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MARKETING OF “BORING” GOODS

Differentiation is the key aspect of the competition. Actually, for such goods as automobiles, household appliances, watches, a distinctive advantage is easy enough to find. As for such products as sugar, salt, cereals, flour, sponges for washing dishes etc., the situation is much more complicated.

As distinguishing advantages and promotion tools for these products, which are sometimes referred to as exchange-traded, you can use:

- Packaging (for example, high-quality goods packaging refers to the higher price segment – the “premium” segment);
- Alternative distribution channels that help differentiate the brand (for example, the idea of cereal spread through the network of pharmacies highlights their health benefits);
- Creative advertising campaigns that increase interest in the product (using a creative approach to advertising messages that are different in loud slogans);
- The creation of a strong association with a product (using a wide range of association advertising and branding);
- The creation of the special characteristics that are not available to competitors (brand guarantees quality, reduces the time to search for products, reduces risk and of course satisfies the psychological needs);
- Market launch of an innovative product that will “pull” the rest of the range of products with it.

In order for the consumer to notice the distinctive advantages of the exchange goods, it is necessary to make him interested in it. Modern marketing technologies are capable of anything: both to find distinct advantages of product brand that is identical to the others, and make the consumer interested in the category. Technologies are certainly expensive, and the less goods category importance for the consumer and less distinctive advantages, the more expensive the technologies.