



Faculty of Economics
Thammasat University

MK 422 Marketing Strategy for Entrepreneurs (Class 9)

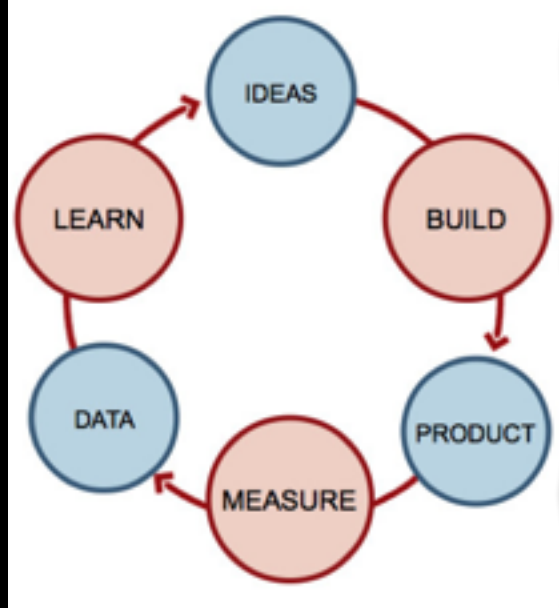
Marketing and Positioning Your Brand

Standing Out in the Competitive World



Course Schedule (Post-Mid Terms)

Lean Startup



Marketing and Positioning Your Brand



Consumer Behavior and Branding



Advertisement



Pricing and Sale Strategy



Change Management



Presentation and Pitching



Name It and Frame It:

Customers won't buy if they
don't know how to call it

Who and What For?:

Customers won't buy if they don't
what is it made for? For what
purpose?

Competition and Differentiation:

Customers need to know
how is it different from your
competitors

Financial and Future:

Customers must be
confident that your
company will not
disappear soon



Name Your Brand

1. What is the purpose of your product/service? Its value?
2. Who is the target customer?
Who is going to see your brand and buy it?
3. How are you going to promote your brand? Which medium? TV, radio, leaflet or direct sale
4. International market?
5. Brand or product extension?



What feeling do you want to evoke in your audience?

What are the main actions you're trying to get people to do?

If your company were a rare plant or animal, which would it be?

How would you explain your project to a five-year-old in a way that would keep him or her interested?

Does the concept of what you're trying to accomplish exist in other industries?

Do they use different words to describe this concept?

What are a few good metaphors for what you're doing?

What role in people's lives are you aspiring to fill?

What analogies can you come up with for how your business operates?

Types of company/ product names:

Poetic Names that paint a picture or roll off the tongue Bumble and bumble / AiAiAi / Lululemon

High Class Gibberish Where do they come from? An ancient dictionary? Outer space? Kodak / Zynga / Xerox

Derivative Almost something you've heard of Nespresso / Arc'teryx / Zappos

Initials The easy way out KFC / BMW / ESPN

Acronyms Initials that you say instead of spell Asics / SAAB / RAND

Interesting Letters Letters that go above and beyond TCHO / RAV-4 / THX

Descriptive Just get to the point Airbus / VitaminWater / Whole Foods

Part Descriptive, Part Fun You might as well have some fun along the way Juicy Couture / Mighty Leaf / Big Gulp

Americana Names that awaken feelings of patriotism Baby Ruth / Dixon Ticonderoga / 76 Gasoline Into the Wild

Someone Special The man, the myth, the legend Tesla Motors / Jack Daniels / Newman's Own

Latin Class Veni, vidi, vici Ex Officio / Novartis / Prorsum

Remember When Names that feel like they've been around for a while Banana Republic / Madewell / Crown Royal

Suggests the Solution What's in it for me? Kryptonite / SubZero / 5-Hour Energy

Back to Basics Everything else is so complicated Origins / Simple Shoes / Country Time

Daring Not for the faint of heart Obey / Virgin / FCUK

Adrenaline Get your motor running Stingray / Speedo / Full Throttle

Name as Statement Names that are on a mission Forever 21 / True Religion / LiveStrong

Made-up People Pure invention with a dose of reality Green Giant / Dr. Pepper / Captain Morgan

Foreign-feeling Implied sophistication Clinique / Häagen Dazs / Tazo Literary/

Historical Align yourself with something powerful Starbucks / Big Bertha / Rosetta Stone

Place Names Names that take you somewhere else Patagonia / Lonely Planet / Hidden Valley Ranch

One Letter Off You're so 2.0 Flickr / Zillow / Vimeo

Mythical A lot to live up to Nike / Pandora / Hermes

Exclamation Something to get excited about I Can't Believe It's Not Butter! / Yelp! / Buzz Off!

Product Positioning Statement Template

For (Target customer)
that (needs or cares about)
(Your brand/product/service)
is (category/solution)
that (benefits-reason to buy)
Unlike competitor, (competitor's brand/product/
service or the next best alternative)
Our brand/product/service (Key reasons for
differentiation from competitors)

