

# THE POWER OF POSITIONING

I frequently (and persistently) make the case for more effort, thought and research being applied to developing and evaluating brand and product positioning options. Finding your best positioning route (and associated proposition) can have an absolutely dramatic impact on the return on investment from your marketing spend and can be the difference between success and failure.

The critical illness example below demonstrates the importance of getting your positioning and proposition right. Earlier focus groups identified that the impact of illness on the ability to juggle the different aspects of family life was a major worry with mothers and that some of the exclusions on current policies were seen as alarming.

Reflecting such insights, draft press ads were developed to bring to life different positionings – all for the exactly same product specification. Two examples are shown below.

In quantitative research the “the more illnesses covered than existing policies” significantly outperformed all other routes, including “the how well is your family covered” approach shown. In fact, approximately treble the number of respondents claimed they would definitely purchase this policy when exposed to this comparative presentation. Furthermore the profile of the respondents expressing an intention to purchase included many more critical illness policy holders – arguably an easier audience to convert as they would be switching policies rather than finding the money for a new purchase.

## HOW WELL ARE YOUR FAMILY COVERED?

Avoid some big gaps...

Low cost life cover	✓	✓
Add illness, accident or income protection as required	✗	✓
Covers 'standard' critical illnesses	✓	✓
Covers most serious illnesses	✗	✓
Option for multiple claims	✗	✓
Prompt decisions and payouts	✗	✓
Pays according to effects on your lifestyle	✗	✓
Whole family can be covered	✗	✓

### MOST CRITICAL ILLNESS POLICIES BELIEVE THESE ARE THE ONLY CRITICAL ILLNESSES.

### WHICH IS WHY OUR NEW ILLNESS COVER INCLUDES ALL THESE.

- Heart attack
- Cancers (some)
- Coronary artery bypass surgery
- Total kidney failure
- Multiple sclerosis
- Major organ transplant
- Serious strokes

- Artery conditions
- Alzheimer's or Parkinson's (under 65)
- Serious heart attacks or conditions
- Almost all heart conditions
- Bacterial meningitis
- Blood disorders
- Benign brain tumour
- Coma or paralysis
- Partial paralysis
- Loss of sight, limbs hearing or speech
- Partial loss of sight, hearing or speech
- Invasive cancers
- Other cancers
- Coma
- Creutzfeldt Jacob disease
- Gastro-intestinal conditions
- Kidney failure
- Partial kidney failure
- Major head trauma
- Major organ transplant
- All other organ transplants
- Motor neurone disease
- Multiple sclerosis
- Nervous system conditions
- Soft tissue conditions
- Serious respiratory illnesses
- Serious strokes
- All other strokes
- Third degree burns
- Urological conditions
- Musculo-skeletal conditions
- Digestive system