

# Stealth Positioning



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# Stealth Positioning: Meaning



***Stealth marketing***, an indirect way of marketing products, ***focuses on creating buzz among the audience as a whole without letting people realize that products are actually being marketed to them.***

It can be done in many ways-

- ✓ creating the buzz in the social media platforms where people jump into tags,
  - ✓ comments and discussions regarding the product;
  - ✓ product showcases in malls;
  - ✓ live audience interactions on promotion events and many more.
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- Consumers go with the flow and by default develop a keen interest in the commodity.
  - It is also known as ***undercover or guerrilla marketing***, due to the nature of promoting and marketing products.
  - Marketers implement this marketing strategy to attract people in large numbers and influence them to develop the interest in the commodity. In this case, ***sales are not the priority.***

# Stealth Positioning: Meaning



Companies using stealth positioning-

- ❑ adopt a covert approach
- ❑ conceal the true nature of their products by affiliating them with a different category.
- ❑ sneak products into the market and gain acceptance that might otherwise prove elusive.
- ❑ give products a fresh run at the life cycle and keep them from dying outright—in the introduction phase.



- ❑ Stealth positioning is not synonymous to deceit. The difference is both ethical and economic.
  
- ❑ Stealth positioning is a legitimate way –
  - to diffuse prejudice about a product or company,
  - encourage acceptance, and
  - deliver value to customers.

# Comparative Graph: Positioning Strategies

## Repositioning for Growth

The venerable product life cycle curve describes the growth trajectory most products take from introduction to decline. But by changing products' positioning in the marketplace, companies can propel their products backward or forward into the lucrative growth phase.

### Breakaway Positioning

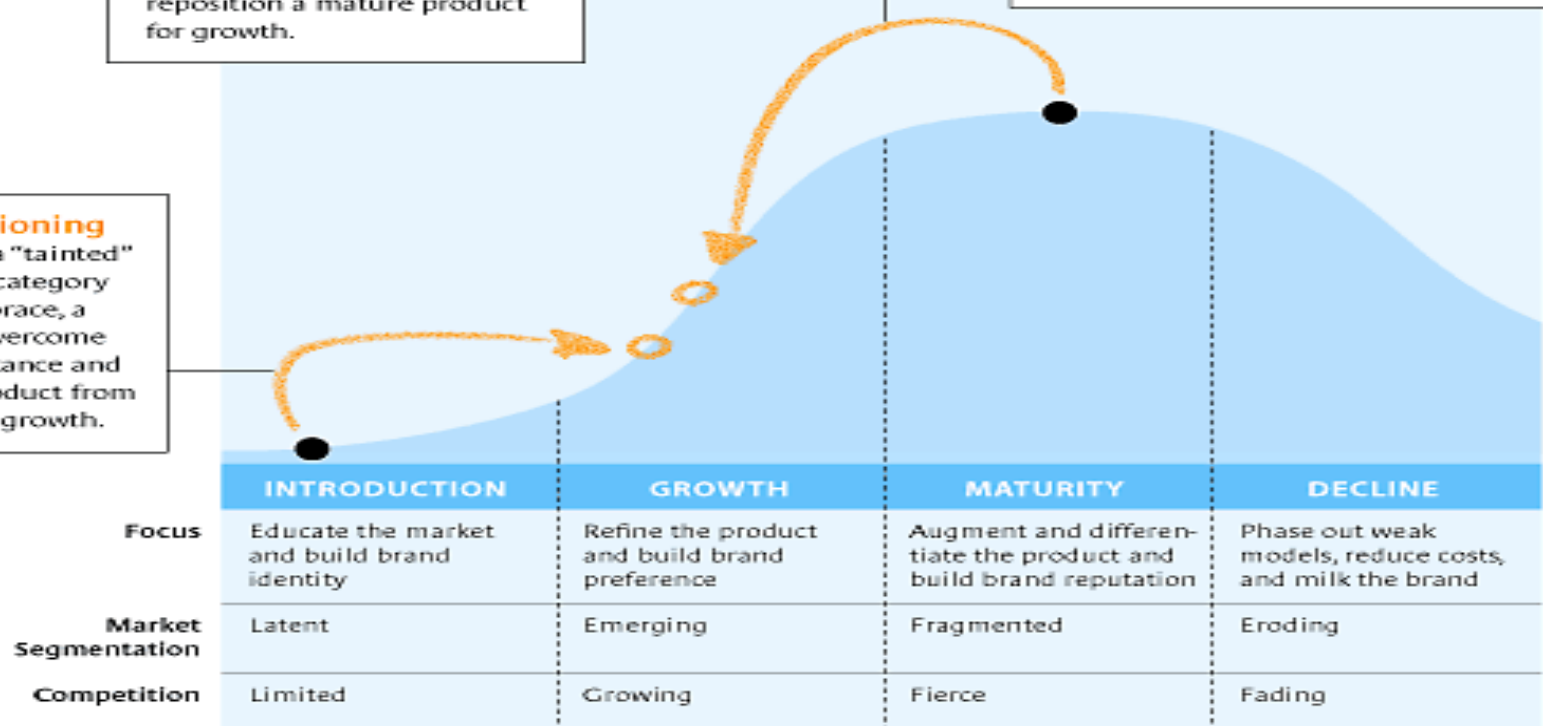
By combining features of products in distinctly different categories, companies can reposition a mature product for growth.

### Reverse Positioning

By stripping away attributes consumers expect in a mature product, and adding some surprising new ones, companies can shift a product backward from maturity into the growth phase.

### Stealth Positioning

By associating a "tainted" product with a category consumers embrace, a company can overcome consumer resistance and advance the product from introduction to growth.





# WAYS TO DO STEALTH POSITIONING



***Stirring up fake controversy*** is another way to employ stealth marketing. The buzz about your product gets blown out of proportion as the news travels through the media, while marketers cross their arms, sit back and watch the magic. Starbucks employed such a tactic in 2015 with their soiled Christmas mug collection. The fake controversy was that consumers hated the cup and wanted it taken off the shelves. In the end, nobody actually hated the cup, but everyone knew about it and sales went up.

# Showcasing Products \ Brands through Movies and Sports

## Product placement

Of all guerrilla marketing tactics, this is perhaps the best way to attract audience towards a specific product.

### *Examples:*

- A soda company pays a movie company to have its stars drink its soda out of the can - clearly displaying the brand label.
- A cooking show is paid to use a certain brand of cookware.
- A movie company is paid to use a certain type of sports car in its chase scenes.





# Sony: AIBO



## **AIBO.**

- Sony exploited a similar stealth strategy to gain a foothold in the nascent household robot category. In a March 2004 article in *Harvard Business Review*, I described the company's approach to the challenge of warming consumers to its imperfect early robots. Sony had spent tens of millions of dollars to develop the first household robot, with the goal of seizing a leadership position in the emerging field against formidable competitors like Honda, Toyota, and Matsushita. But making a robot that could do anything useful proved daunting. Sony knew that marketing an unreliable, humanlike household robot that couldn't handle even simple chores was sure to backfire.
- Sony's solution was to stealth position its product. Rather than set consumers up to be disappointed by an inadequate household robot, Sony positioned the product as a lovable but otherwise useless pet. Although buggy and unpredictable, the doglike AIBO was an immediate hit. In its first two years on the market, Sony sold out its limited production of 100,000 units. During what amounts to a five-year market test of a flawed technology, Sony has gathered invaluable consumer feedback to guide continued development of its robots. The company is now prototyping its next-generation robot, a little humanoid named QRIO

# Product Promotions and Showcase in Malls

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- Whether it is pre or post-launch; displaying products in malls, engaging customers and going live with their feeds help in spreading awareness and increasing interest in the audience.
- Of late, 3D model showcases have evolved as a trend and marketers are witnessing marvelous response from visitors.

# Online Forums



Virtual communications in forums increase consumer attention towards the product. It engulfs people in a positive spirit and makes them naturally interested in the commodity. Such forums hold the power to encourage millions of consumers in having a consensus for a product or service.

# Tasting Events



From cakes to wines, tasting experiences have a tendency to directly develop a positive image of the product and not just mere interest. When people taste anything, they instantly feel that they have got something few-of-cost and therefore make up mind to pay and purchase the product is available on the spot.



**THANK YOU**