

COMM 101: Business Fundamentals

Class 5: Agenda
Positioning of brands
Perceptual Maps
Value Propositions

Exercise: PulsePress

- Pick a brand in a category of your choice
- List points of parity (PoP)
- List points of difference (PoD)
- Make sure that they can be framed as benefits to customers!

What does The Body Shop sell?

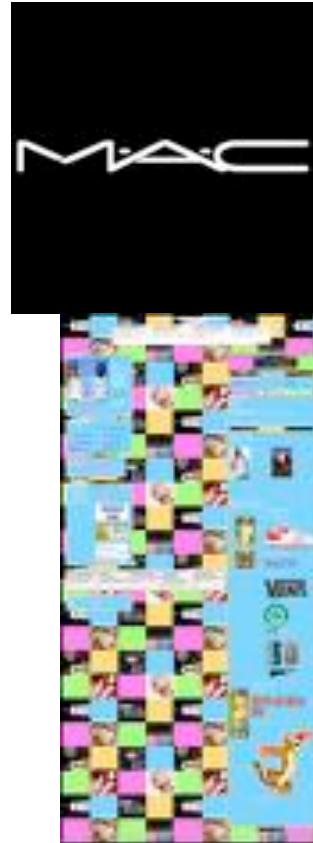




What is The Body Shop value proposition?
Its point of difference?



L'ORÉAL



values & campaigns

living our values

VALUES & CAMPAIGNS
HOME

SOURCING RESPONSIBLY

REDUCING OUR ENVIRONMENTAL IMPACT

SAYING NO TO ANIMAL TESTING

PROMOTING WELL-BEING

AFFECTING SOCIAL CHANGE

OUR CAMPAIGNS

OUR CHARITY

We're different because of our values

AGAINST ANIMAL TESTING

SUPPORT COMMUNITY TRADE

ACTIVATE SELF ESTEEM

DEFEND HUMAN RIGHTS

PROTECT OUR PLANET

our values

WE BELIEVE THERE IS ONLY ONE WAY TO BE BEAUTIFUL, NATURE'S WAY.

WE'VE BELIEVED THIS FOR YEARS AND STILL DO. WE CONSTANTLY SEEK OUT WONDERFUL NATURAL INGREDIENTS FROM ALL FOUR CORNERS OF THE GLOBE, AND WE BRING YOU PRODUCTS BURSTING WITH EFFECTIVENESS TO ENHANCE YOUR NATURAL BEAUTY. WHILE WE'RE DOING THIS WE ALWAYS STRIVE TO PROTECT THIS BEAUTIFUL PLANET AND THE PEOPLE WHO DEPEND ON IT. WE DON'T DO IT THIS WAY BECAUSE IT'S FASHIONABLE. WE DO IT BECAUSE, TO US, IT'S THE ONLY WAY.

our values

our campaigns

LIVING OUR VALUES VALUES REPORT 2011

Our latest report has just been released. Find out more below.



THE BODY SHOP
STRIVING TO BE A
FORCE FOR GOOD

Download
the 2011
Report [➔](#)

Long before Dove

**There are 3 billion women
who don't look like supermodels
and only 8 who do.**

 **THE BODY SHOP**
KNOW YOUR MIND LOVE YOUR BODY



Perceptual Mapping Exercise

- Pick a product category
- Identify potential criteria that impact customer perceptions in the category
- Pick the top 2 criteria
- Map several brands on the handout sheet (based on best assumptions; in reality you would conduct research)
- Note: what insights did you gather in trying to do this?

Developing a Value Proposition

- Value Propositions summarize the company or brand positioning

SIMPLE FORMAT:

- **To** (*target segment with a specific need*)
- **our** (*brand*)
- **is** (*frame the category in consumer terms – tends to be PoP*)
- **that** (*provides point-of-difference benefit*)

Value Proposition Exercise

- Using the same brand as you worked on for the perceptual map, draft a value proposition.

Comparative Ads and Relative Positioning

- Pepsi vs. Coke – taste test ad 1983
 - <http://bit.ly/bYay8a>
- Pepsi vs. coke – vending machine ad
 - <http://bit.ly/bTT6Rb>
- Pepsi archeology ad
 - <http://bit.ly/aMlyAW>

Reflections & Takeaways

- Take a couple of minutes to write down the key things that you've learnt in this class.
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- -
- -
- -

Next steps

- Prep for c6 introduction to Finance
 - Readings posted
- Group project – b-plan part 1
- Blogs – weekly posts are encouraged
- Tutorials: check agenda