

MARKETING DISTINGUO

Finally, the differentiation framework you need.

www.marketingdistinguo.com
www.visualcommunicationplanner.com

What is Marketing Distinguo?

The Marketing Distinguo is a concept and a method to help companies to differentiate themselves from the competitors.

The card deck is an analogue framework that helps entrepreneurs, managers and consultants to answer the most difficult question: “Why should I buy your product?”.

With just three steps, you will have an overlook of your company or your product/service, from the most important point of view: your unique characteristics.

The Marketing Distinguo is also part of the Visual Communication Planner, a tool to define your communication strategy.

Why a new marketing concept

Many papers have underlined how important it is to diversify your product, brand and even business model. However, there is no concept that provides a method you can use to examine the actual characteristics of the product/service or company in order to identify its distinctive features.

Marketing Distinguo is the glue concept holding together Positioning - the “place” the brand occupies in the consumer’s mind - and Unique Selling Proposition - the creative execution of Positioning in advertising. The combination of these two well known concepts forms the foundation of effective marketing and communications.

In simple words, Marketing Distinguo is a method to find the

factor which differentiates a specific product/service/brand/person from its competition. Concrete terms that your customers will recognize, terms that your agency can develop in a creative USP.

It will be easier for an agency to find the perfect claim, starting from the Marketing Distinguo, instead of the Positioning. Most of the time, Positioning is not the perception of the customers, but just the one of the entrepreneur or the manager. Rarely a company finds the budget to finance a semantic differential questionnaire to check the Positioning of its brand/product.

Why the cards?

Cards are the best way to let the marketing team play and reflect and outline the Marketing Distinguo. A colourful tool for entrepreneurs, marketers and consultants.

What do you find in the deck

The Marketing Distinguo card deck is made of 40 cards designed to help you analyze the characteristics of your business:

- 17 yellow cards for your product or service characteristics
- 12 blue cards for your company characteristics
- 7 green cards for your people characteristics
- 4 red cards for your industry characteristics

Let's start!

To use the Marketing Distinguo card deck you don't need any special tools, just a sheet of paper - better if in A3 format - and a pen.

Before going through the three steps, think about the keywords you usually describe to define yourself, your company or your product/ service. Most probably, you are thinking about one or more of these keywords:

- innovation / innovative
- passion
- quality
- turnkey solution
- precision
- tailor-made
- knowledge / competence
- experience
- top / leader / the best
- since 19xx
- reliability
- professionalism
- craftsmanship
- creativity / design
- availability
- concreteness

STEP 1: Write down keywords you usually use to define your company or your product.

You can also find them in your slogan, website or brochure. Write these keywords on a sheet of paper.

KEYWORD 1

KEYWORD 2

STEP 2: Use the cards to examine those keywords and find the characteristics making your product unique.

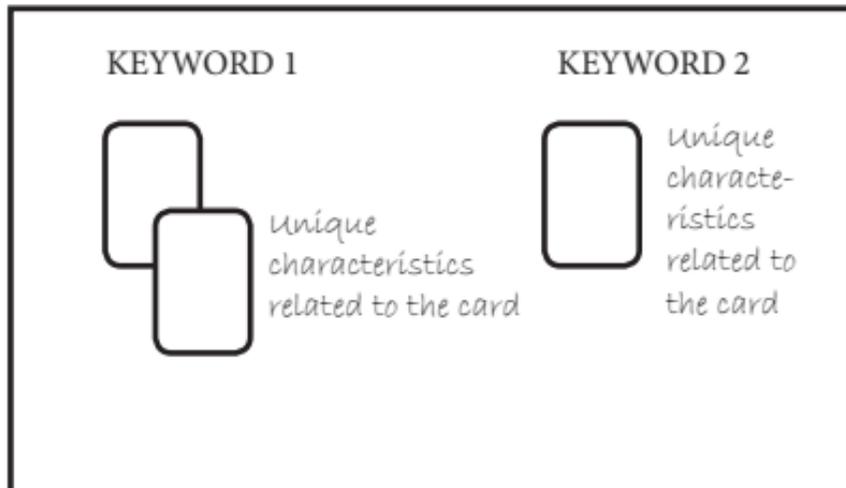
You can place the cards aside those keywords you wrote. Near each card, write the specific characteristics of your product or service or brand.

While you are laying cards down, think about your competitors, if the characteristic isn't unique, place the card out of the paper. You must keep only cards that differentiate your company.

STEP 2 example.

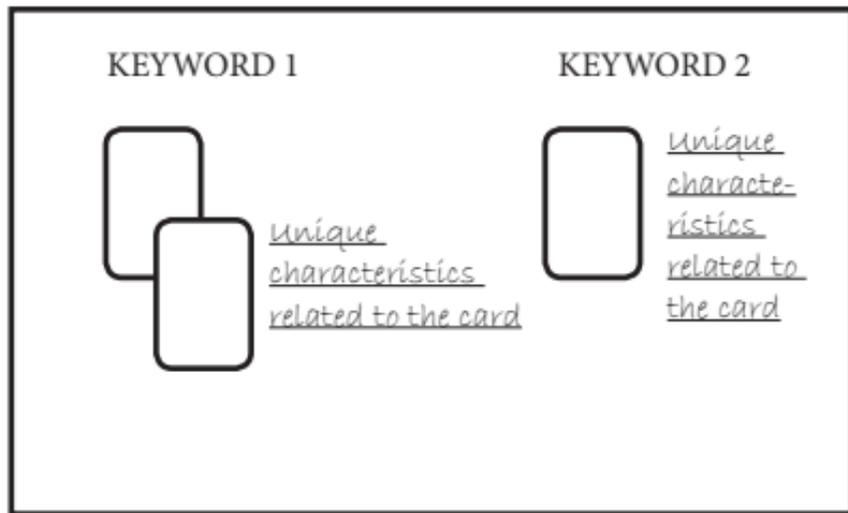


Cards representing characteristics are not unique in comparison with your competitors



STEP 3: Look at the cards and at your notes. What you wrote is your Marketing Distinguo.

From now on focus your communication and your marketing strategy on those notes, your Marketing Distinguo.



Done!

Now that you are done with the Marketing Distinguo process, you will not need to use ever again those keywords in your website, brochures, business cards, etc.

Why? Because you have already outlined every single aspect that defines those keywords in concrete.

Now, it will be easier for your agency to find the perfect claim, starting from the Marketing Distinguo, instead of the Positioning.

Do you need more examples?

Please visit the website www.marketingdistinguo.com to watch the video and find real examples.

Keywords are here repeated for your convenience:

- innovation / innovative
- passion
- quality
- turnkey solution
- precision
- tailor-made
- knowledge / competence
- experience
- top / leader / the best
- since 19xx
- reliability
- professionalism
- craftsmanship
- creativity / design
- availability
- concreteness

www.marketingdistinguo.com
www.visualcommunicationplanner.com