

Positioning: The Essence of Marketing Strategy

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Stealth Marketing as a Contemporary Strategy

- One way to classify these strategies is to consider how they are used with regard to the four elements of the marketing mix, i.e., product, price, promotion, and place.
- Using stealth positioning by hiding the product's true nature as an option for breaking away from product life cycle thinking.
- Companies can charge how customers perceive them by positioning and even repositioning their products in ways where the true purpose is not fully apparent to the customer, at only partially so.

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- Companies can use stealth pricing strategies to both cut prices as well as increase them. "Incentive rebates" are often used to signal price cuts and avoid the irritation of a price war.
- Stealth promotion strategies abound in many forms.
- Finally, stealth strategies are also used in distribution-related methods.

The Future of Stealth Marketing

- **The Dilemma**
 - How can you get people to notice when you're promoting a product or service in a way that's not obvious to them?
 - Will consumers still notice when you're not advertising?
- **The Future**
 - The success of stealth marketing will depend on the quality of the product or service. If the product or service is not of high quality, it will not be successful in the long run.
 - Marketing managers will continue to experiment with different strategies to succeed. Some will succeed and some will fail, but the ones that do will continue to evolve and improve.

Marketing to challenge

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- "Marketing concept integrated and positioned will be the key to company adaptability and profitability (Guth)".
- Two kind of pricing strategies can help marketers achieve their goal:
 - If Companies can practice the "in price base" marketing.
 - Alternatively, they can use a "specific" approach using non-traditional marketing strategies that may involve outside the
- The "stealth" marketing strategy is a way to avoid the audience's attention in order to correct all strategies and
- Viral marketing, word of mouth, celebrity marketing, and social media marketing are the most common ways of using such strategies on consumers.

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A proposed typology of stealth marketing strategies

- **Subliminal** - hidden, not perceptible to the consumer
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Countering stealth marketing

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The Future of Stealth Marketing

- **The Dilemma**
 - How can you get people to pay more for a product when you're not even sure it's better? As a result, what's the point of being so stealthy in the first place?
 - Will consumers get so used to being deceived that they'll no longer notice quality when a product is so well hidden that they can't see it?
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- **The Future**
 - The success or failure of stealth marketing will depend on the quality of the product. If the product is good, the company can afford to be stealthy. If the product is bad, the company can't afford to be stealthy.
 - Willing consumers will be able to spot the difference between a good product and a bad one. If the product is good, the company can afford to be stealthy. If the product is bad, the company can't afford to be stealthy.

Marketing to challenge

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- "Marketing concept integrated and positioned will be the key to company adaptability and profitability (Guth)"
- Two kind of pricing strategies can help marketers achieve their goal:
 - Companies can practice the "in price base" marketing.
 - Alternatively, they can use a "specific" approach using non-monetary marketing strategies that may involve offering the
- The "stealth" marketing strategy is a way to avoid the audience's attention in order to avoid the audience's attention without their knowledge and consent.
- Viral marketing, word of mouth, celebrity marketing, and social media marketing are the six primary ways of using such strategies on consumers.

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- "Marketing correctly interpreted and practiced will be the key to company adaptability and profitability (Kotler)"
- Two broad generic strategies can help marketers achieve their goal:
 - 1) Organizations can practice the "in your face" marketing
 - 2) Alternatively, they can use a "guerilla" approach using unconventional marketing strategies that may involve catching the consumer unaware and in unexpected ways.
- The term "stealth marketing" was introduced in the academic literature to refer to curveball strategies aimed at customers without their knowledge and consent.
- Viral marketing, brand pushing, celebrity marketing, bait and tease marketing, marketing video games, and marketing in pop and rap music are the six prominent ways of using such strategies on consumers.

What is Stealth Marketing?

- Stealth marketing refers to undercover, covert, or hidden marketing.
 - Due to a low level of visibility, the target is unaware of the marketers' actions, at least to some degree.
- Stealth marketing may be a means to reach a target audience without the advertisement being perceived as an advertisement or as a context. Also may refer to covert marketing in mass media to distinguish between the deception that may occur in information gathering and marketing communications.
- Stealth marketing focus primarily on entry or operating strategies of firms or could also be used for departure of firms, as well.

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- Companies can use stealth pricing strategies to both cut prices as well as increase them. "Instant rebates" are often used to signal price cuts and mask the initiation of a price war.
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A proposed typology of stealth marketing strategies

- First Typology
 - The basic tenets of market orientation recognize that firms should focus on two specific stakeholders:
 - > 1) Competitors 2) Customers
- Second Typology
 - Invisible to customers, yet competitors are aware
 - Visible to target customers, yet competitors are unaware
 - Invisible to customers, and competitors are unaware

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A proposed typology of stealth marketing strategies

Invisible to customers, yet competitors are aware

- Sub-branding using stealth parentage
 - Companies traditionally using family branding strategies hide the origins or parentage of individual brands to guile average consumers into believing that they were truly new and unique products being made by smaller companies.
- Re-christening damaged brands
 - Damaged brands often have to be renamed to reinvent themselves
- Flogs
 - Flogs are fake blogs, designed to create an impression that a regular blogger is providing the information, while in reality a commercial company is sponsoring the site.
 - The goal of such flogs is to provide positive publicity for a product that would not be possible through traditional methods of promotion.

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A proposed typology of stealth marketing strategies

Visible to target customers, yet competitors are unaware

- Database marketing
 - A database offers a firm a way to communicate with their customers without the knowledge of their competitors
- Marketing through associations and affinity groups
 - For firms is to build strong relationships with associations and affinity groups to which their customers belong, and market to them through the leadership of these associations.
 - Associations help firms leverage their marketing efforts by offering exclusive rights to access to their members, and encouraging them to develop tailored products for them
- Viral marketing
 - Viral marketing involves the purposeful release of information by firms that use pre-existing social networks to enhance brand awareness through word-of-mouth via a digital platform, and using awareness through a self-replicating viral processes, similar to the spread of pathological and computer viruses.
 - Facilitates and encourages consumers to pass on the messages voluntarily.

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A proposed typology of stealth marketing strategies

Invisible to customers, and competitors are unaware

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- When stealth marketing strategies are implemented, the highest level of covertness, they are hidden from both the customer and the competitors.
- Stealth marketing in the context of new product development
- Behavioral Targeting
 - Involves pushing ads to individual consumers based on their past online browsing behavior as determined by cookies placed by third parties, is unknown to both the individual consumer as well as competitors and other businesses.
- Ambush Marketing
 - Sometimes companies that are not official sponsors of an event undertake marketing events to convey the impression that they are
- Push polling
 - A form a negative political campaign technique used to influence or change the view of potential voters under the guise of conducting a poll.