



# RAMA UNIVERSITY

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## E-Content BBA402- Marketing Management

Lecture 17- Brand Platforms, Brand Positioning

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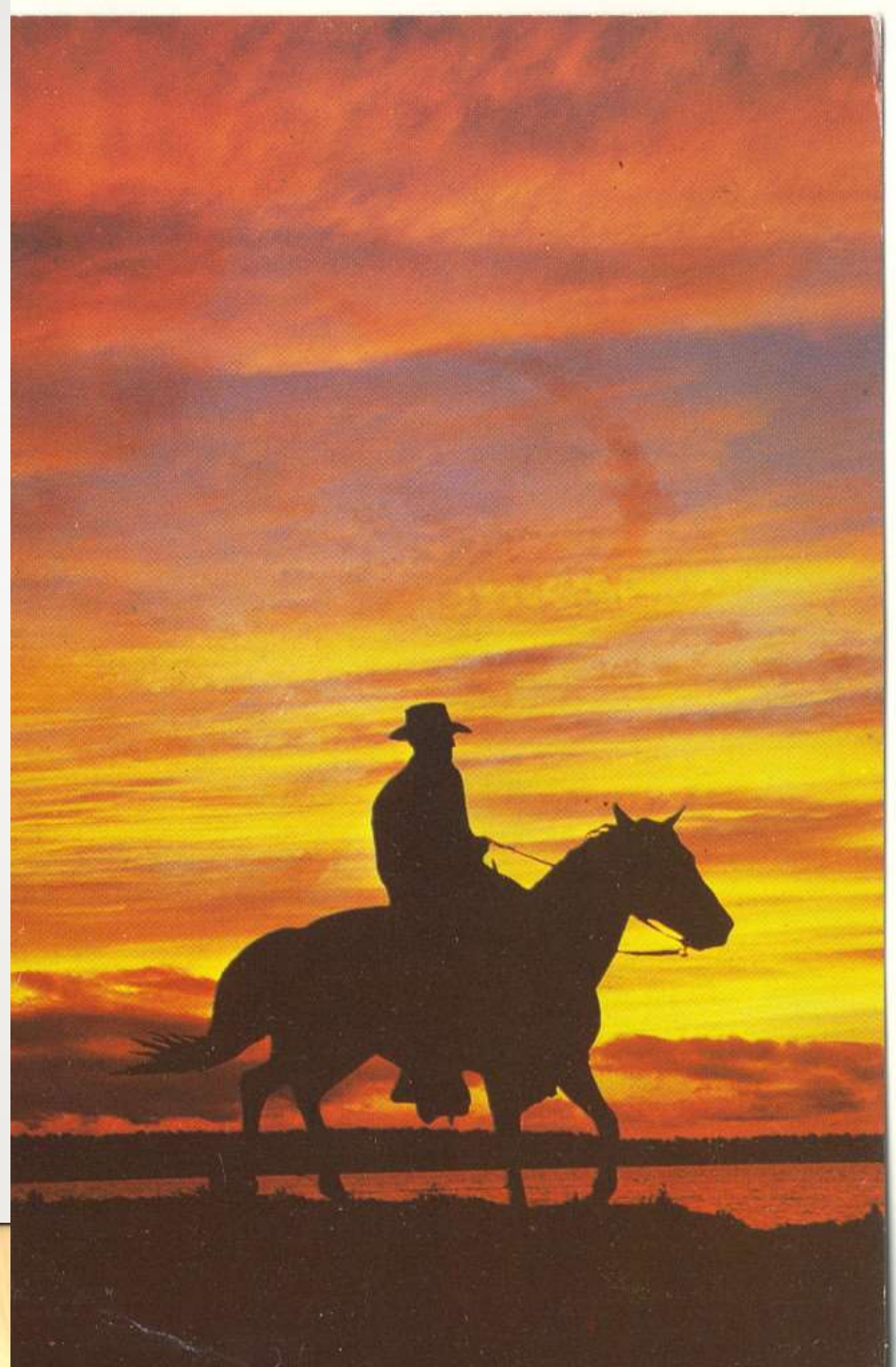
# Brand Platform

- Mission statement
- Value proposition
- Brand promise: the singular experience your brand promises to provide to your customers
- Core values: guiding principles
- Brand voice or personality
- Brand-positioning statement



# Brand Voice or Personality

- A useful template for defining brand voice and personality is the “is/is never” template
- Together, the brand voice and personality set the linguistic and visual tone for all brand-related communications





# Brand Positioning Statement

To [*target audience*], Brand X is the only [*category or frame of reference*] that [*points of differentiation/benefits delivered*] because [*reasons to believe*].

Note that the target audience for the brand-positioning statement should include all the audiences for the brand, not just the specific, narrowly defined target segment you'd expect in a product- or service-positioning statement

# The LEGO® Brand Framework

|                   |   |   |
|-------------------|---|---|
| <b>Mission</b>    | <b>Inspire and develop the builders of tomorrow</b>                 |   |
| <b>Aspiration</b> | <b>Globalize and innovate the LEGO System in Play</b>               |   |
| <b>Promises</b>   | <b>Play Promise</b><br>Joy of building. Pride of Creation           | <b>Partner Promise</b><br>Mutual value creation |
|                   | <b>Planet Promise</b><br>Positive impact                            | <b>People Promise</b><br>Succeed together       |
| <b>Spirit</b>     | <b>Only the best is good enough</b>                                 |   |
| <b>Values</b>     | <b>Imagination - Creativity - Fun - Learning - Caring - Quality</b> |   |

# Brand Personality: My LEGO Friend

My LEGO friend . . . has a vivid imagination . . . is curious and likes to try out new things . . . is always positive and optimistic . . . is fun to be around with . . . enjoys bringing people together . . . is friendly and approachable . . . is caring for others . . . doesn't get bothered by the little things . . . can comfortably adapt to play different roles



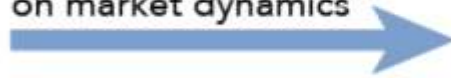
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## Time Frame

Highly consistent from year to year, with periodic refinement



Refreshes every 12 to 24 months, depending on market dynamics



Aligns with yearly goals but adjusts at least quarterly to reflect evolving priorities



## Tools & Artifacts

Mission & value proposition  
Core values  
Brand voice & personality  
Brand positioning  
Tagline

Target segments  
Market-specific positioning  
Key marketing messages

Campaign  
Tactics  
Messaging  
Proof points  
Touch points



# Selecting a Brand Name

Selecting a brand name is one of the most important product decisions a seller makes





# Steps of Naming a Brand

1. Define what you're naming
2. Check the landscape
3. Brainstorm ideas
4. Screen and knock out problematic names
  - Perceptual screening
  - Legal screening
  - Linguistic screening
5. Check domain name and social media availability
  - Look at variations of your chosen name(s)
  - Check out your internet "neighbors"
  - Reserve domains in geographies where you plan to do business
6. Customer-test your final short-listed names
7. Make your final selection
8. Take steps to get trademark protection for your new brand



# Packaging

- Quality
- Safety
- Instruction
- Legal compliance
- Distinction
- Affordability
- Convenience and Utility
- Aesthetic beauty
- Sustainability



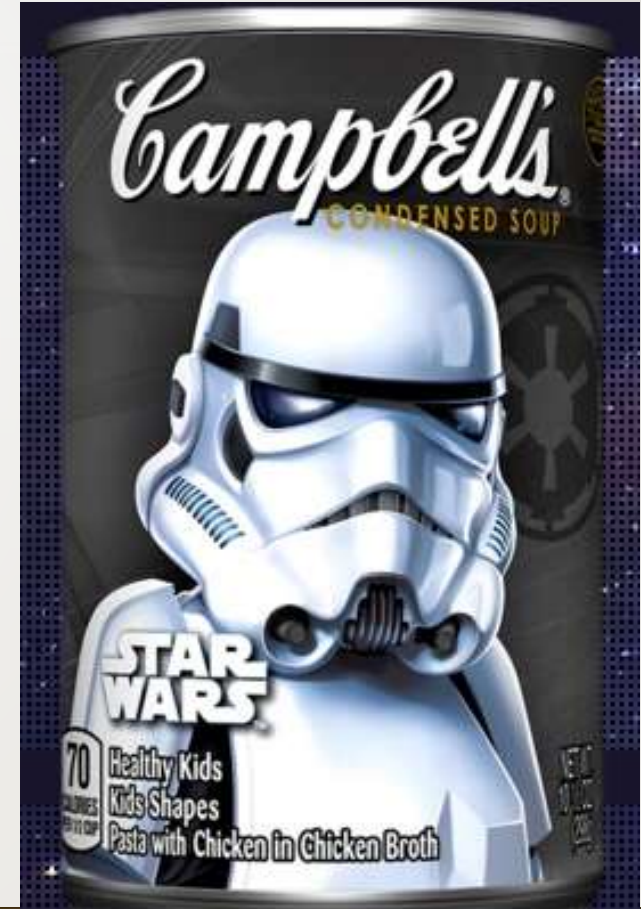
# Packaging Matters

Packaging should fit the product and the customer and promote brand loyalty



# Branding Strategies

- Branded house: Apple, BMW
- House of brands: Tang, Kool Aid
- Private label or store branding: Safeway Organics
- “No brand” branding
- Personal and organizational
- Place branding: Las Vegas
- Co-branding: Liz Lange at Target
- Licensing – Campbell’s + Star Wars
- Brand extension and line extension: Diet Coke, Jell-O pudding pops





# Practice Questions

What are the advantages and disadvantages of licensing for a brand?

# Quick Review

- What are the elements of brand? How do brands add value to an organization's products and services?
- What is brand equity and how is it measured?
- How do marketers use brand positioning to align marketing activities and build successful brands?
- How does name selection contribute to the success of a brand?
- What role does packaging play in the brand-building process?
- What are key strategies for developing brands including brand ownership, brand and line extensions, co-branding and licensing?