

# TJ Maxx: New Positioning Line

**Objective** Determine whether “Never the Same Place Twice” was an improvement over “Maxx for the Minimum”

**Data Source** Female customer in-store interviews

**Question** *“What’s your reaction to the theme line, “Never the Same Place Twice” versus “Maxx for the Minimum”?”*

	<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
	better	47
	layout	11
	same	7

**ThoughtTalk** *“Never the Same Place Twice’ says merchandise will be hard to find.”*  
*“I want the **layout** to be the **same**, not different”*  
*“It’s **better** to promote ‘Max for Minimum’, not move things around.”*

**Results** The chain realized that their married customers were suffering from “time famine”. The new theme line was taken off the air and replaced by “Maxx for the Minimum.”

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