

LECTURE-27

Brand Positioning

Brand positioning is emphasizing on the distinguishing characteristics of the brand, those that make the brand appealing to the consumers and stand out among its competitors. It specifies how the products of a brand penetrate the market to grow their market share while dealing with the competitor brands. Brand positioning is competition oriented and hence dynamic over a period of time.

Brand positioning is the unique space a brand occupies in the brains of the customers.

It makes customers view a specific brand in a unique way by associating emotions, traits, feelings, and sentiments with it. These associations make it stand out from the competition.

Positioning is usually the reason why customers buy a specific brand whose product doesn't necessarily differ from the competitors.

Brand positioning is an act of designing the company's offering and image to occupy a distinct place in the mind of the target market. – Philip Kotler
Positioning creates a bond between the customer and the business. It's that friend of the customer who'll always stay in their subconscious mind and will make them recall about the company whenever they hear about the any of its product or a particular feature which makes it stand out.

Characteristics Of A Good Brand Positioning Strategy

Relevant

The positioning strategy you decide should be relevant according to the customer. If he finds the positioning irrelevant while making the purchase decision, you're at loss.

Clear

Your message should be clear and easy to communicate. E.g. Rich taste and aroma you won't forget for a coffee product gives out a clear image and can position your coffee brand differently from competitors.

Unique

A strong brand positioning means you have a unique, credible, and sustainable position in the customers' mind. It should be unique or it's of no use.

Desirable

The unique feature should be desirable and should be able to become a factor which the customer evaluate before buying a product.

Deliverable

The promise should have the ability to be delivered. False promises lead to negative brand equity.

Points of difference

The customer should be able to tell the difference between your and your competitor's brand.

Recognizable Feature

The unique feature should be recognizable by the customer. This includes keeping your positioning simple, and in a language which is understood by the customer.

Validated by the Customer

Your positioning strategy isn't successful until the time it is validated by the customer. He is the one to decide whether you stand out or not. Hence, try to be in his shoes while deciding your strategy.