



Putting a Handle on the Tomato

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Crisis Positioning

This is the way in which an entity tries to manage the communications and consumer perception during negative publicity or rumor. It is usually the product of a prepared crisis communications plan that determines who will speak, under what conditions and to which media outlets. Keep in mind that a consumer question is just as important as a question from the media and both require a consistent response. In the event of tainted product, do not speculate as to the cause, but point out what you do to assure the best quality, refer people to government and private research or appropriate legislation for more information and keep the positioning of you and your product positive.

Product Value Perception

This is the manner in which a consumer determines the final worth of your product. For instance, they may see Roma tomatoes more valuable for sauce, but will buy a traditional tomato for slicing and salads. Or, they may see it as worth the extra cost to have certified organic goods, or buy from a reputable local source as opposed to big box retailers.

Repositioning

Also known as rebranding or repackaging. This is the process where a business or product is re-engineered to favor different attributes or approach to market that recognizes changes in the marketplace or new opportunities