

# RIZVI COLLEGE OF ARTS SCIENCE AND COMMERCE

## 3. BRAND POSITIONING

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# BRAND POSITIONING

Brand Positioning implies that a brand is positioned in the minds of the customers.

Brand Positioning is how a product is perceived in the mind of the consumer in relation to competitors brand in the market.

Positioning is an act of placing a company's brand in consumers mind over and against competitors in terms of characteristics and benefits that the brand does and does not offer

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## POSITIONING STRATEGY

A positioning strategy results in the image you want to draw in the mind of your consumers, the picture you want him/her to visualize of you what you offer in relation to the market situation and any competition you may have.

A brand position is effectively built by communicating a consistent message to consumers about the product and where it fits into the market-through advertising, brand name and packaging.

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## POSITIONING STRATEGY

3 key research areas that must be addressed:

- What is your current position?
  - What position do you want to have?
  - How do you create a new positioning?
- 1) Product class
  - 2) Consumer Segmentation
  - 3) Consumer Perception
  - 4) Brand Benefits and Attributes

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## PERCEPTUAL MAPPING

Firms use perceptual mapping or positioning maps to help them develop a market positioning strategy for their product or service.

Positioning maps show where existing products and services are positioned in the market so that the firm can decide where they would like to position their product.

Firms have 2 options:

➤ Firm can either position their product so that it fills a gap in the market

Or

➤ They would like to compete against their competitors they can position it where existing products have placed their product

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## POSITIONING STATEMENT

A positioning statement is the message that communicates the brand image to consumers. It conveys to consumers how one firm's offerings are differentiated from competitors and signals how the firm wishes to be seen or perceived.

The positioning statement elucidates what a company is, what it does, and how it is different from competitors.

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## POSITIONING STATEMENT

The statement should be:

Short

Compelling

Unique

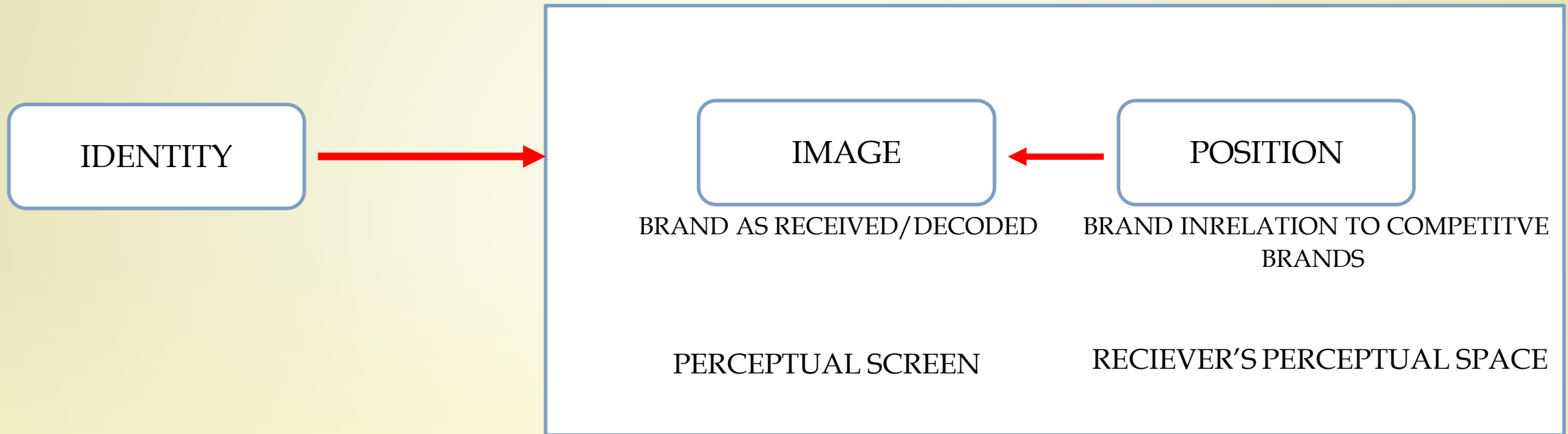
Believable

Distinct

Address target market's No 1 problem

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# BRAND IDENTITY, IMAGE & POSITIONING





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# BRAND IDENTITY, IMAGE & POSITIONING

Augmenting an image

Reinforcing an image

Diffusing an image

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## POSITIONING STRATEGIES

The positioning strategies revolve around different aspects of the brand which can be expressed as four strategic questions:

- 1) Who am I?
- 2) What am I?
- 3) For whom am I?
- 4) Why me?

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# POSITIONING STRATEGIES

## **Who am I?**

Positioning by Corporate Identity

Eg: Amul,Phillips,TATA,LG

**What am I?** Products functional capabilities

Category-related positioning: Nestle milkmaid

Benefit Related Positioning

Positioning by usage, occasion and time

Price quality Positioning

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# POSITIONING STRATEGIES

**For whom am I?**

Target Audience, STP

**Why Me?**

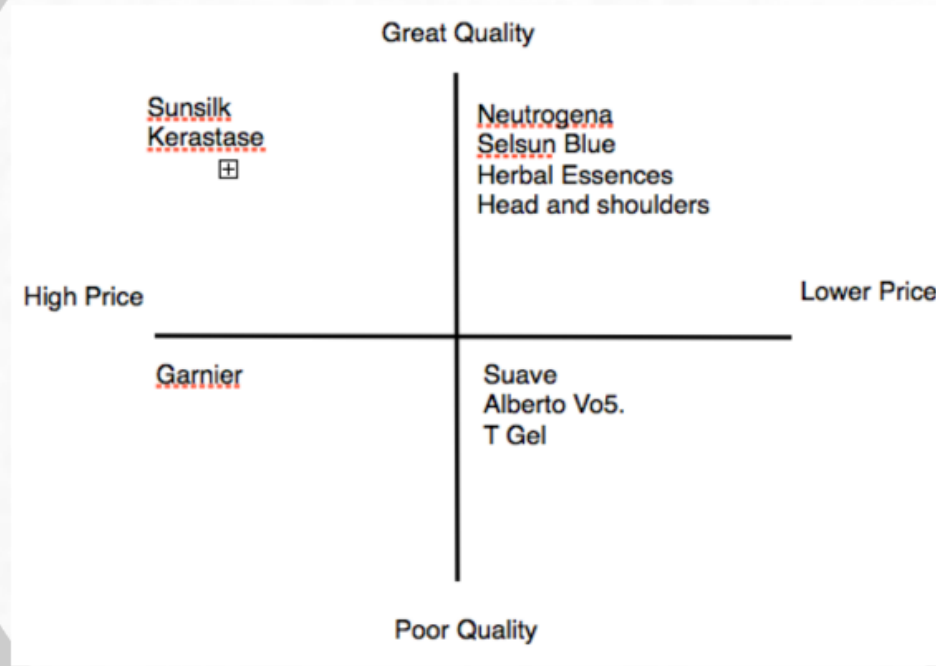
Positioning by Unique Attributes

Positioning by Competitors

# PERCEPTUAL MAPPING

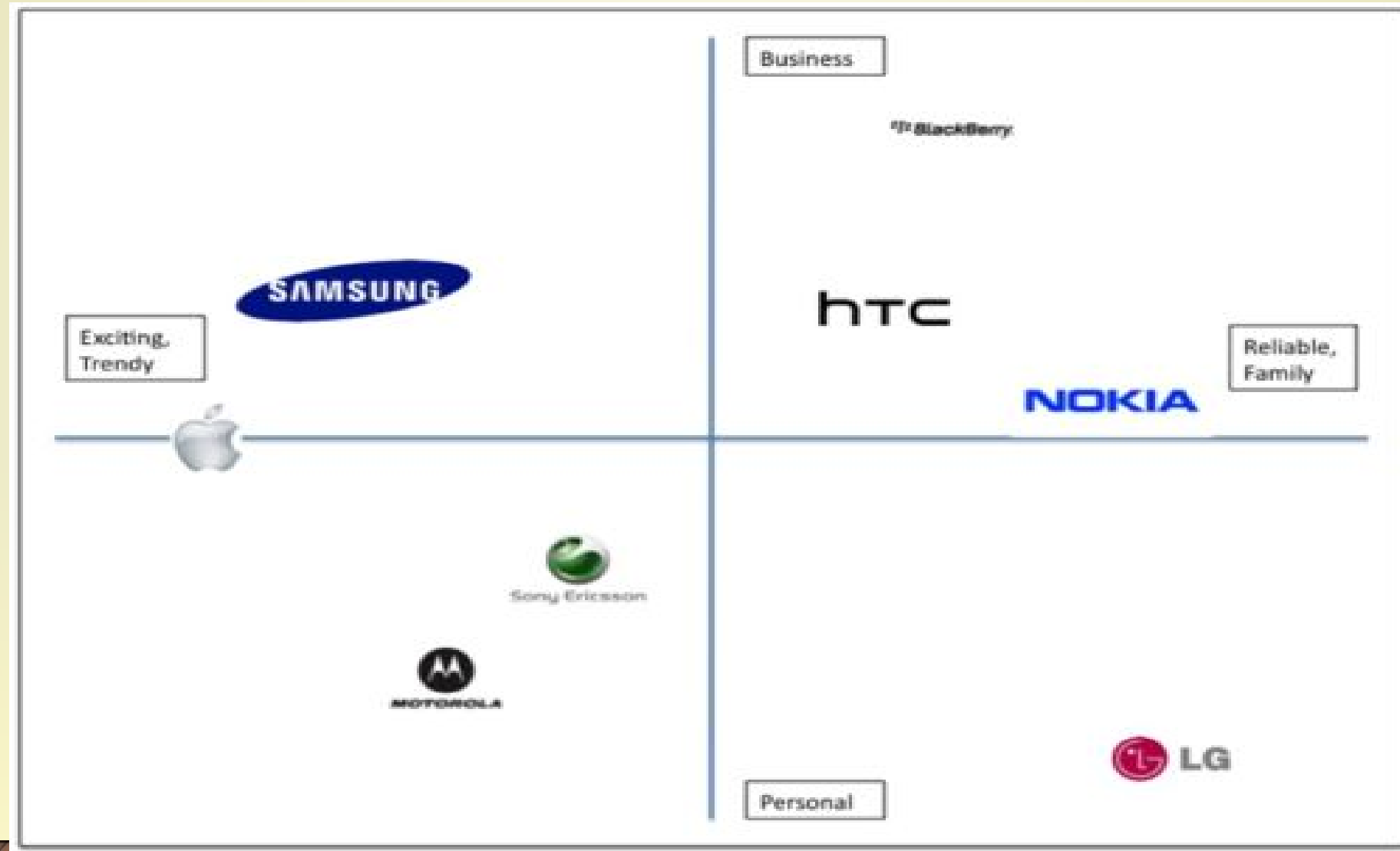
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## Shampoo Mapping



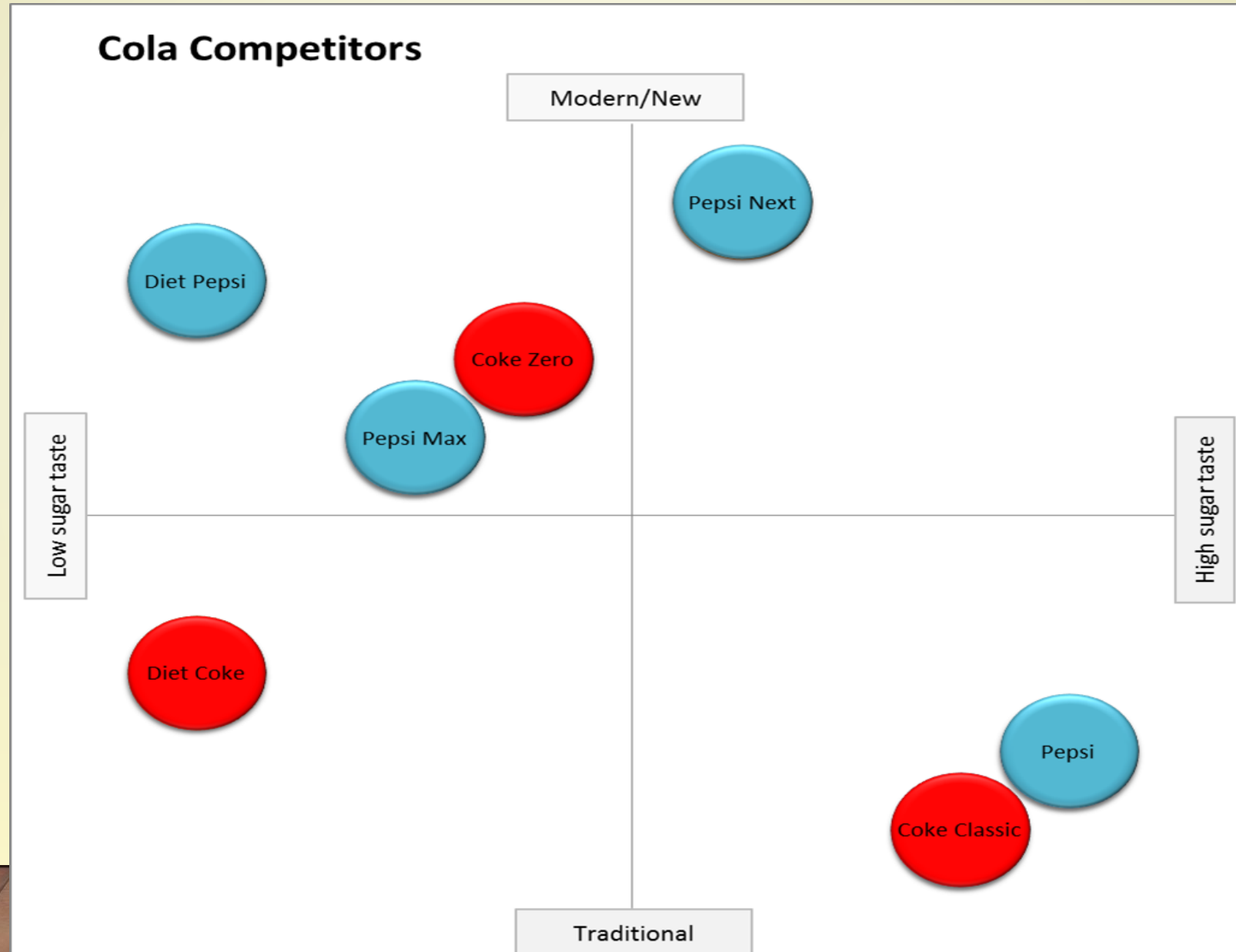
# PERCEPTUAL MAPPING

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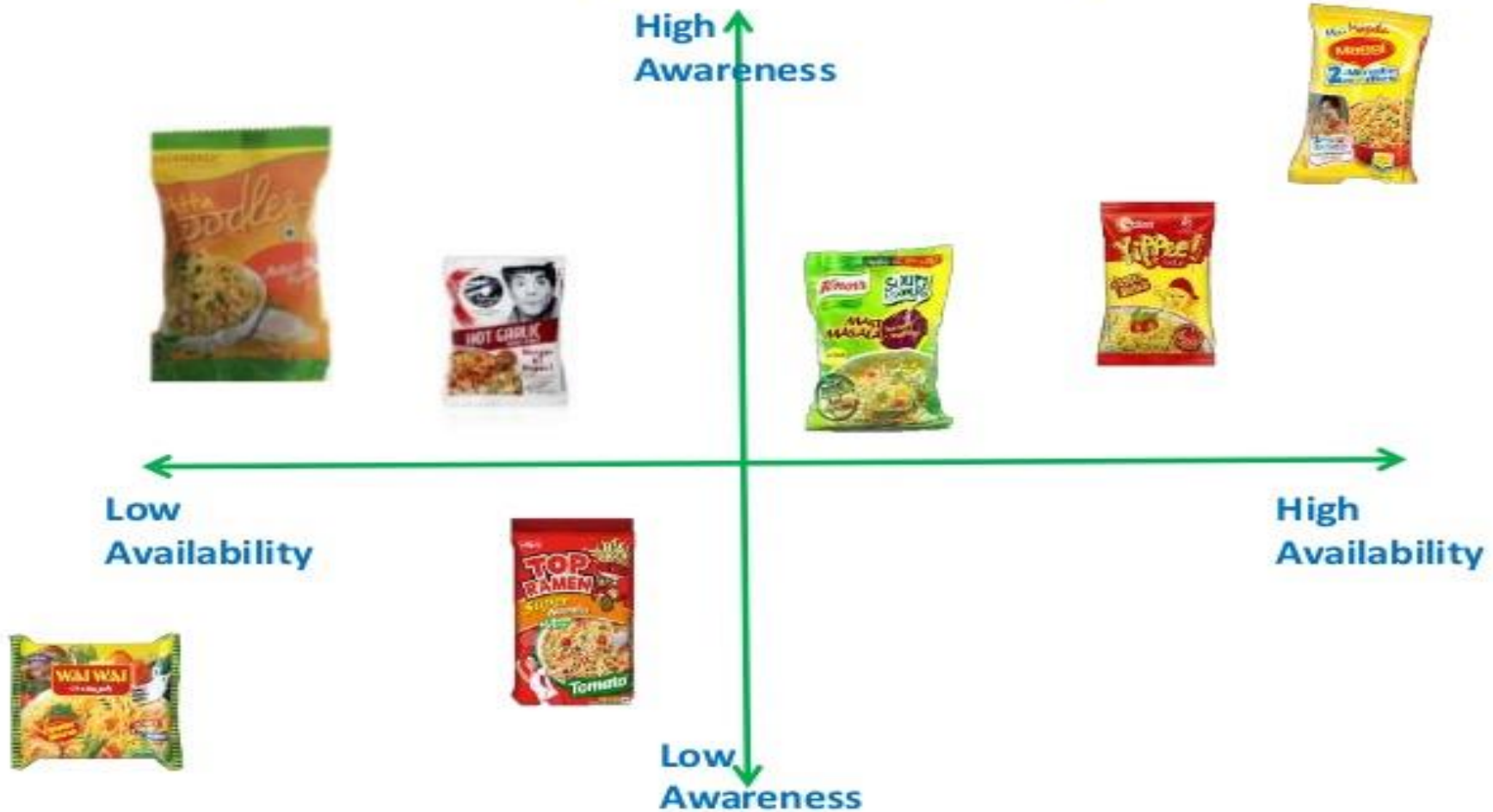
# PERCEPTUAL MAPPING

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## PERCEPTUAL MAPPING

# Perceptual Map





# PERCEPTUAL MAPPING

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# PERCEPTUAL MAPPING

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