

Category Entry Points

Marketing

The situations that trigger a purchase, and being remembered in them.

Building mental availability.

Entry point types

When — time of day, occasion

Where — location and context

With whom — alone or social

Why — the need being met

How feeling — mood state

Implications

Link the brand to many situations

Breadth beats depth on one message

Cover the situations rivals ignore

Consistency lets each exposure compound

A brand linked to one situation only is limited by how often that situation occurs. Breadth of linkage grows the base.