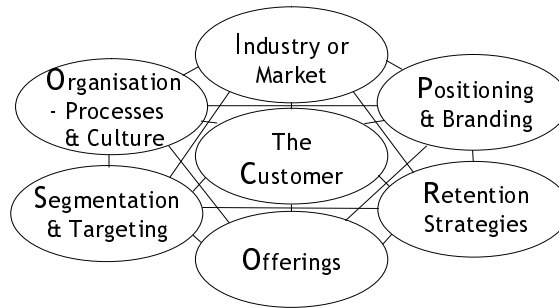


Scorpio market strategy

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Positioning and Branding

Whether you believe in market positions or brands rather depends on whether you and your organisation believe in differentiation or 'slugging it out' in commodity markets of your own creation.

Customers don't want the cheapest nor do they want the same offer from all suppliers - research shows this in every market. In this scenario, the brand really is the ultimate vehicle for wealth creation.

Commodity markets really don't exist unless commodity marketers are intent on creating them. Being the cheapest and benchmarking the closest competitor to create the ultimate 'standard' offer is not strategy. Marketing strategy is about being different, not about being the same.

The strategic checklist for your organisation is:

1	Differentiation or 'Commodity' marketing?	<i>Positioning is about uniqueness, which is about VALUE in your customers' eyes - it is not about being the same as all the others.</i>
2	Which market positions exist?	<i>What positions do the competition hold? What positions are 'credible' from the customers' perspective?</i>
3	What market position do we own, or do we want to own?	<i>How can we be first?</i>
4	How are we going to be different from the competition?	<i>Does your organisation believe in Brands or Commodities? If the former, are you clear what you are creating?</i>
5	What is a brand? What are its unique 'values' and 'personality'?	<i>The brand is the ultimate vehicle for wealth creation but it cannot be done without the support of the whole marketing mix</i>
6	What are the costs and benefits of building a brand?	<i>A brand is more than just a name, it makes unique promises, and is trusted to keep them, that takes time and money</i>
7	How do we invest in the brand and a differentiated market position?	<i>Brands are about strategy, not just tactics!</i>