

Integrated Marketing Communication's Positioning Process

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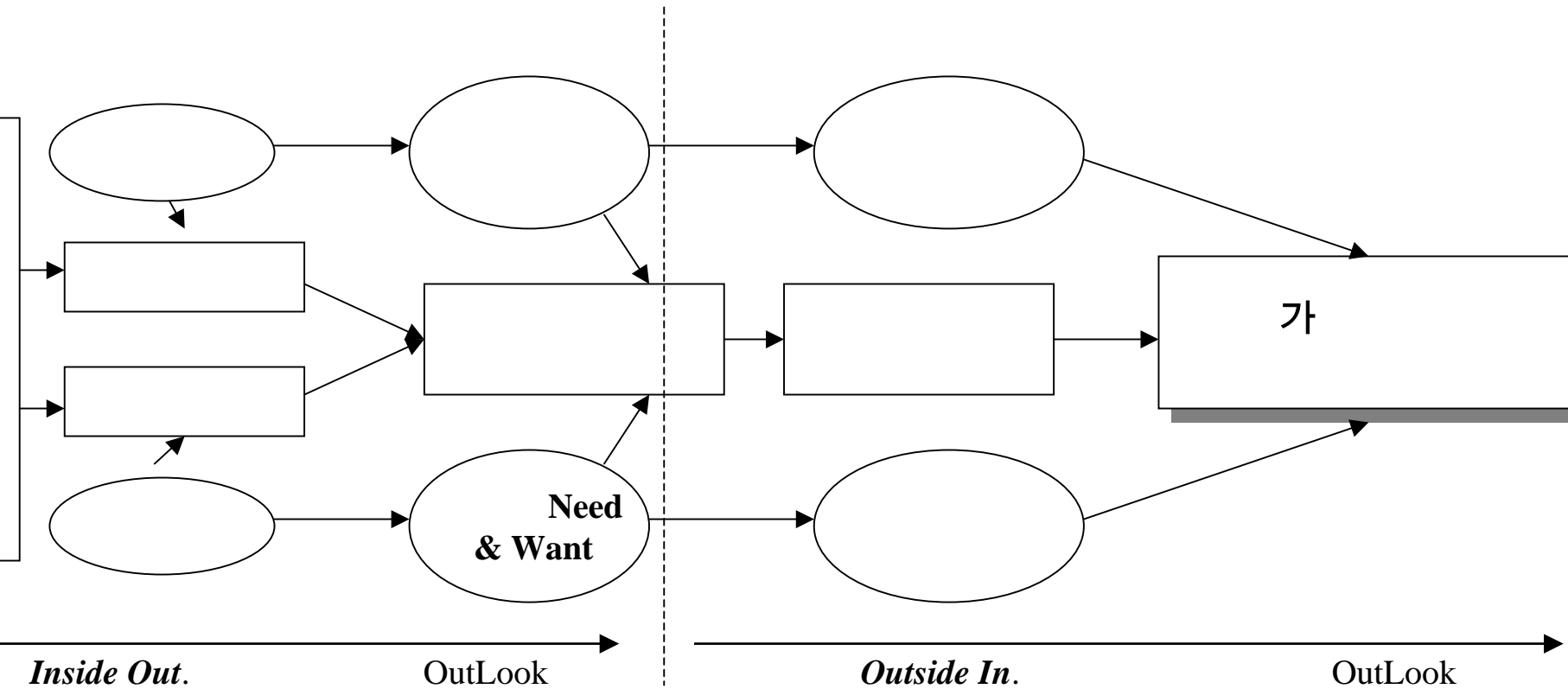
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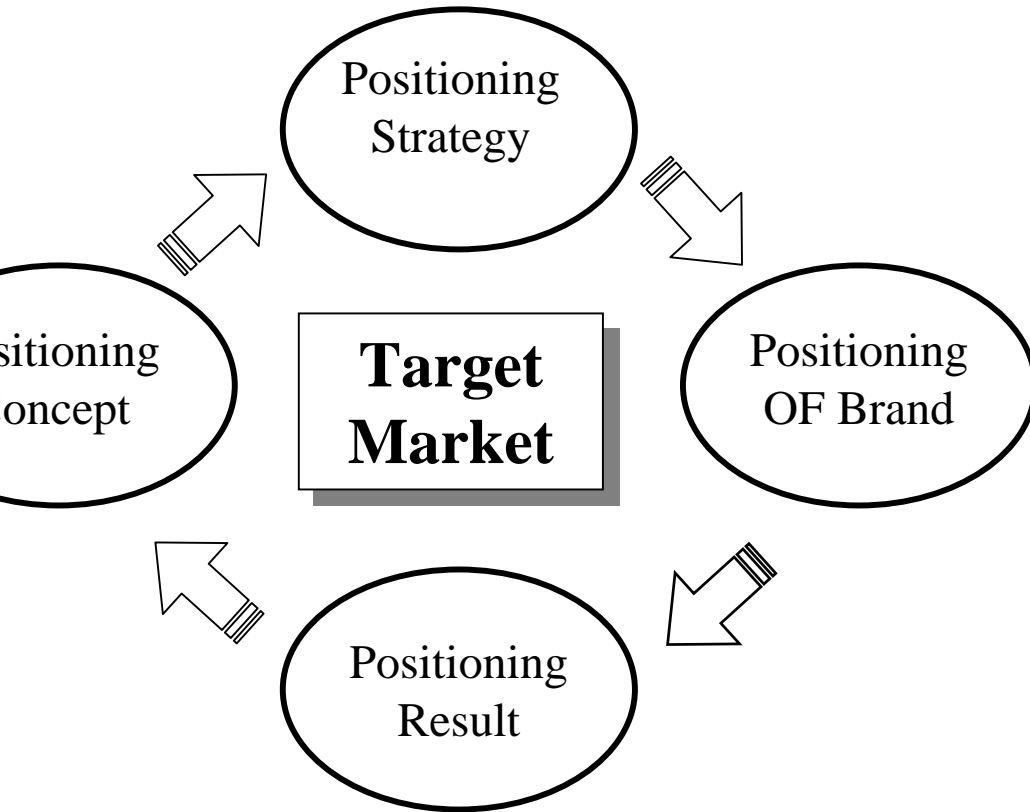
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Product Positioning



3. Check List OF Positioning

	/	A
	.	B,C,D가
Yes	↓	Yes
(Benefit) ?		B,C,D
Yes ↓ No ()		Yes ↓ No
Want TA Need ?		Want TA Ne
Yes ↓ No		Yes ↓ No
Action		