Building a Better Mouse Trap

In the video, you were presented with the concept of positioning which is the shaping of a product into the minds of consumers. (ex. milk being a breakfast drink). You also were introduced to the concept of repositioning which is changing how a product fits into the minds of consumers.

Examples of repositioning:

Mouse X mouse Trap was originally positioned as the best mouse trap. They introduced the concept of changing the way the product is positioned to be a Mouse preventer.

Coke and other Soda’s were originally positioned as a medicine. Now they are positioned as a refreshing everyday drink.

YOUR CHALLENGE!

Think of a product that is currently on the market. Think of another position in the mind of the consumer that the product could fill but is not currently positioned that way. Create a Print Ad that could be used to effectively reposition. Your idea must make sense and cannot be off the wall. Think creatively and think critically!

GOOD LUCK