

#10_Crafting the Brand Positioning

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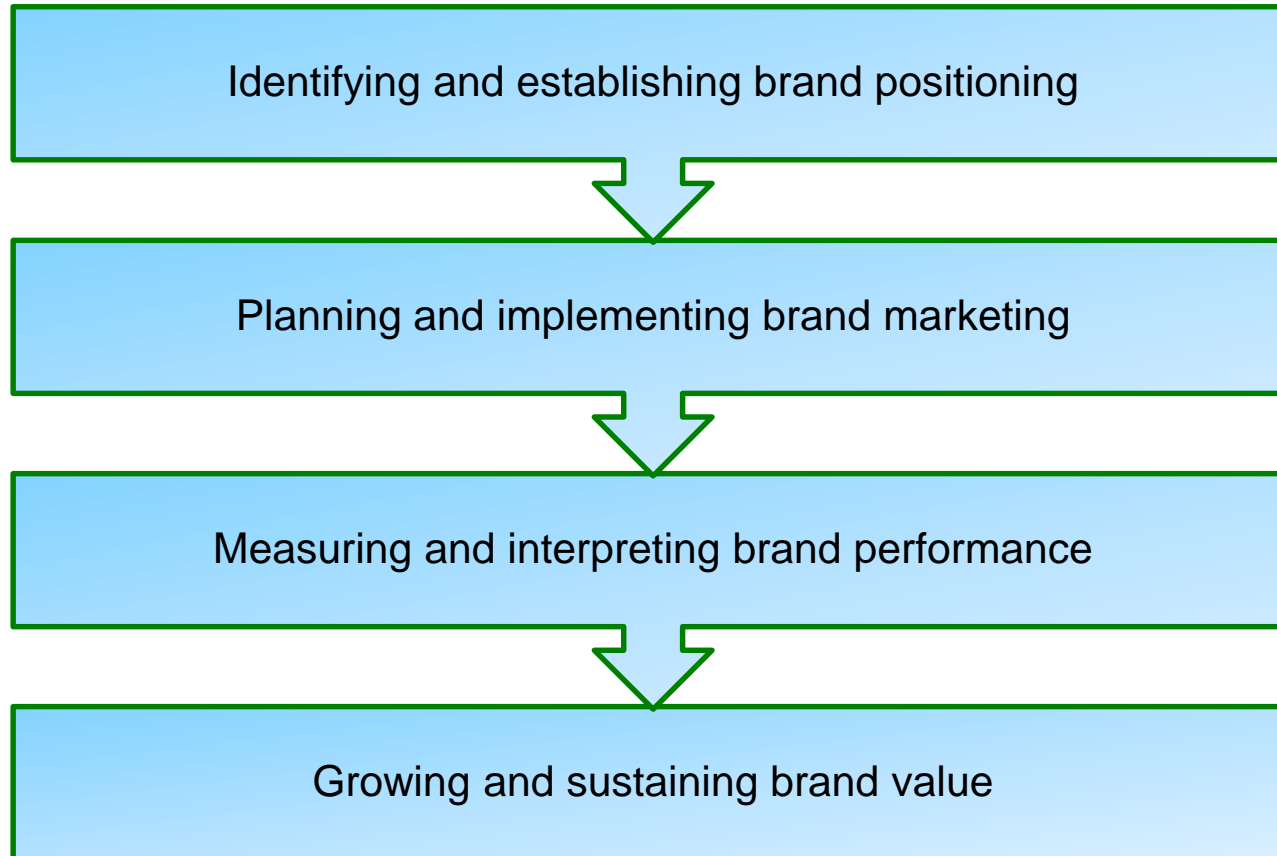
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What is a brand?

A **name, term, sign, symbol, or design**, or a combination of them, intended to **identify** the goods or services of one seller or group of sellers and to **differentiate** them from those of competitors”

<u>Brand</u>	Product
Has dimensions that differentiate it in some way from other products designed to satisfy the same need	Anything available in the market for use or consumption, that may satisfy a need or want
Can be differentiated on the basis of: <ul style="list-style-type: none"> • Packaging • Services provided • Customer advice • Financing • Brand elements: brand names, URLs, logos, symbols, slogan, jingles) • All mktg activities supporting mktg programs • Associations linked to a brand 	Can be categorized into five levels namely: <ul style="list-style-type: none"> • Core benefit level • Generic product level • Expected product level • Augmented product level • Potential product level

Strategic brand management



Positioning

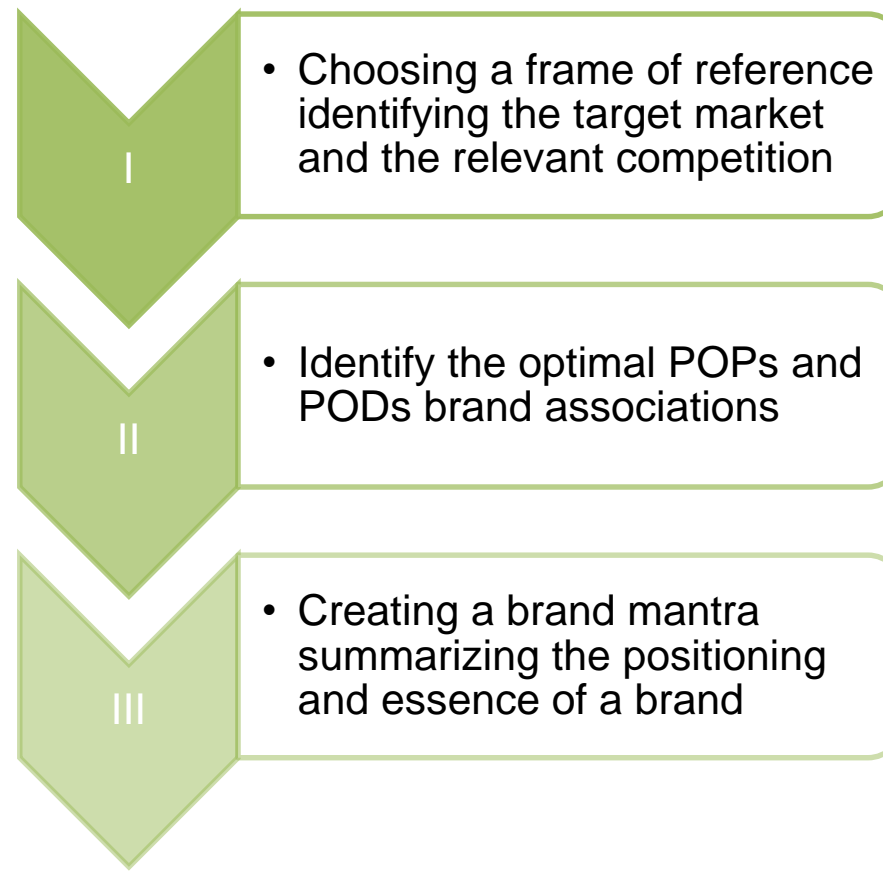
The act of **designing** a company's **offering** and image to occupy a **distinctive place in the minds of the target market**. A good brand positioning **helps guide** marketing **strategy** by clarifying the brand's essence, identifying the goals it helps the consumer achieve, and showing how it does so in a unique way.

Value Proposition

This represents the cogent **reason why** the target market should buy a product or service. It captures the way a product or service's **key benefits** provide value to customers by satisfying their needs

TABLE 10.1 Examples of Value Propositions		
Company and Product	Target Customers	Value Proposition
Hertz (car rental)	Busy professionals	Fast, convenient way to rent the right type of a car at an airport
Volvo (station wagon)	Safety-conscious upscale families	The safest, most durable wagon in which your family can ride
Domino's (pizza)	Convenience-minded pizza lovers	A delicious hot pizza, delivered promptly to your door

Deciding on a positioning requires:

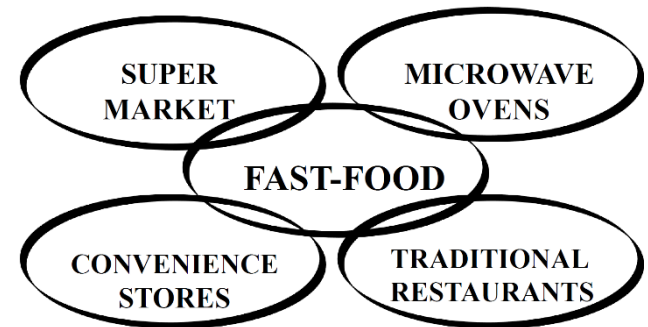


CHOOSING A COMPETITIVE FRAME OF REFERENCE. RELEVANT COMPETITION

A competitive frame of reference defines **which other brands a brand competes with** and which should thus be the focus of competitive analysis.

Identifying competitors

- ♣ Category membership: identification of the products or sets of products with which a brand competes and that function as **close substitutes**.
- ♣ Market approach: identification of the competitors as companies that satisfy the **same customer need**.



CHOOSING A COMPETITIVE FRAME OF REFERENCE. RELEVANT COMPETITION

Analyzing competitors

TABLE 10.2

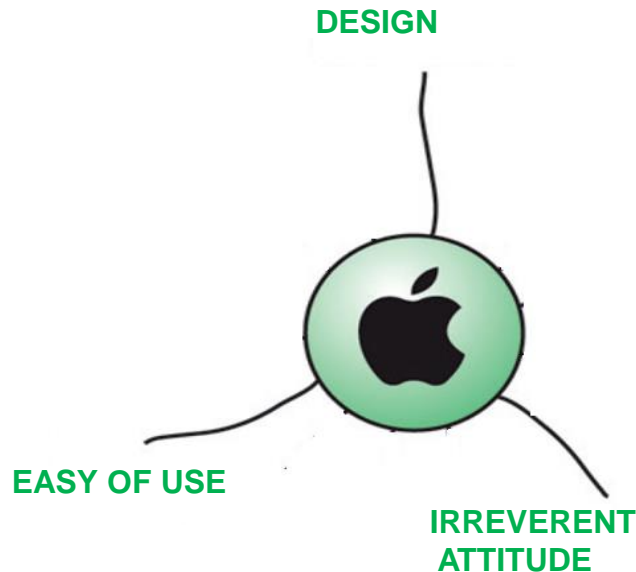
Customers' Ratings of Competitors on Key Success Factors

	Customer Awareness	Product Quality	Product Availability	Technical Assistance	Selling Staff
Competitor A	E	E	P	P	G
Competitor B	G	G	E	G	E
Competitor C	F	P	G	F	F

CHOOSING A COMPETITIVE FRAME OF REFERENCE. IDENTIFYING POTENTIAL POD_s & POP_s

Points-of-Difference

Attributes/benefits that consumers strongly **associate** with a brand, **positively** evaluate, and believe they could **not find** to the same extent with a **competitive brand**



Desirable



Deliverable



Differentiating



CHOOSING A COMPETITIVE FRAME OF REFERENCE. IDENTIFYING POTENTIAL PODs & POPs

Points of Parity

Attribute/benefit associations that are not necessarily unique to the brand but may in fact be **shared with other brands**

Category

Correlational

Competitive

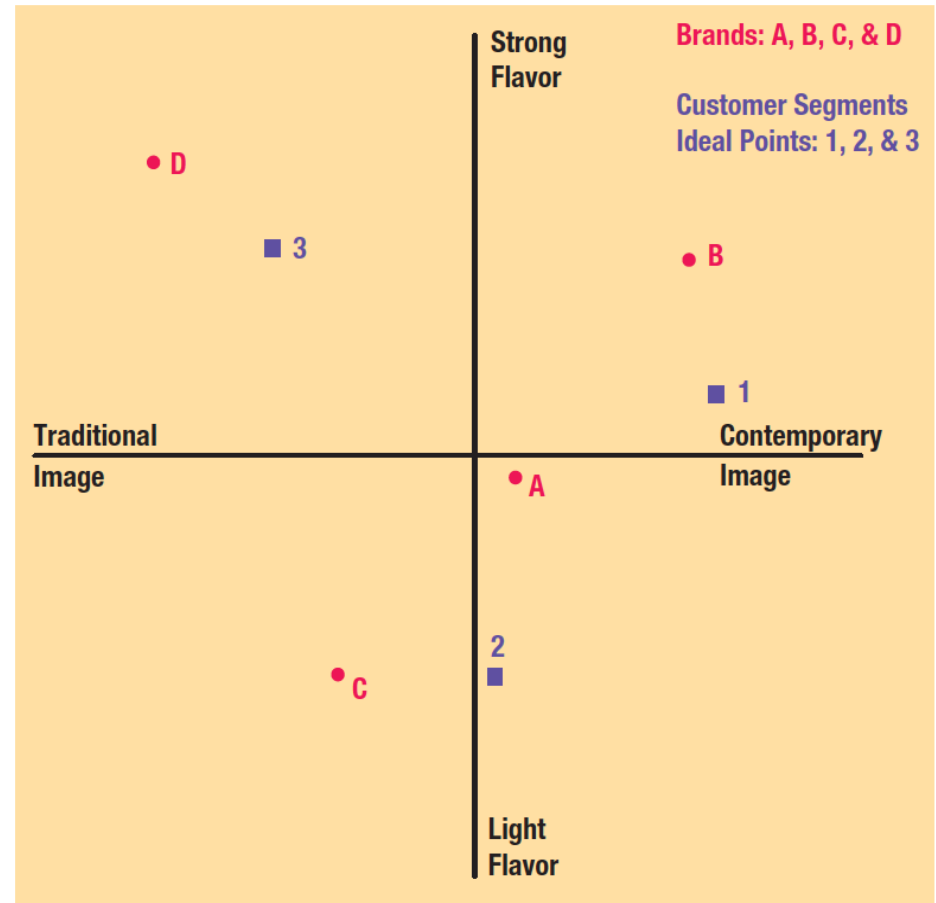
Multiple frame of reference

Point-of-Parity VS. Point of Difference

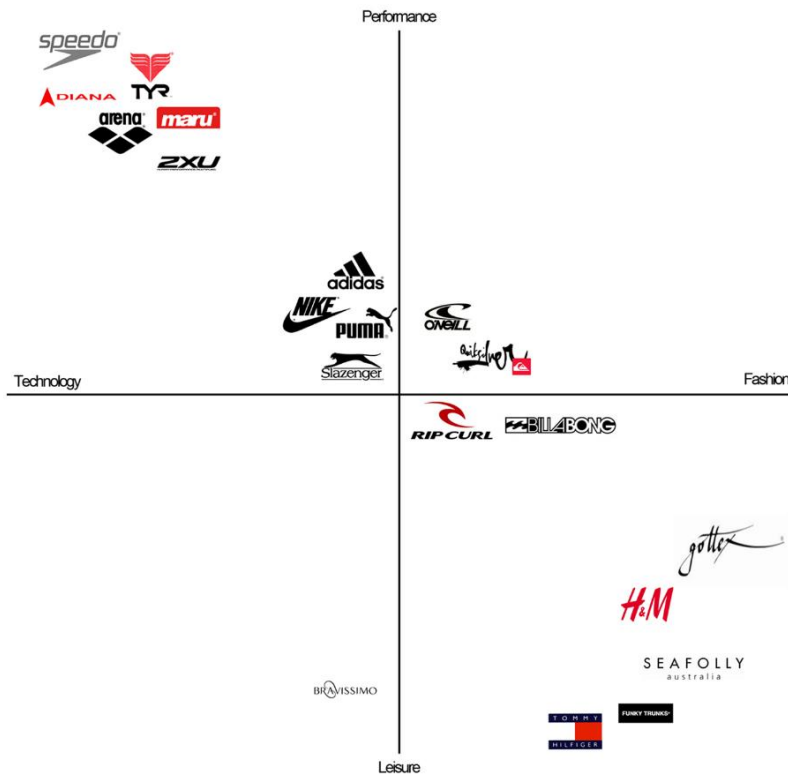


CHOOSING A COMPETITIVE FRAME OF REFERENCE. CHOOSING SPECIFIC PODs & POPs

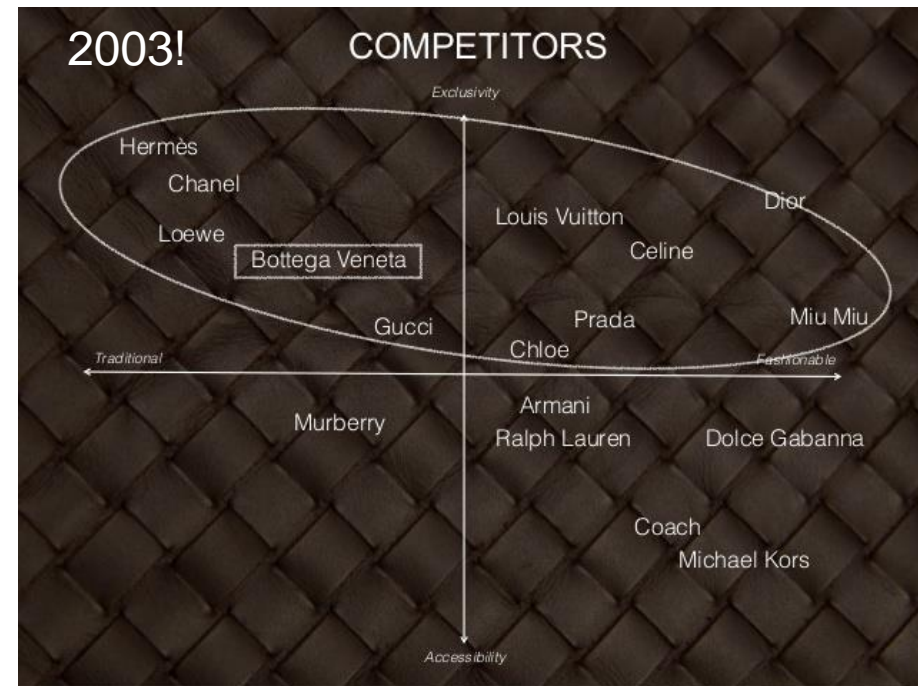
- ♣ *Competitive advantage*: a company's ability to perform in one or more ways that competitors cannot or will not match
- ♣ *Means of differentiation*
- ♣ *Perceptual maps*: are visual representation of consumer perceptions and preferences
- ♣ *Emotional branding*



CHOOSING A COMPETITIVE FRAME OF REFERENCE. CHOOSING SPECIFIC PODs & POPs



BOTTEGA VENETA



CHOOSING A COMPETITIVE FRAME OF REFERENCE. BRAND MANTRAS

A **brand mantra** is a three- to five-word articulation of the **heart and soul of the brand** and It is closely related to other branding concepts like “brand **essence**” and “core brand **promise**.” It highlights **PODs** and **provides guidance**.

Communicate

Simplify

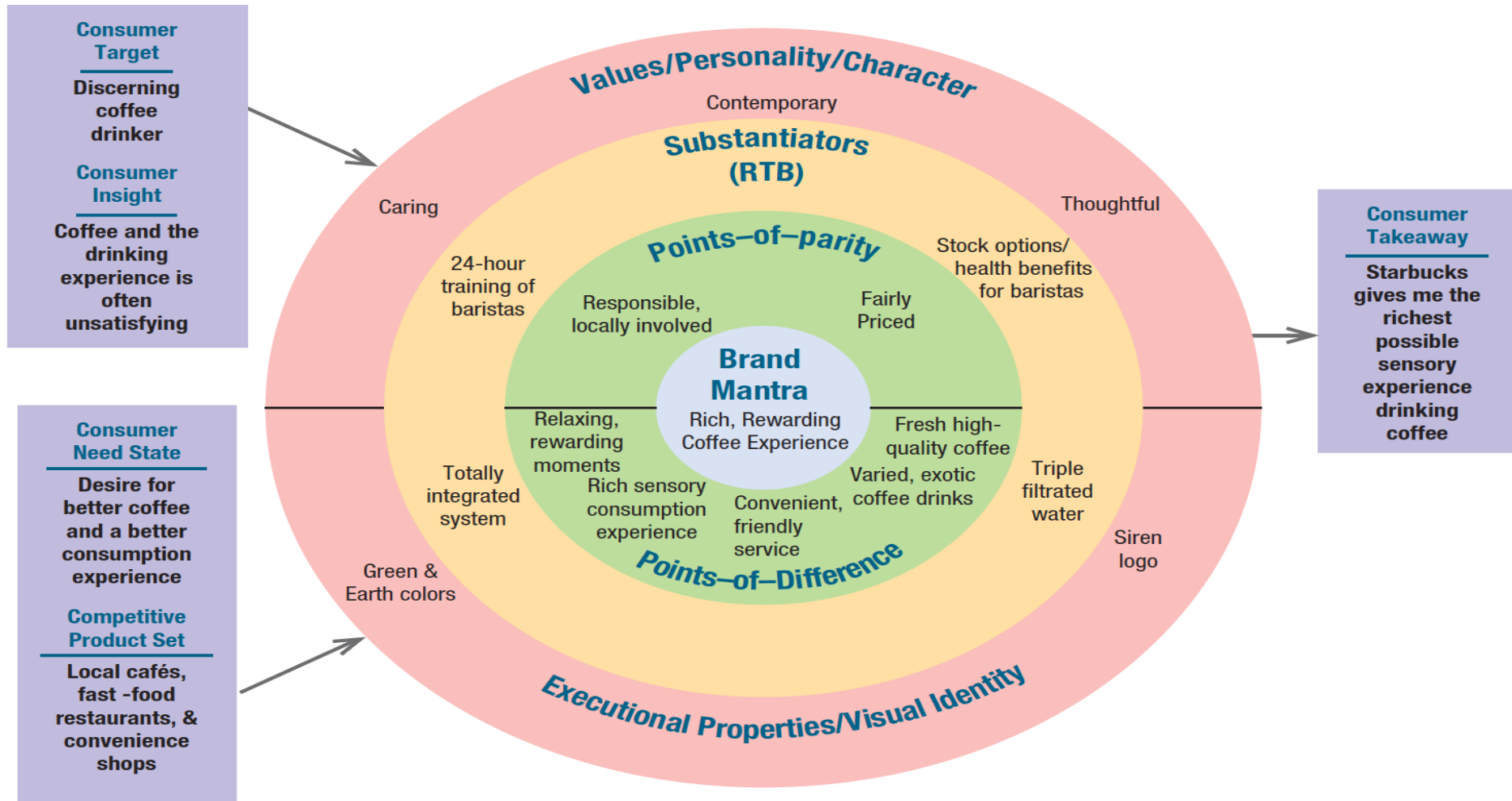
Inspire

	Emotional Modifier	Descriptive Modifier	Brand Functions
	Authentic	Athletic	Performance
	Fun	Family	Entertainment
	Fun	Folks	Food

Nike's campaign «Unlimited you»

ESTABLISHING A BRAND POSITIONING

Constructing a brand positioning Bull's-eye



A Hypothetical Example of a Starbucks Brand Positioning Bull's Eye

ESTABLISHING A BRAND POSITIONING

Communicating category memberships

Announcing category benefits

Comparing to exemplars

Relying on product descriptor

Communicating POPs and PODs

Low price vs. high quality

Taste vs. low calories

Powerful vs. safe

Ubiquitous vs. exclusive

Varied vs. simple

Monitoring competition

Share of market

Share of mind

Share of heart

ALTERNATIVE APPROACHES TO POSITIONING

Brand narratives and storytelling

A storytelling strategy create stories or imposes a story-like structure. It is characterized by a narrative structure and it is one of the most promising avenue for successfull CBR (Consumer Brand Relationship)

Setting

Cast

Narrative arc

Language



Launch «Spark Brilliance»

Thank you for your kind attention!



(Have A Nice Day!)

(Have A Nice Day!)