

# 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;



D & G  
DOLCE & GABBANI



NIVEA

Mazda



JUST DO IT



PUMA



Sony Ericsson

EMPORIO



ARMANI

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



INFINITI



Luxury



High quality



Expensive



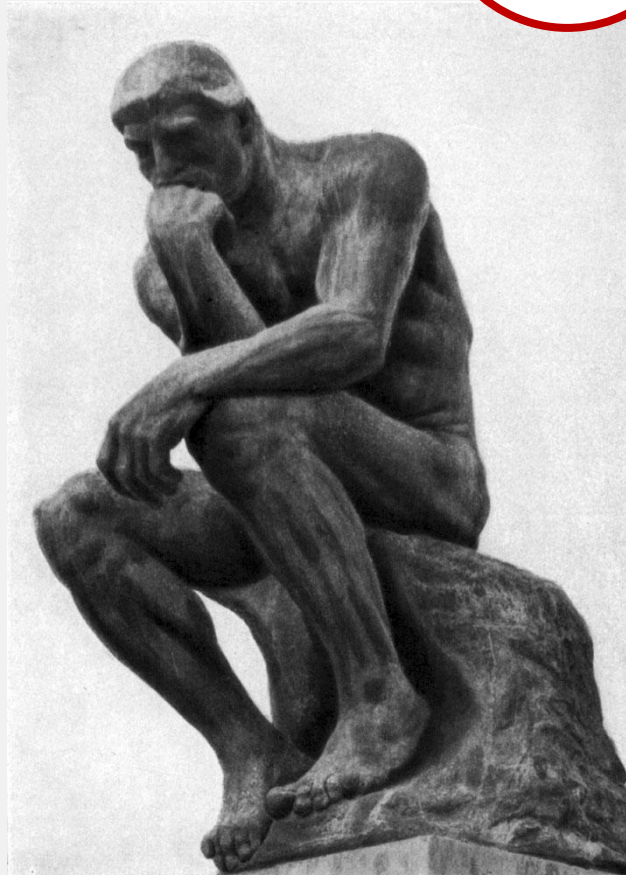
damage of the brand perceptions



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

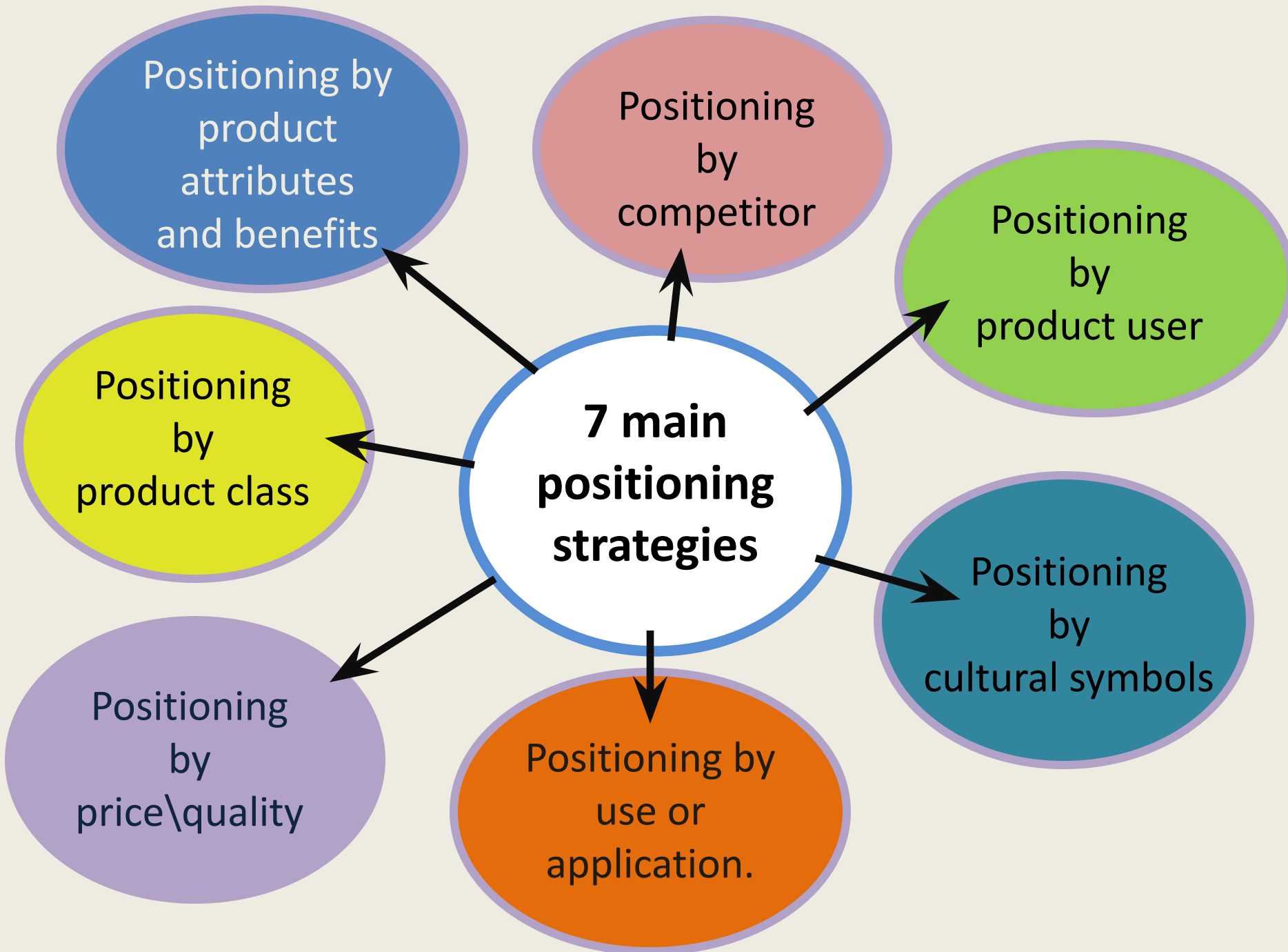
- 1. Under positioning-** This is a scenario in which customers have a blurred and unclear idea about the brand.
- 2. Over positioning-** The customers have too limited awareness of the brand.
- 3. Confused positioning-** The customers have a confused opinion of the brand.
- 4. Double Positioning-**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





# Error - Confused positioning







# Reebok Easytone



**Reetone**

EASYTONE SIDES HELP TONE YOUR BUTT AND LEGS WITH EVERY STEP. AVAILABLE ONLY WITH EASYTONE FOR RUNNING AND TRAINING FOR WORKING OUT.

**EASYTONE**  
RUNTONE  
TRAINTONE

**Reebok**  
YOUR MOVE



# Easytone 2009

Reetone



# Easytone 2012

# Reetone



EASYTONE SHOES HELP TONE YOUR  
NECK AND LEGS WITH EVERY STEP.  
AS SO RELIABLE, RUNTONE FOR RUNNING  
AND TRAINING FOR BOTTING OUT.

EASYTONE  
DUTYTONE  
DRAHTYTONE

Reebok

# The sources

- ❖ <http://greatideaz.wordpress.com/2011/03/22/how-to-position-a-brand/>
- ❖ [http://www.brandchannel.com/education\\_glossary.asp](http://www.brandchannel.com/education_glossary.asp)
- ❖ <http://www.managementstudyguide.com/brand-positioning.htm>
- ❖ [www.reebok.com/](http://www.reebok.com/)



**Thanks for your  
attention**