

Category Entry Points

A mental-availability tool: maps the situations that make people think of your category, so you show up in more of them. Origin: Jenni Romaniuk & Byron Sharp (Ehrenberg-Bass Institute)

WHY

WHEN

WHERE

WITH WHOM

WHILE DOING WHAT

● **WHY:** The need, motivation, or feeling that makes someone reach for the category. The deepest and most strategic of the Ws.

● **WHERE:** The physical location or channel context where the buying situation happens.

● **WHILE DOING WHAT:** The concurrent activity, mood, or feeling the person is in when the category surfaces - what they are doing when the need hits.

● **WHEN:** The time of day, day of week, season, or life-moment when the category gets thought of.

● **WITH WHOM:** Who the person is with when the situation comes up, and how that company shifts the choice.