

LECTURE-34

Identifying and Establishing Brand Positioning

To identify brand positioning, the brand manager needs to study the market segment of venture. To establish a strong brand positioning, you need to get clear answers to the following questions –

Brand for what benefit?

For example, The Body Shop uses natural ingredients in its products and is environment-friendly. Tropicana packs real fruit juices in tetra packs, etc.

Brand for whom?

It is the target audience of the brand grouped as gender, age, economic bracket, etc. For example, while Nike is top clothing brand for all income group, Gucci and Fossil remain high income handbags brands.

Brand for what reason?

These are the facts that support claimed benefits.

Brand against whom?

This defines the way to attack competitors' market share.

Where,

- The target market is the psychological and social profile of the consumers a brand aims to influence.
- Frame of reference is the nature of competition.
- Promise or consumer benefit is the feature that creates preference and drives decision after making choice. For example, Cadbury promises its Silk chocolate bars to be the smoothest ones among other Cadbury chocolate bars.
- The reason to believe is reinforcement of promise or consumer benefit. For example, Tropicana Products, the producer and marketer (a division of PepsiCo), promises to be delivering 100% pure fruit juices in its Pure Premium juices range.