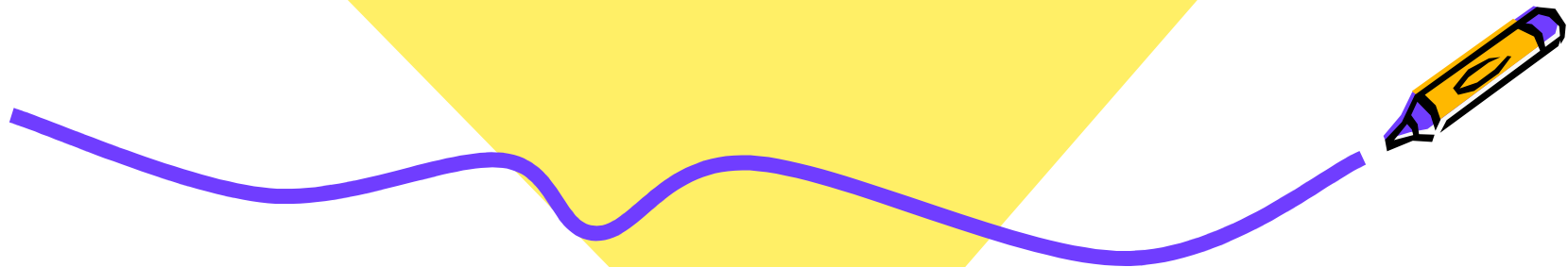


Communicating Positioning

THROUGH ADVERTISING



Open the throttle. Not the wallet.



77kmph
Rs. 5999*

The new Pulsar 150 cc with a top speed of 77 kmph* comes with an amazing mileage of 77 kmpl* and has also got the most advanced 150 cc engine. It's a real thrill to ride the Pulsar 150.

It's got a 150 cc engine with a top speed of 77 kmph* and has also got the most advanced 150 cc engine. It's a real thrill to ride the Pulsar 150.



*As per ARAI specifications. Actual mileage may vary. Bajaj Finance Ltd. is a member of Bajaj Group of Companies. Bajaj Finance Ltd. is a member of Bajaj Group of Companies.

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Definitely male

So plush, so comfortable,
so depressing for other cars.



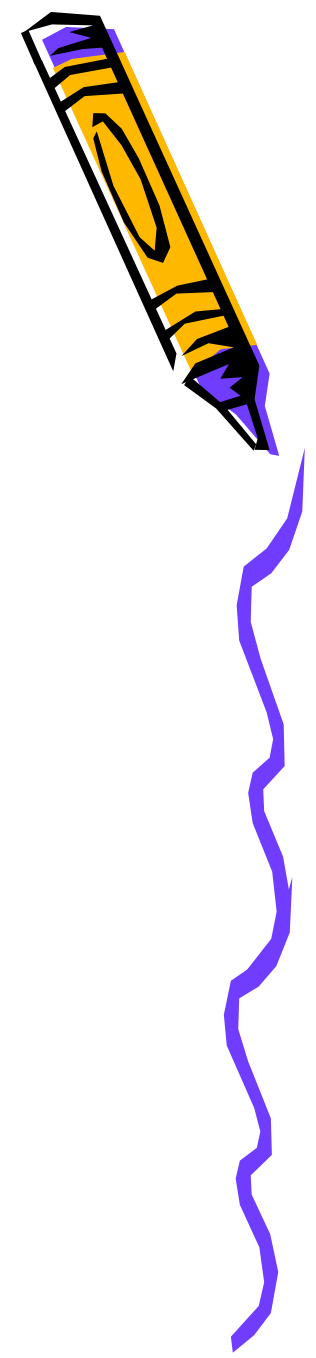
That's right, there's a
lot of things you can't see
from the outside.
So you can't see the
luxury inside. Your seats
are padded with leather.
The 4 speakers surround
you. And the 30 Watt

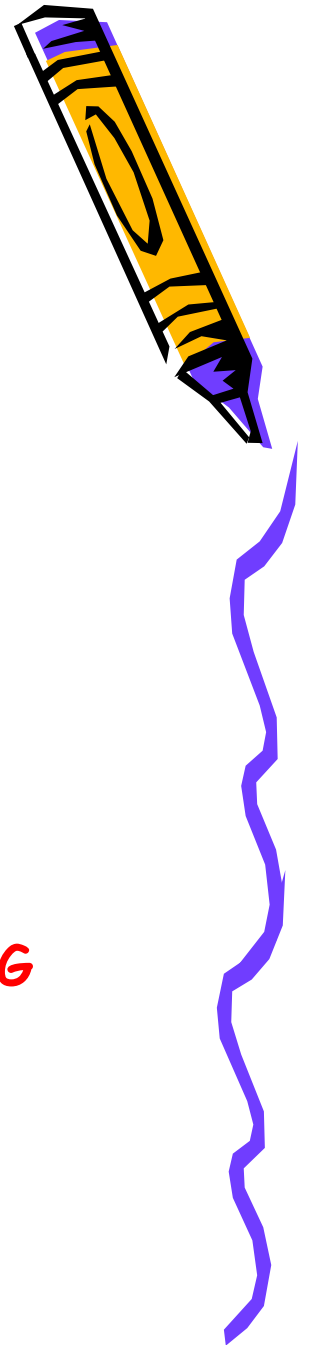


radio. You're wearing
one of the 10
The front is where
you'll see the quality of

your work. The 100-hp
diesel engine, the most
powerful in its category, has
270 cubic centimeters more
displacement than the Ford
engine. That means it's the
same driving thrill you'd
experience in a car that's

100% American. Like the
interior. And a quality
that shows how the Scorpio
has been built, and how
SCORPIO
SCORPIO
SCORPIO





**Cars will now
suffer from
low self esteem.**



SCORPIO

...the most powerful engine in its class...
...the most advanced transmission...
...the most sophisticated suspension...
...the most comprehensive safety package...
...the most luxurious interior...
...the most advanced technology...
...the most comprehensive warranty...
...the most comprehensive maintenance program...

**COMPETITION
BASED
POSITIONING**

75

Arjun Mehta in his
'I'm-going-to-squeeze-sixty-hours-into-this-Sunday'
trousers.



Raymond. For the special occasion called life.

Terool Superfine, Adonis, Viscount, Casual Line, Sterling, Tropicana and more. The widest range of colours, blends and designs of fabrics for trousers.

The Complete Man
Raymond
SINCE 1948

www.raymond.com

Arjun Mehta in his 'I'm-going-to-squeeze-sixty-hours-into-this-Sunday' trousers. Raymond. For the special occasion called life. Bodycopy: **Terool Superfine, Adonis, Viscount, Casual Line, Sterling, Tropicana and more. The widest range of colours, blends and designs of fabrics for trousers.**

Baseline: *The complete man*

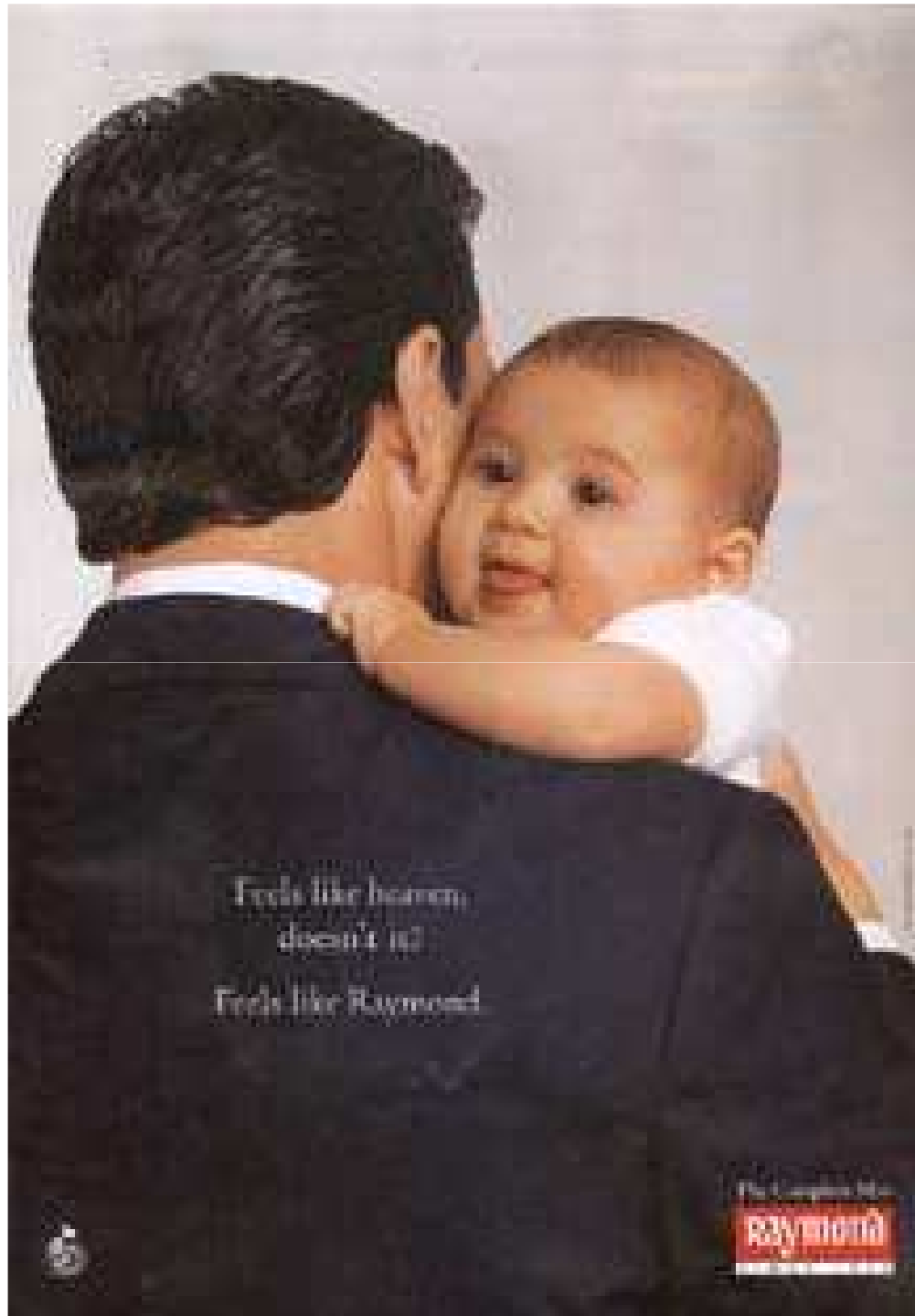




**Feels like heaven,
doesn't it? Feels like
Raymond.**

-

Baseline: ***The Complete
Man***

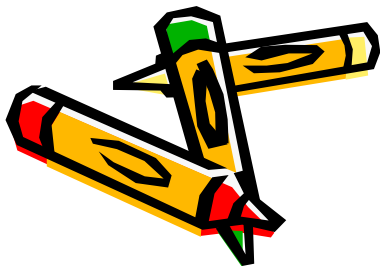
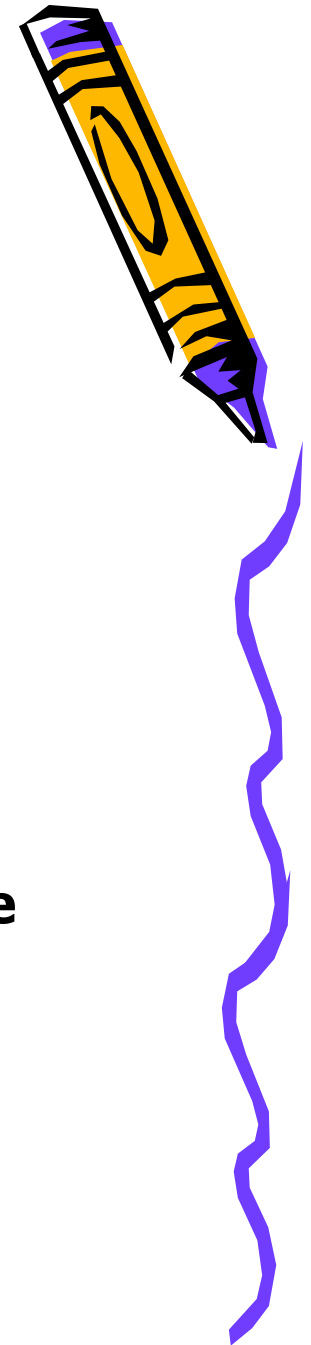


USER POSITIONING



Celebrate the FIFA World Cup. With Cotton Plus Wrinkle Free

Celebrate the FIFA World Cup. With Cotton Plus Wrinkle Free.



ATTRIBUTE POSITIONING



Taste is the reason. Health is the excuse.

Subhead: **(or vice versa)**

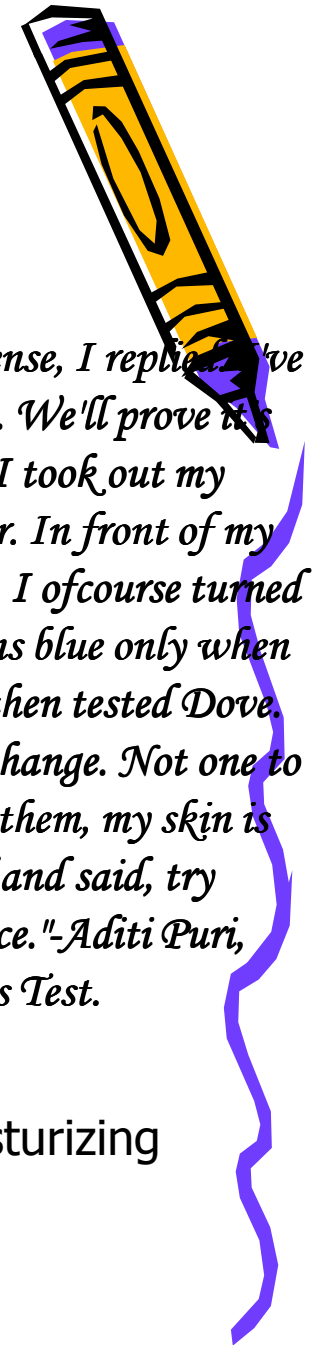
Real vegetables. Low fat. Cholesterol free. No artificial flavours. No added MSG. So you have every reason. And every excuse.

Baseline: **Taste bhi health bhi.**

BENEFIT POSITIONING



“I treat
my skin
harshly,



I treat my skin harshly,

Subhead: -

Bodycopy: they told me. Nonsense, I replied. I've been using this soap all my life. We'll prove it's harsh, they said, with a smile. I took out my soap. They took out a pH paper. In front of my eyes, the pH paper turned blue. I ofcourse turned red. (You see the pH paper turns blue only when it touches a harsh soap.) They then tested Dove. The colour surprisingly didn't change. Not one to give up easily, defiantly I told them, my skin is super smooth. They just smiled and said, try Dove, you'll know the difference."-Aditi Puri, after taking the Dove Mildness Test.

DOVE-contains 1/4th moisturizing cream-

**PRODUCT CATEGORY
POSITIONING**



Thanda matlab Coca-Cola- PRODUCT CATEGORY



Headline: **Business**

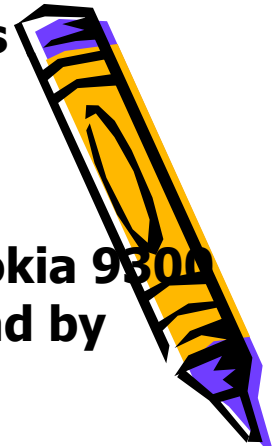
Class

Subhead:

Bodycopy: **New Nokia 9300 smartphone - Lead by example.**

Stylish and compact on the outside, exceedingly smart within. New Nokia 9300 enhances your workstyle while complementing your lifestyle.

**USAGE/APPLICATION
POSITIONING**



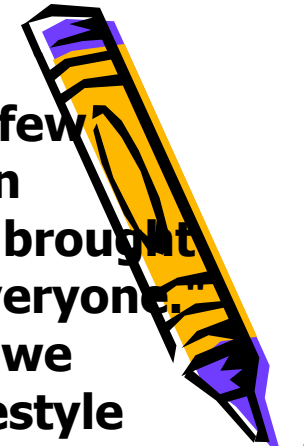


Umang se bhari jholi!

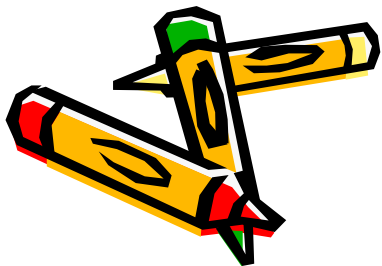
Subhead: **"Earlier only a few could afford the latest in fashion. Big Bazaar has brought it within the reach of everyone."**

Bodycopy: **At Big Bazaar we believe that a better lifestyle should be affordable to everyone. We negotiate better deals with our suppliers, which we pass on to you by bringing down our prices. Therefore, we bring to you the latest fashion at affordable rates. The same is true for a wide range of products like electronic appliances to household items to food. Because the way we see it, improving your world should not cost you the world**

Baseline: **Is se sasta aur achcha kahin nahi!**



PRICE POSITIONING

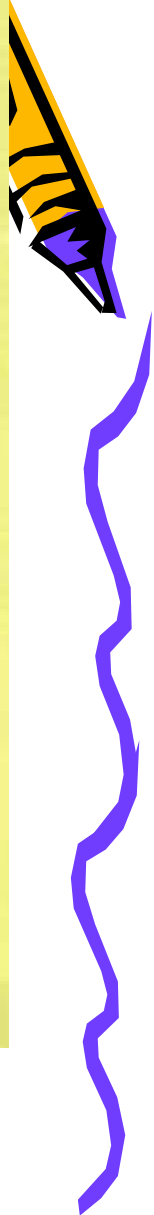


Let's talk businezzz...

Body copy: **Only Club World business class has truly flat beds to London flying from Delhi, Mumbai, Kolkata and Chennai.**

QUALITY
POSITIONING

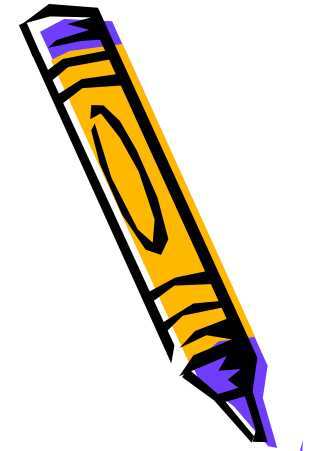
QUALITY POSITIONING



Baseline-Don't forget!

USAGE /APPLICATION POSITIONING

Usage/application positioning



- Body copy: 1. The telephone bill that Rahul forgot to pay for the 10th day today.
 - 2. The groceries that Rahul forgot to buy on his way to office.
 - 3. The colour paper that Rahul forgot to pick up for his son's class project tomorrow.
 - 4. Rahul driving home with a friend he forgot to tell his wife he'd be bringing for dinner.
 - 5. The meeting Rahul forgot he had to stay late to attend.
 - 6. Rahul's mom-in-law whom he forgot to pick up from the station.
 - 7. Rahul's wife trying to call him, except the ~~damn~~ phone is dead.
- Baseline: Don't forget.



Application positioning

- At Himalaya, we believe that our honey is nature's very best. After all it comes from the untouched forests of India. Here, the people of the forest collect it using time-tested methods, ensuring that it is truly fresh and uncontaminated. All we do is test for utmost purity and quality, and then bottle it. That's it. No sugar or preservatives are added (quite unlike some other honeys). All you get is honey, as nature desired you to have it. The goodness of Himalaya Forest Honey can be experienced all through the year. 1-2 teaspoonfuls taken daily with either milk or lime juice will have you glowing with health. It also makes a delicious topping on parathas, desserts and energy drinks. Whichever way you choose to have it, one thing is for sure, you'll experience the pure goodness of nature like never before. For that glow of pure health.

Baseline: Researching Nature. Enriching Life.





Women of spirit wear Asmi Bodycopy: A woman's victory of her spirit. The spirit that has been every woman's strength since the beginning of time. And will be forever more. Only an Asmi Diamond truly reflects that spirit. Because it holds within its depth the power of an eternal fire. So whenever a woman shines, she has an Asmi diamond to show for it. Do you?

*Baseline: The diamond of choice
For women with spirit*

USER BASED POSITIOING

