

POSITIONING STRATEGIES

Breakaway Positioning

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What is Breakaway Positioning

Breakaway positioning is a marketing technique in which customers recognize the product based on its features such as design, functionality, appearance, feel, luxury, distribution channel, pricing, or features.



Three bases of positioning

1. **Functional:** solve problems, provide benefits to customers
2. **Symbolic:** self-image enhancement, ego identification, belongingness and social meaningfulness, affective fulfillment
3. **Experiential:** provide sensory stimulation; provide cognitive stimulation

Breakaway Positioning

- ❖ The premise behind breakaway positioning is that a firm would project its product in such a way so as ***to ensure consumers see the product in a different category.***
- ❖ Breakaway positioning should be used during a product's ***maturity stage.***
- ❖ Breakaway positioning aims to ***cash in*** on the ***status quo by challenging it.***
- ❖ The ***price, promotion, place*** and the ***product*** must complement the ***brand's efforts*** to sway the product's category perception.



Example 1: Swatch Watches



Swatch watches positioned itself as a product more *bent towards the lines of fashion accessories* at a time when Swiss watches were prized and looked upon as *extremely valuable and novel entities*. Swatch, by going against the flow, created a growth niche for itself.



Example 2: Chips(Potential Idea)

There are a variety of chips brands, all vying for market share and all more or less focused on the same target group. A compelling idea is to transform the way we see chips. We normally see chips as something to be consumed mostly as an evening snacks. But what if we can make healthy chips(like papads) that can be assimilated with all the three meals, then it would be perceived as something quite close to staple.

Thank You