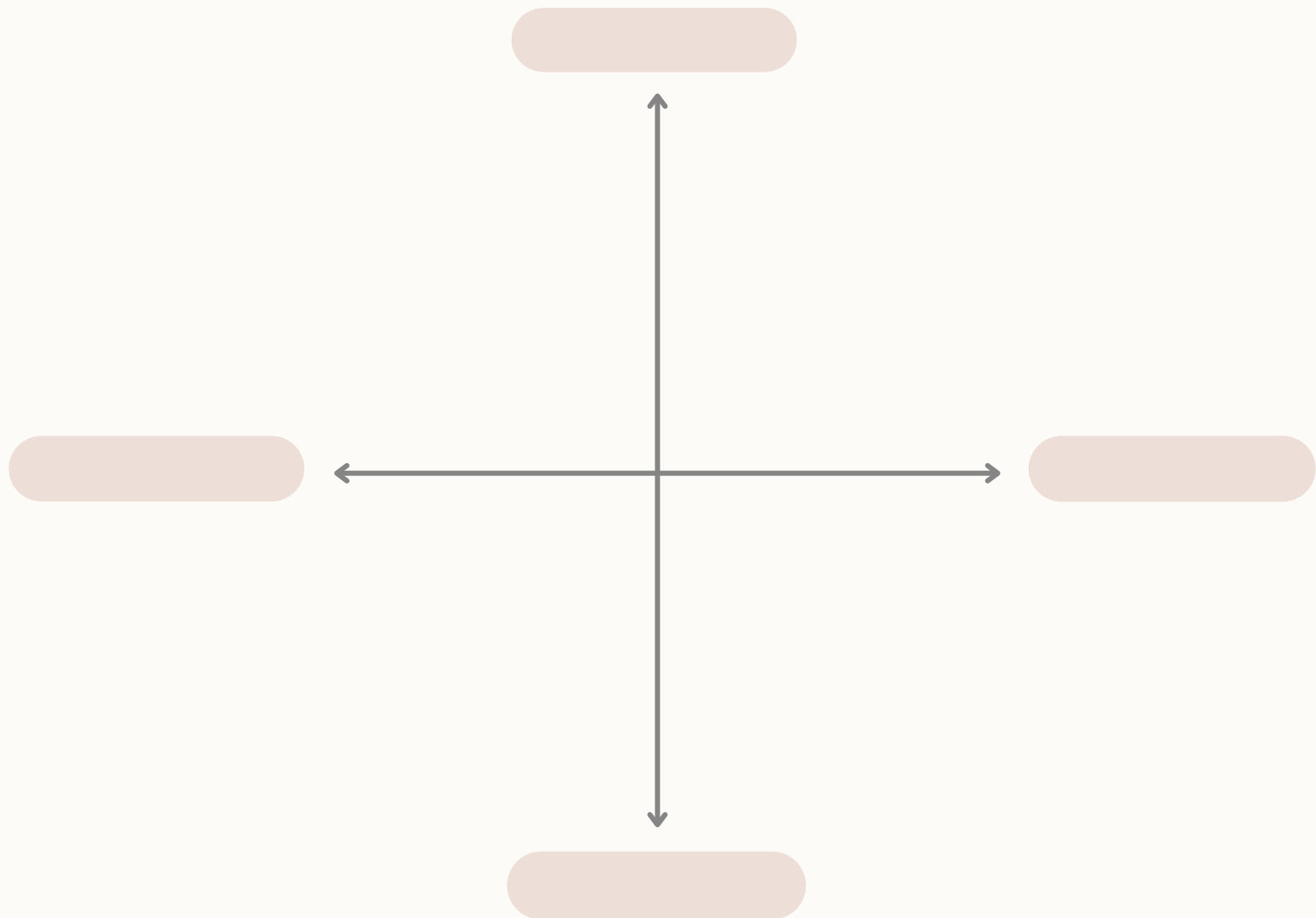


POSITIONING ACTIVITY

PRODUCTS, SERVICES OR BRANDS ARE GROUPED TOGETHER ON A POSITIONING MAP. THERE THEY ARE COMPARED AND CONTRASTED IN RELATION TO ONE ANOTHER. MARKETERS WILL THEN DETERMINE A POSITION THAT DISTINGUISHES THEIR OWN PRODUCT, SERVICE OR BRAND FROM COMPETITORS.



NAME: _____ CLASS PERIOD: _____

ACTIVITY INSTRUCTIONS: IDENTIFY FOUR KEY POSITIONING CHARACTERISTICS (LIKE PRICE VS. PERCEPTION). THEN SELECT A BRAND CATEGORY BELOW AND PLACE EACH BRAND NAME WHERE YOU THINK IT BELONGS ON THE POSITIONING MAP.

BRAND CATEGORIES:

- SOCIAL PLATFORMS (SNAP, INSTAGRAM, TIK TOK, FACEBOOK, TWITTER, PINTEREST, LINKEDIN)
- AUTOMOBILE BRANDS (FORD, VOLVO, BUICK, KIA, TESLA, PORSCHE, BMW, LEXUS, HONDA, SUBARU)
- APPAREL BRANDS (LEVI'S, ABERCROMBIE, GAP, CHANEL, HOLLISTER, FOREVER 21, H&M, ADIDAS)
- RESTAURANTS (P.F. CHANG'S, CHILI'S, PANDA EXPRESS, APPLEBEE'S, MORTON'S STEAKHOUSE, OLIVE GARDEN, PIZZA HUT, QDOBA, SUBWAY, CHICK-FIL-A, IHOP, PANERA, CHEESECAKE FACTORY, BWW)