

Core Benefit Product Positioning Example

Definition

The core benefit is the fundamental need or want that consumers satisfy by consuming the product or service.

Example: Electric Toothbrush

Product: Electric Toothbrush

- Core Benefit: Efficient and effective cleaning of teeth for improved oral health.
- Supporting Features: Timer, rechargeable battery, various brush heads.
- Positioning Statement: "Our electric toothbrush provides superior plaque removal to help you maintain a healthier smile every day."

Why Core Benefit Matters

Focusing on the core benefit helps companies position their product around what matters most to customers, making marketing messages clearer and more compelling.