands, which can lead to increased loyalty.

The jingle should be short, simple, and easy-to-remember so that it sticks in people's minds when they think about your product or service. Additionally, it should reflect the values of your brand while being unique enough to stand out from other similar products or services. Finally, you want your jingle to evoke positive emotions in listeners so that they associate those feelings with your brand.

***#15. Positioning should be based on a celebrity endorsement: Positioning should be based on a celebrity endorsement that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a celebrity endorsement that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service. Celebrity endorsements can be used to differentiate a brand from its competitors and make it stand out in a crowded marketplace. By associating a well-known celebrity with your product, you can tap into their existing fan base and leverage their influence to reach new customers.

Celebrity endorsements also have the potential to increase brand awareness, build trust among consumers, and even drive sales. Consumers are more likely to purchase products endorsed by celebrities they admire because they feel like they're getting something special. Additionally, when celebrities endorse products, it gives them credibility which helps boost customer confidence.

When selecting a celebrity for your positioning strategy, it's important to choose someone who aligns with your brand values and resonates with your target audience. It's also important to ensure that there is enough of an overlap between what the celebrity stands for and what you want people to think about when they hear about your product or service.

***#16. Positioning should be based on a story: Positioning should be based on a story that is associated with the product or service. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a story that is associated with the product or service. This will help to create an image in the mind of the consumer that is

associated with the product or service. By creating a narrative around your product, you can make it stand out from competitors and give customers something to remember. A good story should have characters, plot points, and a resolution that ties back into why your product or service is better than others.

The story should also focus on how your product solves customer problems and meets their needs. It should emphasize what makes it unique and why customers would benefit from using it over other options available in the market.

Additionally, by telling stories about how people use your products successfully, you can build trust among potential buyers.

Ultimately, positioning based on storytelling helps to differentiate your brand from competitors while providing

customers with an emotional connection to what they are buying. It allows them to see themselves as part of the narrative which encourages loyalty and repeat purchases.

***#17. Positioning should be based on a unique selling point: Positioning should be based on a unique selling point that sets the product or service apart from its competitors. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a unique selling point that sets the product or service apart from its competitors. This will help to create an image in the mind of the consumer that is associated with the product or service. It is important for companies to identify what makes their offering different and better than those of their competitors, as this can be used as a



powerful tool when it comes to positioning. Companies should focus on creating an emotional connection between their brand and consumers by highlighting features such as quality, reliability, convenience, affordability, etc.

Once a company has identified its unique selling point they must ensure that all marketing efforts are focused around communicating this message clearly and consistently across all channels. This includes advertising campaigns, website content, social media posts and any other promotional activities. Additionally, companies should strive to make sure that their messaging resonates with target audiences so they can build trust and loyalty over time.

By focusing on positioning based on a unique selling point companies can differentiate themselves from competitors

while also creating an emotional connection with customers which will ultimately lead to increased sales.

***#18. Positioning should be based on a competitive advantage: Positioning should be based on a competitive advantage that sets the product or service apart from its competitors. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a competitive advantage that sets the product or service apart from its competitors. This will help to create an image in the mind of the consumer that is associated with the product or service. It is important for companies to identify what makes their offering unique and how it can benefit customers more than other products or services available in the

market. Companies must also consider how they can differentiate themselves from their competition, such as through pricing, quality, customer service, convenience, etc.

Once a company has identified its competitive advantage and differentiators, it needs to communicate this message clearly and consistently across all channels so that consumers understand why they should choose this particular product or service over others. Companies need to ensure that their positioning strategy reflects their brand values and resonates with target audiences in order to build trust and loyalty among them.

Positioning strategies should also be regularly monitored and adjusted if necessary as markets evolve over time. By staying ahead of trends and understanding customer needs better than competitors

do, companies can maintain a strong position in the marketplace.

***#19. Positioning should be based on a positioning statement: Positioning should be based on a positioning statement that clearly states the product or service's unique selling point. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a positioning statement that clearly states the product or service's unique selling point. This will help to create an image in the mind of the consumer that is associated with the product or service. Positioning statements are important because they provide clarity and focus for marketing efforts, allowing companies to differentiate their products from competitors and stand out in a crowded

marketplace. A well-crafted positioning statement can also help to build brand loyalty by creating an emotional connection between customers and your company.

The goal of any positioning statement is to make sure it resonates with consumers so they remember it when making purchasing decisions. To do this, you need to identify what makes your product or service different from others on the market, then craft a message around those differences that speaks directly to your target audience. Its also important to keep up with industry trends and customer needs so you can adjust your messaging as needed.

Ultimately, having a strong positioning statement helps ensure that all aspects of your businessâ€”from advertising campaigns and website design down to

customer interactionsâ€™ are aligned with one another in order to create a consistent experience for customers across all touchpoints.

***#20. Positioning should be based on a positioning map: Positioning should be based on a positioning map that shows how the product or service is positioned relative to its competitors. This will help to create an image in the mind of the consumer that is associated with the product or service.***

Positioning should be based on a positioning map that shows how the product or service is positioned relative to its competitors. This will help to create an image in the mind of the consumer that is associated with the product or service. Positioning maps are useful tools for marketers as they provide a visual representation of how their products and

services compare to those of their competitors. By understanding where their products and services stand in relation to others, marketers can better understand what makes them unique and attractive to potential customers.

The positioning map also helps marketers identify areas where they may need improvement, such as pricing, features, customer service, etc., so that they can make adjustments accordingly.

Additionally, it allows them to see which aspects of their offering are most appealing compared to other offerings in order to focus marketing efforts on those areas.

Overall, creating a positioning map is essential for any successful marketing strategy because it provides insight into how consumers perceive your brand and what sets you apart from your competition.

With this information at hand, businesses can craft effective messaging strategies that resonate with target audiences and drive sales.

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