



- DOES VERY WELL IN TESTS
- GOES TO MARKET EASILY
- GENERATES INCREMENTAL PROFITS UNTIL CHALLENGED BY COMPETITORS
- EARNS SMALL MARKET SHARE
- SOME BRAND POTENTIAL

1  
**GOOD  
 BUT  
 NOT DIFFERENT**

2  
**GOOD  
 AND  
 DIFFERENT**

- DOES POORLY IN TESTS
- GOES TO MARKET WITH DIFFICULTY
- CUSTOMERS SOON EQUATE DIFFERENT WITH GOOD
- GENERATES LASTING PROFITS
- EARNS LARGE MARKET SHARE
- STRONG BRAND POTENTIAL

- DOES WELL IN TESTS
- GOES TO MARKET EASILY
- GENERATES INCREMENTAL PROFITS BUT EVENTUALLY FAILS IN MARKET
- EARNS SMALL MARKET SHARE
- LITTLE BRAND POTENTIAL

3  
**NOT GOOD  
 AND  
 NOT DIFFERENT**

4  
**DIFFERENT  
 BUT  
 NOT GOOD**

- DOES POORLY IN TESTS
- GOES TO MARKET WITH DIFFICULTY
- EVENTUALLY FAILS IN MARKET-PLACE AS CUSTOMERS EQUATE
- “DIFFERENT” WITH “BAD”
- EARNS NO MARKET SHARE
- NO BRAND POTENTIAL

