

# MotorBrains®

## Ignition #45 "Lost, Lonely and Vicious"

When Rance Crain ran a three-part series on "positioning" by Al Ries and Jack Trout in *Advertising Age* back in 1972, the series made "positioning" famous. People often think that this is when positioning came into being; but it's always been around - Ries and Trout just gave it a compelling moniker.

In your business, you undoubtedly spend hours of time positioning your products in new ways that distinguish them from others in your prospects' minds. Trying to own a part of your consumer's mind that makes you rise above the competition is what it's all about.

People today even position themselves. Think about the popularity of the singles advertisements that proliferate - on the Internet, in magazines ... just about anywhere you look.

Your creative challenge? Pretend you're a cultural anthropologist. Your speciality? Getting beyond the rational ("cortex" impressions) and tap into the consumers' deepest unconscious (their "reptilian" responses).

Your mission is to write a personal advertisement for a product you might be struggling to position or reposition. In doing so, you aim at the emotive core of the product and go beyond its functionality. Give your product anthropomorphic qualities that can help you craft a meaningful positioning.

An excellent example comes from the automotive industry. The French-born cultural anthropologist, G. Clotaire Rapaille, concluded from insight immersion that SUV buyers wanted everything surrounding them to be round and soft, with an extraordinary amount of "give." His solution? Airbags *everywhere!*

So a personal for an SUV might be ...

"I'm a strong guy looking for someone to hang out with on a regular. I may be big, but I'm also a teddy bear. I can protect you through all of life's twists and turns, regardless of where we're headed. I'm big and tall and keep you safe on the road of life. Best of all, I'll keep you heads-above the crowd in all situations.

Use the personal elements to hone your positioning in an emotional framework. Enjoy!