

B	I	N	G	O
Use positioning	Attribute positioning	Benefit segmentation	GCCP high-touch products	Demographic segmentation
Benefit positioning	Use positioning	Differentiated global marketing	Attribute positioning	GCCP high-touch products
Global market segmentation	User positioning	FREE	Behavioral segmentation	Competitor positioning
Concentrated global marketing	Geographic segmentation	Concentrated global marketing	Competitor positioning	Differentiated global marketing
Benefit segmentation	Behavioral segmentation	Foreign Consumer Culture Positioning	User positioning	Benefit positioning

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User positioning	Attribute positioning	GCCP high-touch products	Benefit positioning	Differentiated global marketing
Benefit segmentation	User positioning	Demographic segmentation	Behavioral segmentation	GCCP high-touch products
Concentrated global marketing	Behavioral segmentation	FREE	Competitor positioning	Attribute positioning
Competitor positioning	Foreign Consumer Culture Positioning	Use positioning	Benefit positioning	Geographic segmentation
Concentrated global marketing	Differentiated global marketing	Global market segmentation	Use positioning	Benefit segmentation

B	I	N	G	O
Behavioral segmentation	Foreign Consumer Culture Positioning	Attribute positioning	Differentiated global marketing	Behavioral segmentation
Use positioning	Concentrated global marketing	Concentrated global marketing	Use positioning	Demographic segmentation
Global market segmentation	Benefit positioning	FREE	Geographic segmentation	Competitor positioning
User positioning	GCCP high-touch products	GCCP high-touch products	User positioning	Benefit segmentation
Competitor positioning	Attribute positioning	Differentiated global marketing	Benefit positioning	Benefit segmentation