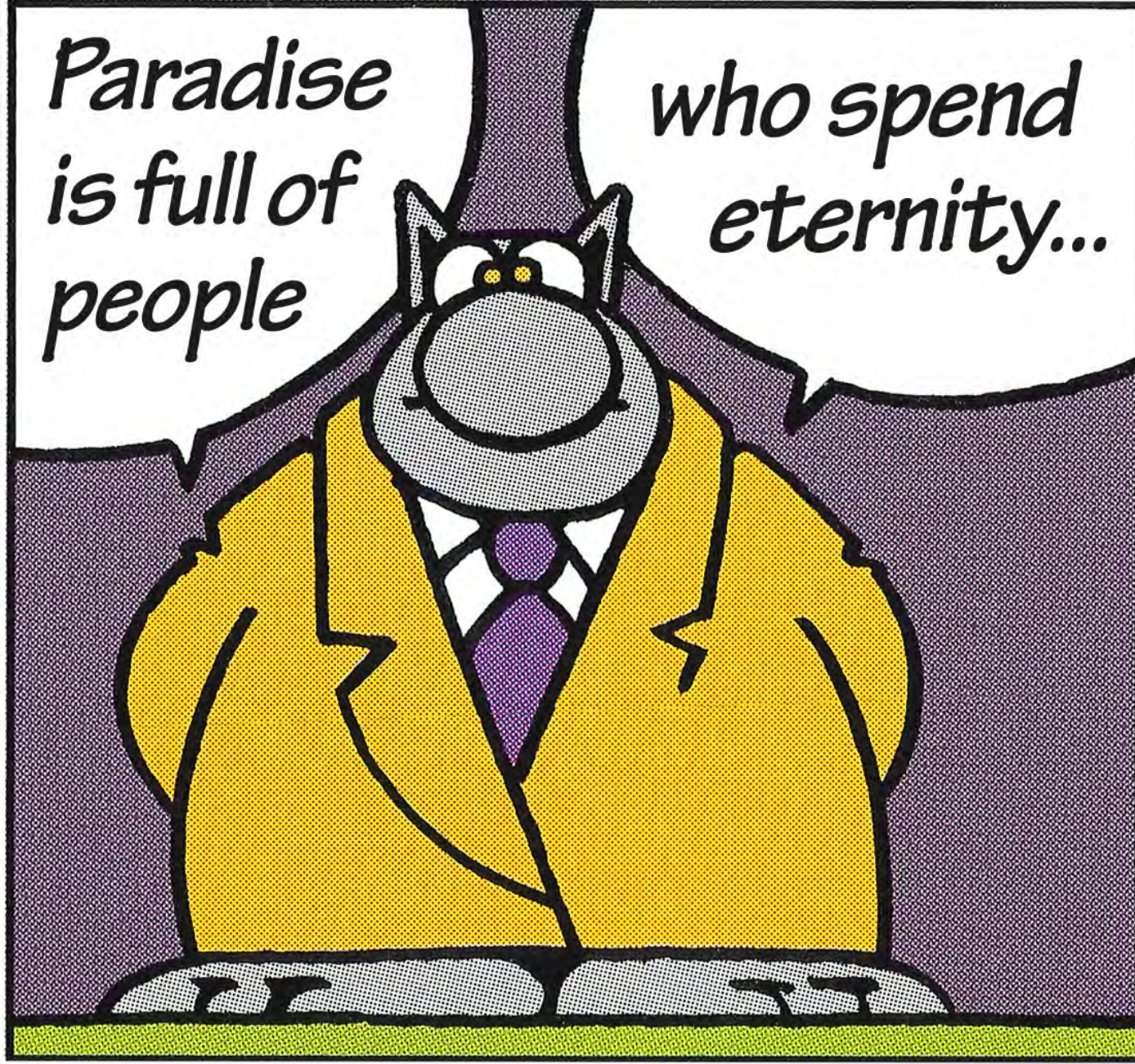


WELCOME  
TO A SESSION  
ABOUT  
CREATIVE  
COMMUNICATION



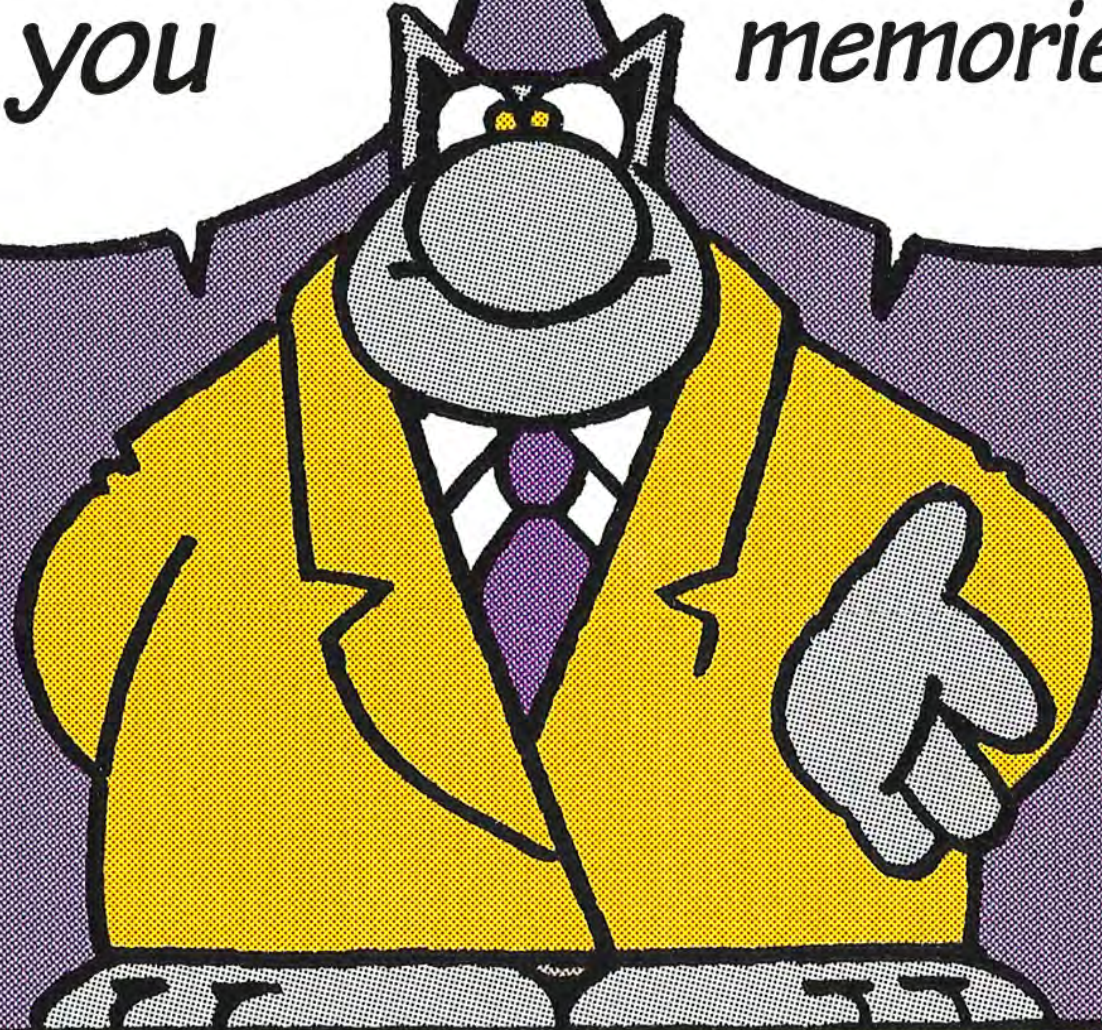
*Paradise  
is full of  
people*

*who spend  
eternity...*



*telling  
you*

*about their  
memories...*



*Hell is  
just  
the  
same*

*except they  
bring their  
slides as  
well !!!*



16  
Learnings highly  
useful  
to sell more



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NO. 1



***It all starts with***

**POSITIONING**



Positioning  
The Big Idea  
The Unique Concept



PowerBar Be great.



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HALF CHOCOLATE SNACK.  
BRING IT ON, WORLD.

Introducing Pria. The nutritious delicious 110 calorie

HALF POWERBAR



BE GREAT.

afternoon energy snack with calcium, iron and soy.

[www.powerbar.com](http://www.powerbar.com)

the right  
positioning  
makes consumers  
happy!



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[www.MarketingOne.ru](http://www.MarketingOne.ru)

Execution  
vs.  
idea



BONBON - VERDENS SJØVESTE SLIK

# STORE BABSER



kr. 600  
Vell. pris  
Vikt: 65 g

SJØVE OG BLØDE VINGUMMIER. UHM!

BONBON - VERDENS SJØVESTE SLIK

# FRÆKKE NUMSER



VINGUMMI

kr. 600  
Vell. pris  
Vikt: 65 g

LÆKRE VINGUMMIER MED GØY SMAG. UHM!







If you can't sum up  
the positioning in  
2-3 words, you don't  
know what you are  
talking about



Core values  
essence  
genetic code  
spirit  
mantra...

# BRAND POSITIONING

THE CORE VALUES OF THE  
BRAND WHICH MAKES IT  
DIFFERENT FROM ITS  
COMPETITORS !

The essence  
of positioning is

**SACRIFICE**

You must be willing to give  
up something in order to  
establish that unique position

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# Fun Family Entertainment



Rewarding  
Everyday  
Moments



Starbucks  
is not in the coffee business  
serving people but in  
the people business  
serving coffee

---

The  
**BODY SHOP**





My passionate  
belief is that  
business can  
be fun!

ANITA RODDICK

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"a better world"



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I think fun  
should be a  
motivator  
for all  
business.



RICHARD BRANSON

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youth  
freedom  
non-conformity

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Why is  
Positioning  
So important?



... because it  
determines  
total  
communication!



In a positioning  
statement, words  
like = QUALITY, TRUST  
and INNOVATION are  
worthless! Don't  
use them!

---





FOSTER'S



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**Your friend's  
glass here**

**Your glass  
here**

**Your friend's friend's  
glass here**



Best served with friends



a clear  
positioning  
helps you  
finding the **BIG  
IDEA!**

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2



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THE  
**BIG**  
IDEA

CAN BE **MANY** THINGS...



# UNIQUE CONCEPT



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# Seafood Sensations

The text 'Seafood Sensations' is written in a large, white, cursive font with a blue outline. The word 'Seafood' is on the top line and 'Sensations' is on the bottom line. A blue fish is swimming through the letter 'o' in 'Seafood', and three blue bubbles are positioned between the two lines of text.

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[Видео http://youtu.be/3Q4JLsNtDsM](http://youtu.be/3Q4JLsNtDsM)





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"Agencies  
that understand  
the power of big  
ideas can shift  
them to all  
media forms"

JIM HAVEN

3



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develop a  
**Ritual**







**Corona**  
**Extra**

LA CERVEZA MAS FINA

CERVECERIA MODELO, S.A. DE C.V.  
MEXICO, D.F.

REG. S.S.A. N° 7417 "B"

330 ml e  
Alc. 4.5% vol

BIERE-BIERE  
CERVEJA-BIER  
CERVEZAS-  
BIRRA-ANTHUS



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BISCO

Milk's Favorite Cookie

OREO

EASY OPEN PULL TAB

SEALED

Slit appears when opened

CHOCOLATE SANDWICH

NET WT 16.0 OZ (470g)

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The opening  
of a pack  
can be a  
ritual!

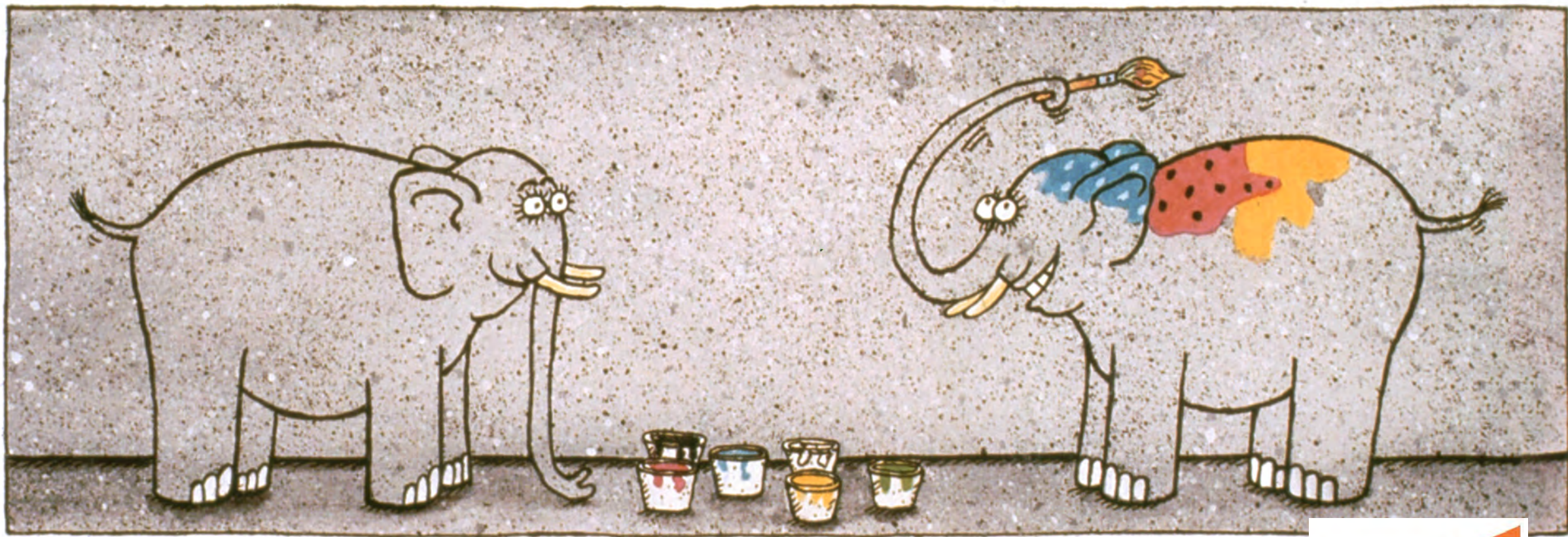
Try to be  
different

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Consumers seldom  
notice better ...  
Consumers always  
notice different











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The USP / RTB

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**MAGGI**

**IST EINZIG**  
Gebrauchs-  
Regeln

Maggi's Würze ist sehr ausgiebig,  
daher sparsam zu verwenden!

Es ist nicht nötig, jede Suppe und Speise zu  
würzen; lediglich die schwachen Suppen und  
Speisen bedürfen der Verbesserung und  
zwar nur soweit, bis sie den ihnen eigenen  
Wohlgeschmack bekommen.

Das Würze-Quantum läßt sich nicht  
im voraus bestimmen; man koste daher  
während des Zusetzens.

Nie darf die Würze selbst vorschmecken.  
Maggi's Würze soll nicht mitgekocht, son-  
dern erst beim Anrichten zugefügt werden.

Zutaten: Pflanzliches Eiweiß,  
biologisch aufgeschlossenes Wasser, Soja-  
und Weizeneiweiß, Salz, Hefeextrakt,  
Aroma, Geschmacksverstärker  
Mononatriumglutamat.

— Eisk. geschützt —

**MAGGI**

**FÜR JEDE KÜCHE**  
Nobile quia optimum

Die  
edelste **WÜRZE**  
ist und bleibt

**Maggi's**

Suppen- & Speisen- Würze  
mit dem Kreuzstern

Alleinige Fabrikanten:  
**MAGGI-Gesellschaft**  
Fabrik: Singen (Hohentwiel)

— Eisk. geschützt —

**MAGGI**

**ist unübertrefflich**

**Maggi's**

Suppen- & Speisen- Würze

Zum Abschmecken und Würzen  
bei Tisch und in der Küche.  
Mindestens haltbar bis Ende:

**250g e**

Maggi GmbH  
78221 Singen (Hohentwiel)

— Eisk. geschützt —



Call-  
to  
action!