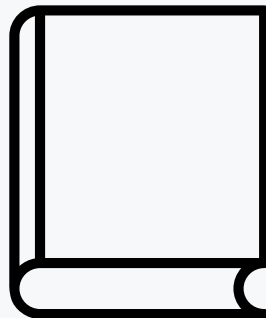
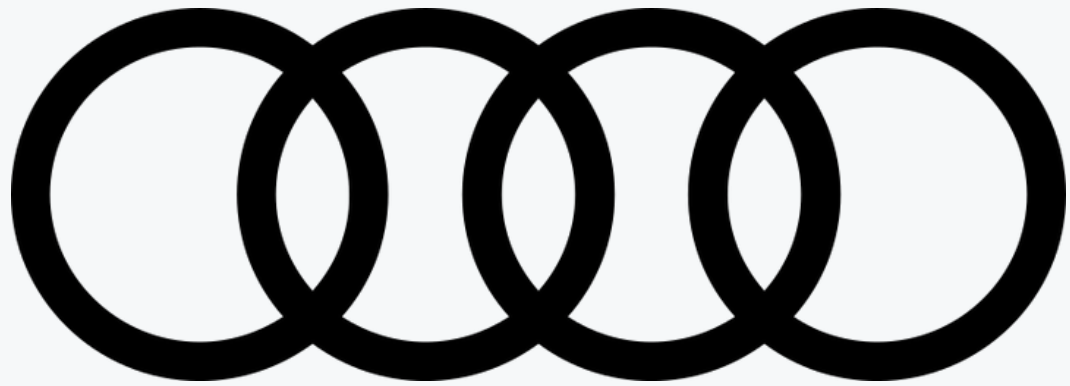


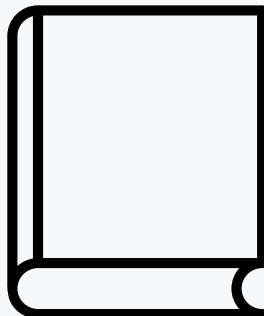
**Am I addressing my
target audience
the right way?**

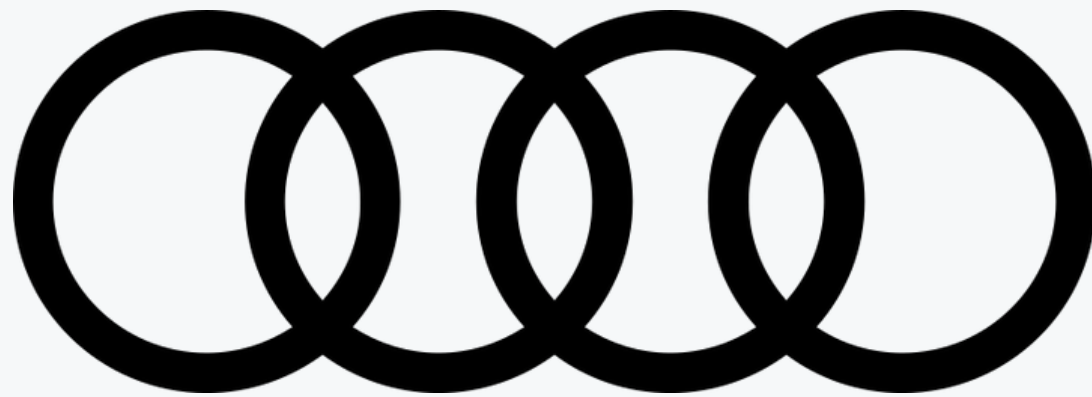




Or...

**Consistent Customer
Focus as the key to
success**



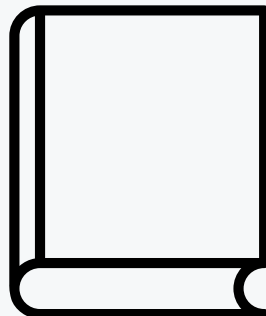


Vorsprung durch Technik

(Progress through Technology)

Positioning Audi

**Dominance, Competition,
Performance**

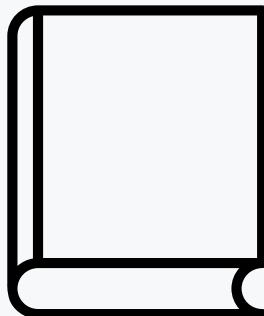




Freude am Fahren

(sheer driving pleasure)

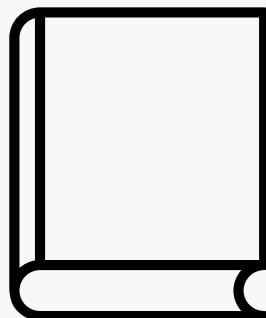
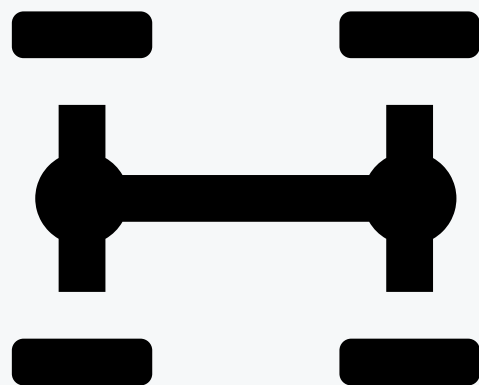
Positioning BMW
Driving Enjoyment,
Sportiness, Fun





The **Focus** decides

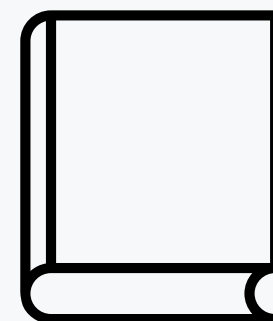
How do both advertise
their **four-wheel drive**?





Vorsprung durch Technik

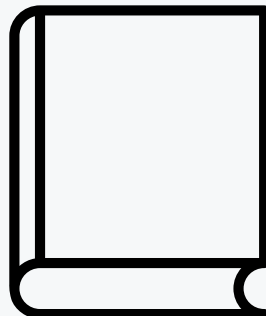
**Focus on strength:
the Audi can even drive up a
ski jump**



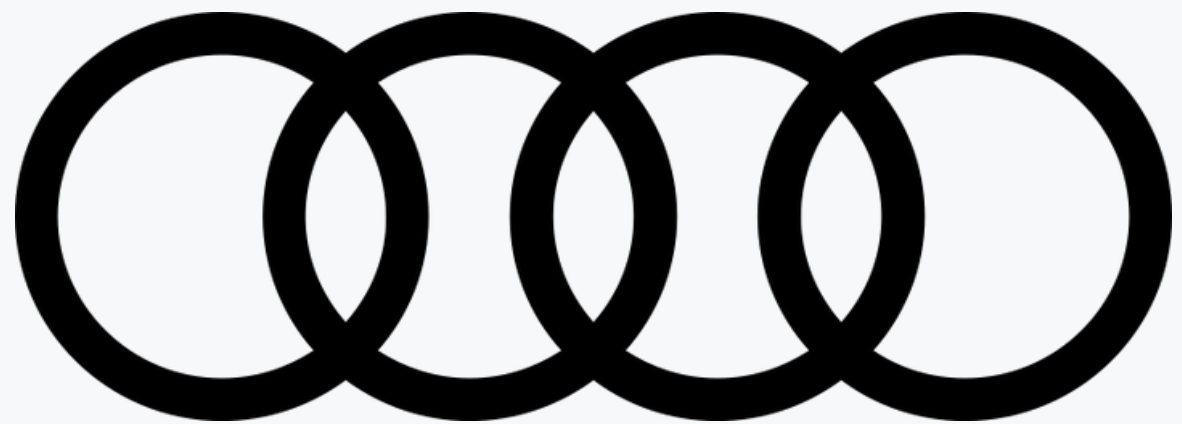


Freude am Fahren

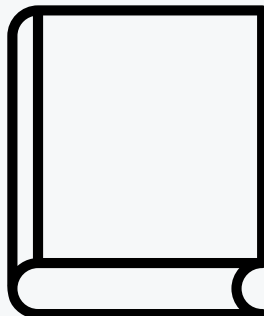
The jumping jack helps position the 4-wheel drive as a playful toy that brings joy.



BMW and Audi focus on their respective target audiences



Both are successful with a similar feature: because they serve the needs of their customers.



More in the book

