

How to Position a Brand

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Vocabulary

- ❖ **Approach** - подход; попытка вступить в переговоры; метод; способ;
- ❖ **Appropriate** - присваивать; выделять; предназначать; прибрать к рукам
- ❖ **Blurry**- неясный; туманный; расплывчатый;
- ❖ **Engage** - заниматься (чем-либо); участвовать; принимать на работу;
- ❖ **Distinguishable** - различимый; отличимый; заметный
- ❖ **Disparition** - несоответствие
- ❖ **Dorsal gluteal muscle** - большая ягодичная мышца
- ❖ **Emphasis**- акцент; подчёркивание; выразительность;
- ❖ **Gastrocnemius muscle** – икроножные мышцы
- ❖ **Hamstring muscles** - мышцы задней поверхности бедра
- ❖ **Irrelevant** - несоответствующий; неприменимый; неуместный;
- ❖ **Simultaneously** -одновременно; синхронно; совместно;



How to position brand, product, or company might be the most important aspect of a marketing communications plan.



Brand positioning can be expressed in many ways, from a simple slogan to an entire campaign.

The position of a brand is its location in the consumer's mind in relation to other products in the category.

The position of a brand based on:

- ❖ differentiating the brand from competing brands;
- ❖ creating a brand personality;
- ❖ combining brand perceptions.



Differentiating the brand



Must avoid

Using the same style of advertising as their competitors, a similar concepts etc, because consumers would not be able to remember which one was which.

Should

Look different, such as using complementary colours or differently shaped packaging.

Creating a brand personality

There must be an interesting brand personality

should be
appropriate to
the audience



be able to
engage them on
an emotional
level.



Emotional
engagement
creates consumer
loyalty.



A distinct
personality
can also help
to
differentiate
the brand
from a
competing



Combining brand perceptions



Luxury



High quality



Expensive

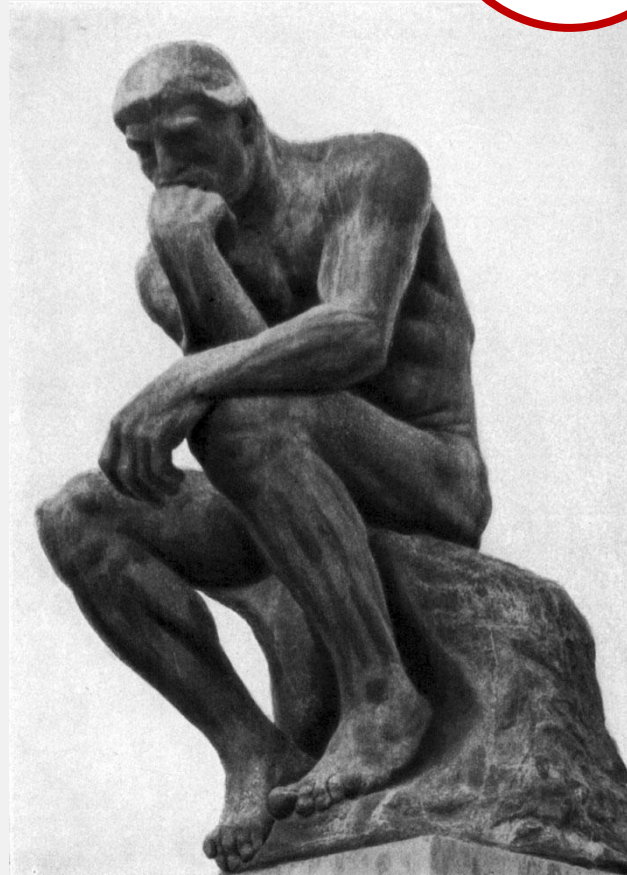


damage of the brand perceptions

I



When all conditions are complied and performed and are combined into a clear and distinguishable idea, brand will have a success and right position in the mind of the consumer.



A product can be positioned based on 2 main platforms:

The Consumer



The campaigns and messages are always targeted to the consumer

The Competitor



It's base on competition. The campaigns are targeted towards competing with other players in the market.

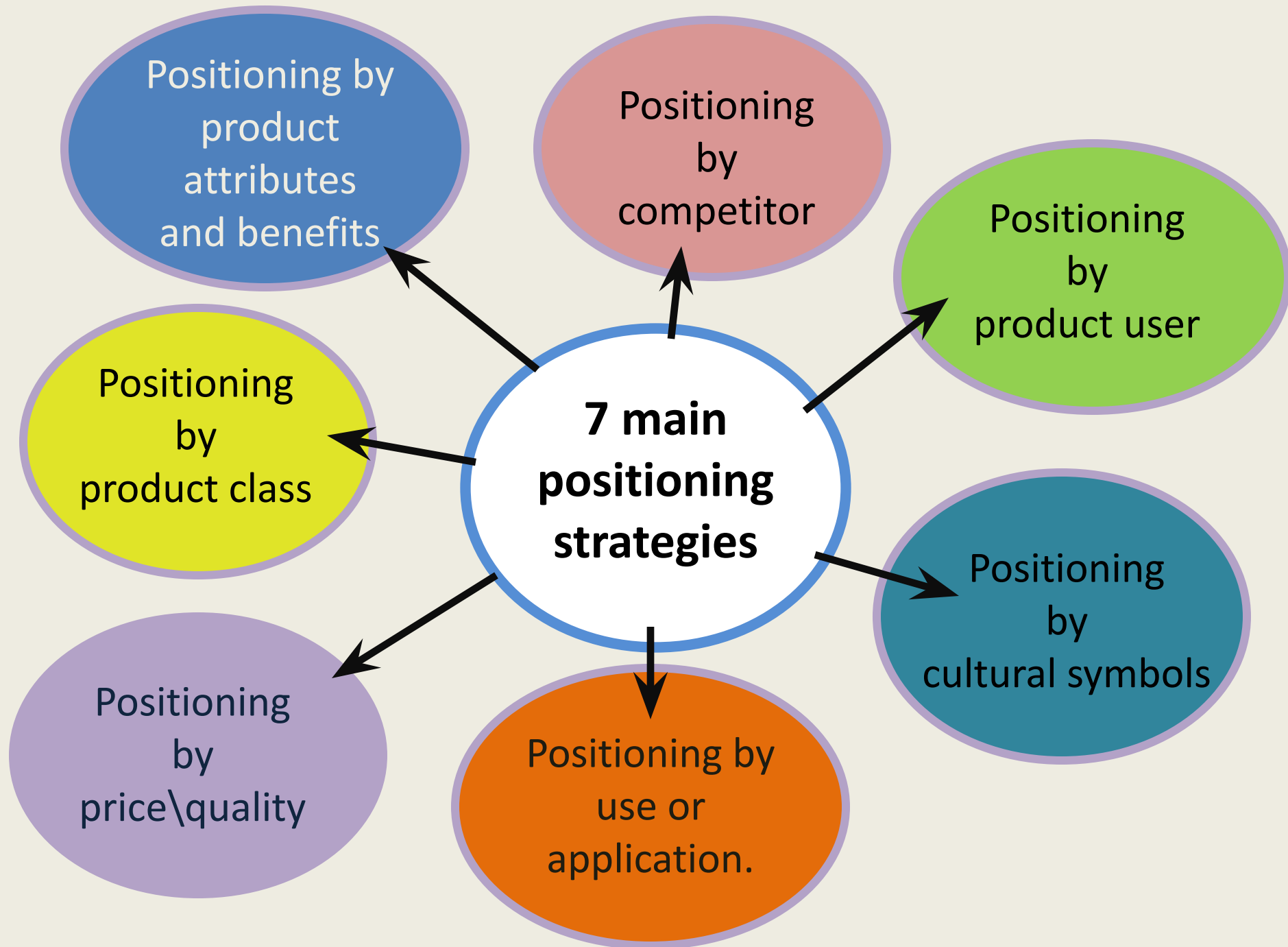
Positioning errors

1. **Under positioning-** This is a scenario in which customers have a blurred and unclear idea about the brand.
2. **Over positioning-** The customers have too limited awareness of the brand.
3. **Confused positioning-** The customers have a confused opinion of the brand.
4. **Double Positioning-** The customers do not accept the claims of a brand.



Error - Confused positioning





Reebok Easytone



Reetone

EASYPHONE SHOES HELP TONE YOUR
BUTT AND LEGS WITH EVERY STEP.
AVAILABLE SOON! EASYPHONE FOR RUNNING
AND TRAINING FOR WORKING OUT.

EASYPHONE
EASYPHONE
EASYPHONE

Reebok
YOUR MOVE

Easytone 2009

Reetone



Easytone 2012

Reetone



EASYTONE SHOES HELP TONE YOUR
BUTT AND LEGS WITH EVERY STEP.
SO SO RELIABLE. RUNTONE FOR RUNNING
AND TRAINING. FOR BOPPING OUT.

EASYTONE
CLUTONE
DREAMTONE

Reebok

The sources

- ❖ <http://greatideaz.wordpress.com/2011/03/22/how-to-position-a-brand/>
- ❖ http://www.brandchannel.com/education_glossary.asp
- ❖ <http://www.managementstudyguide.com/brand-positioning.htm>
- ❖ www.reebok.com/

**Thanks for your
attention**