

## Positioning Toys: Chinese Vs American and European Models

*Customers understand companies better based on its positioning strategy*

Ethnographic stories help companies to better understand customers in real time situations. This helps to develop effective positioning strategies. A global toy manufacturing company has understood Chinese child's time with toys through ethnographic research. The toy manufacturing company has also noticed the daily life of American and European children is different from Chinese children.

**Positioning** relates more to influencing the mind of customers than doing anything to a product. Marketers try to position a product in such a way that it seems to possess all the characteristics that the target customers are looking for. Marketers and advertisers adopt various positioning strategies to give their products an edge over competitors' products.

Chinese children focus their time on education with a basic purpose of getting a well-paid job in adulthood hence, everyday studies are treated as an apprenticeship to better prepare for the future. American and European children spend more time with toys as a carefree period. The toy manufacturing company has understood that childhood is a culturally nurtured activity and using a European or American model is a misguided basis for developing product positioning strategies in the Chinese market.



Source: Google Images

The toy manufacturing company then focused its positioning on 'educational dimension of its products'. The company's positioning strategy encouraged Chinese schools to blend toys with teaching various subjects and also designed an after-school program to make children to learn while playing with toys in accordance with Chinese curriculum.

| Topic  | Course               |
|--|----------------------|
| Positioning: Product differentiations and positioning: Unit 12.8 | Marketing Management |

**Source:** Julien Cayla, Robin Beers and Eric Arnould (2014), *Stories That Deliver Business Insights*, MIT Sloan Review, winter, 2014.