

Product & Brand Management

Brand Positioning

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BRAND POSITIONING

Basic Concepts

- Brand positioning
 - Act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers' minds
 - Finding the proper “location” in the minds of consumers or market segment
 - Allows consumers to think about a product or service in the “right” perspective



Segmentation

Targeting

Positioning

Segmentation

Segmentation

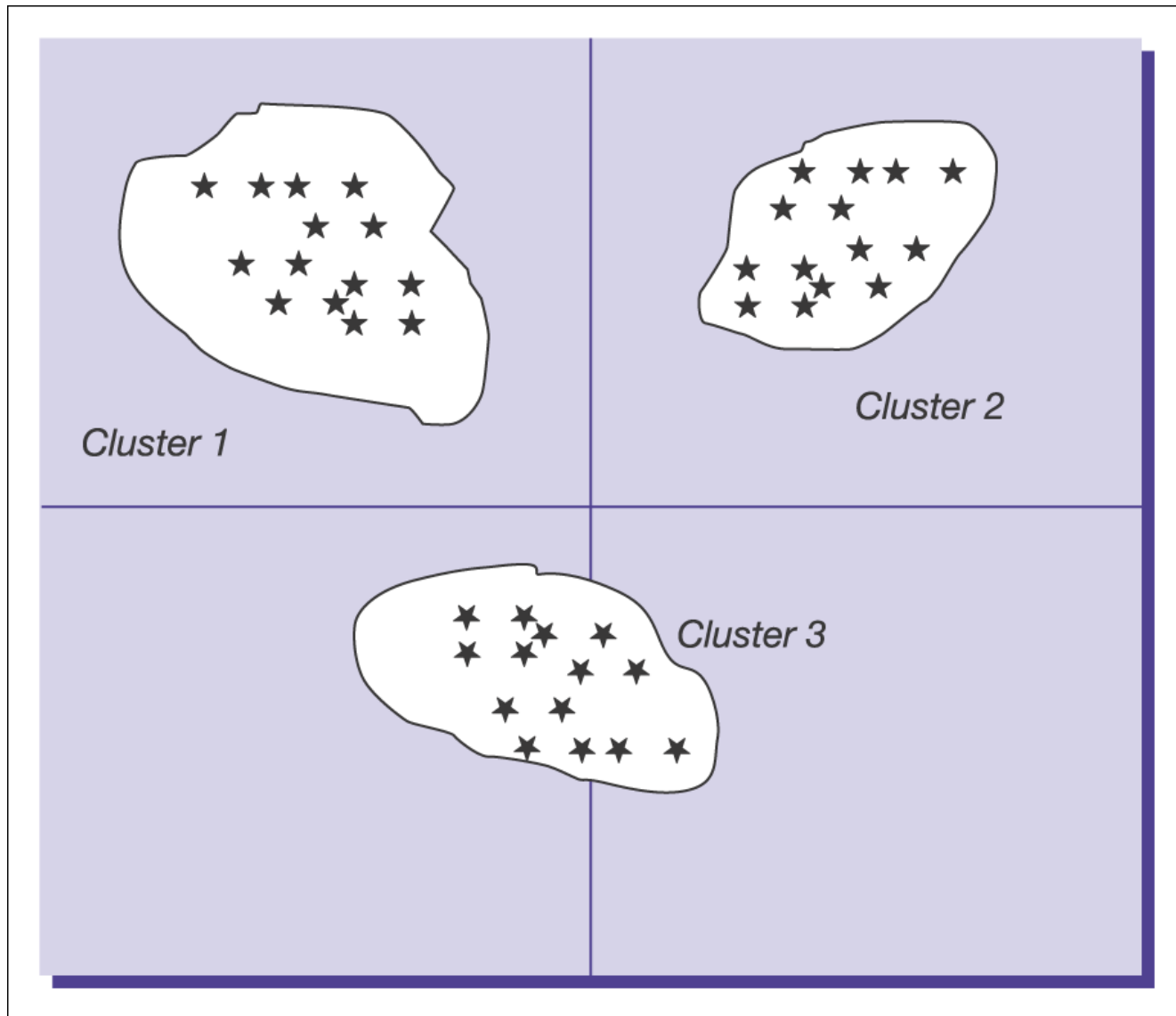


Figure 9.2 Clustering of objects in two-dimensional space

Segmenting Criteria (Consumer Markets)



Group Exercise

Segmentation

Targeting

Targeting

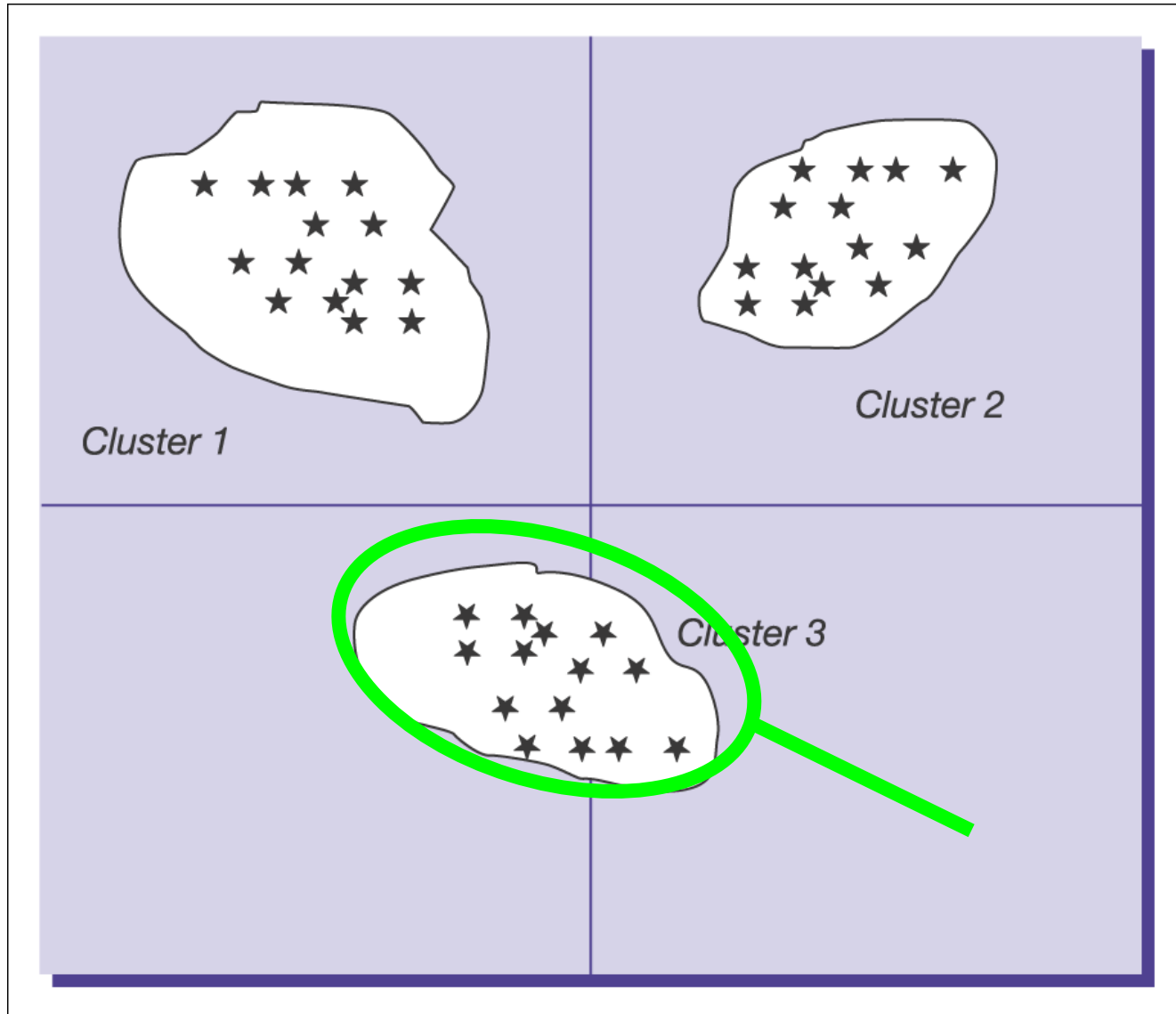


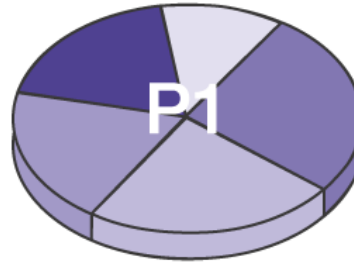
Figure 9.2 Clustering of objects in two-dimensional space

Targeting Criteria?

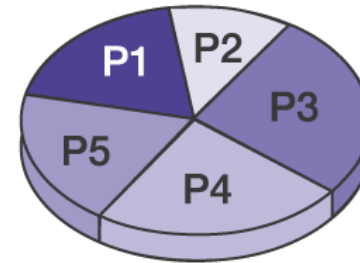


Targeting

Undifferentiated marketing
One product offered to the whole market



Differentiated marketing
Offer different products to different market segments



Concentrated marketing
Focus on one market or a few market segments

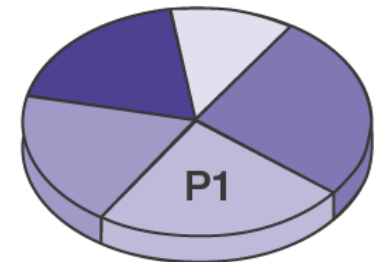


Figure 10.7 Alternative marketing strategies

Segmentation

Targeting

Positioning

Positioning

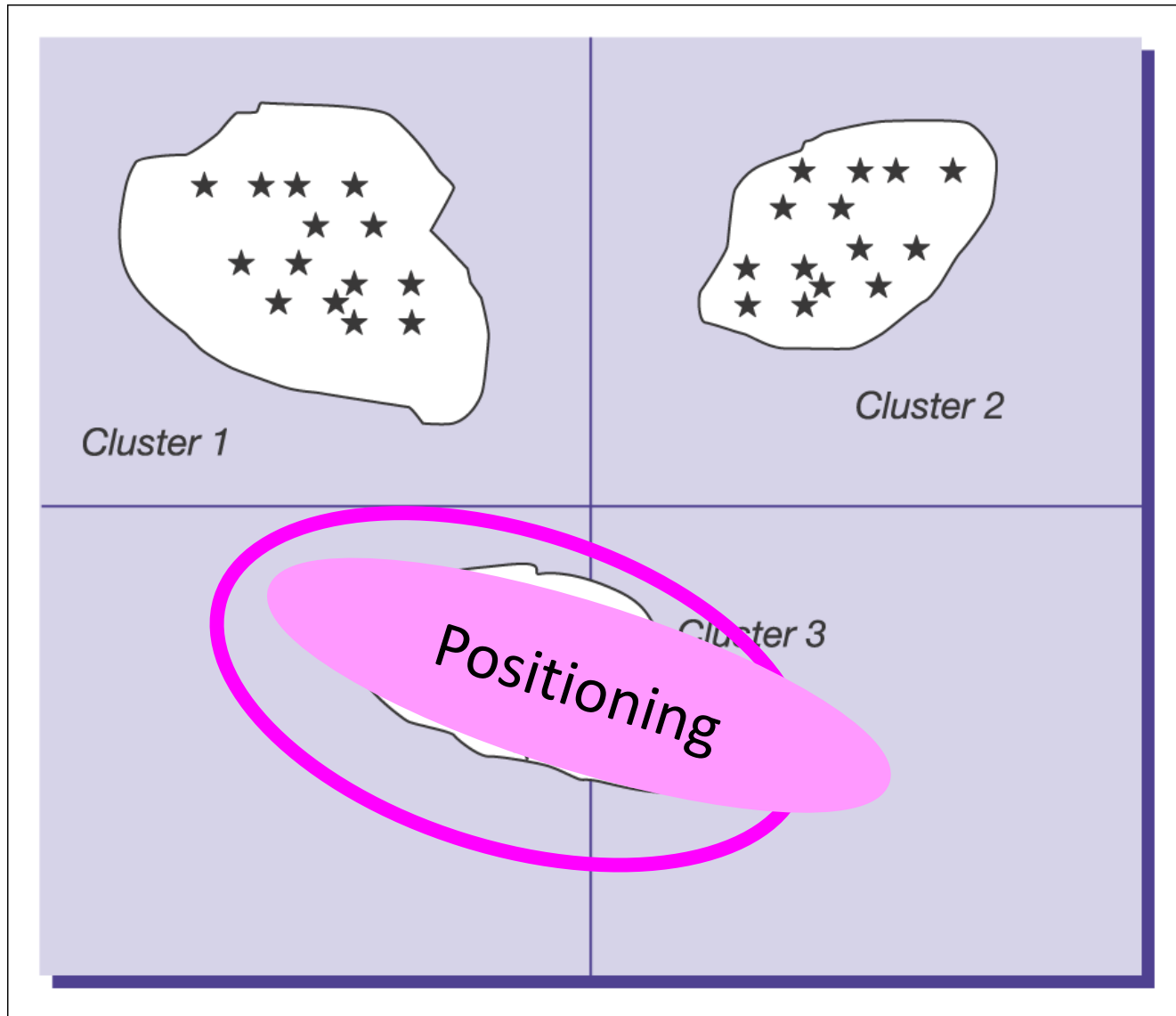
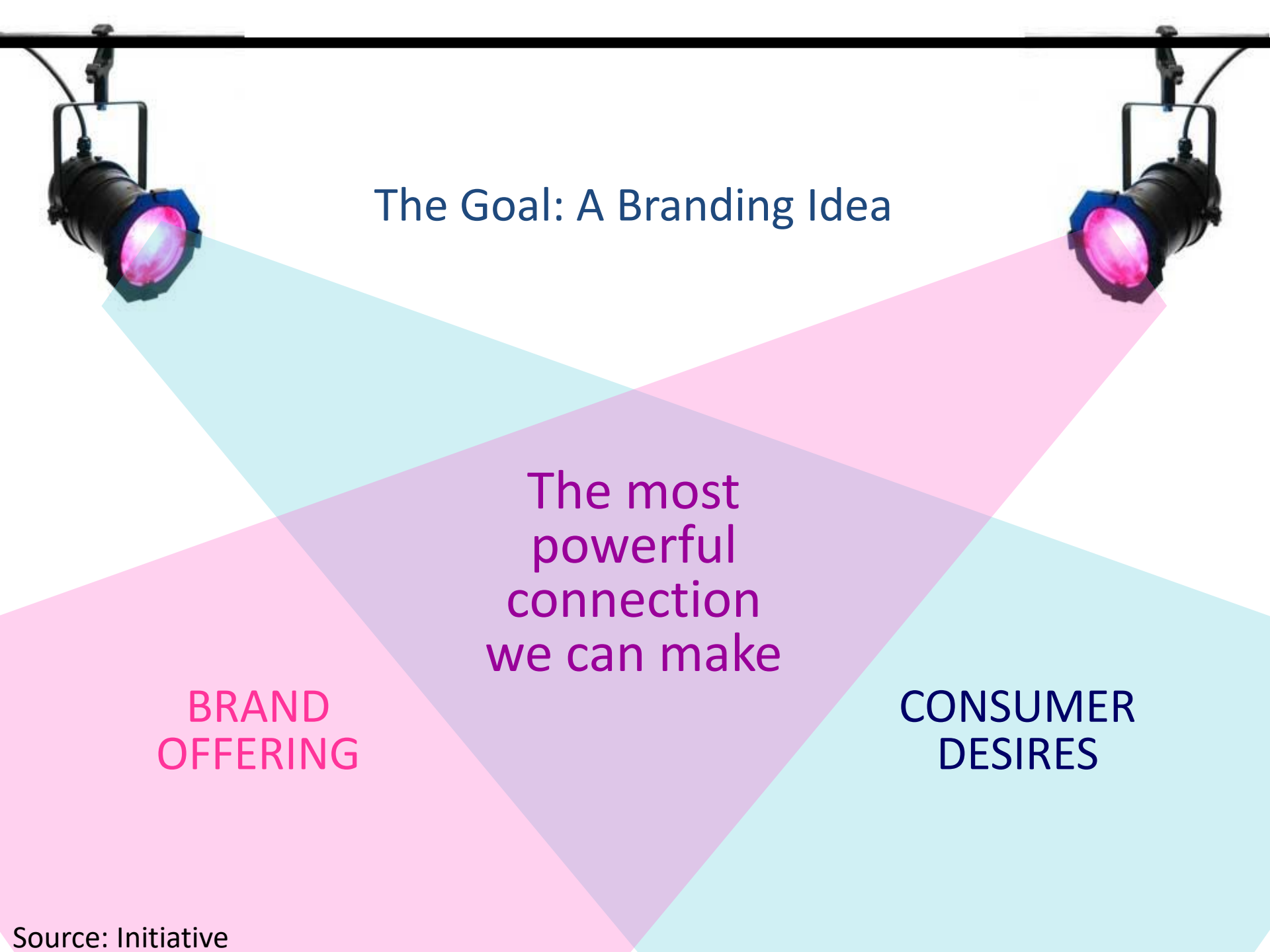


Figure 9.2 Clustering of objects in two-dimensional space

(**NO photo** taking of
the following 7 slides please)



The Goal: A Branding Idea

The most
powerful
connection
we can make

BRAND
OFFERING

CONSUMER
DESIRES

Everything should revolve around the Brand's Idea



Example of the Beer Market in China

Image Seekers

- Younger drinkers (17-22), more affluent and well-educated drinkers. More motivated by the brand they drink than the intrinsic of beer itself.

Passive Sociables

- Males and females in a broad range of age and demographic groups. Enjoy drinking beer primarily as an accompaniment to a social occasion.

Stags

- Younger (25-29 core) males with slightly higher than average incomes. Beer plays an important role in bonding activities, with their close friends. They drink together with and without meals (karaoke bars, discos) where they feel free to let go and have fun together.

Beer Embracers

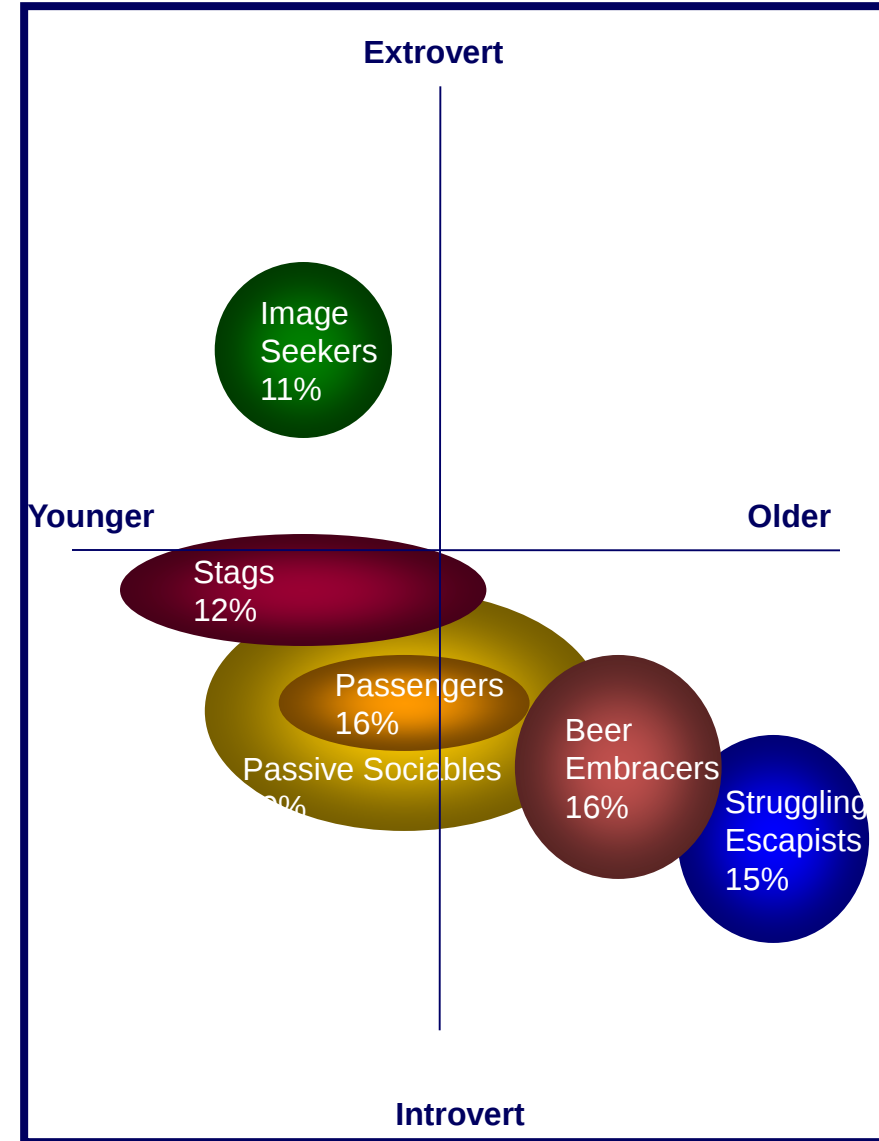
- Middle-aged men (35-44 esp) with slightly low incomes. Enjoy beer drinking alone and with others and have the most active involvement and interest in beer intrinsic.

Struggling Escapists

- Older men (40-49 esp) with lowest income and education levels. Most likely of typologies to drink alone and tend to hold traditional views - Beer is more of a private comfort than a social pleasure.

Passengers

- Prevalent across all age and life-stage groups - but skewed towards females. Little involvement or interest in beer - only drink to join in with rest of the group. Are not involved in beer brand choice.





Positioning

To (target group), (Brand)
is _____ (Category)
that (USP) better **than**
any other brand
because xxx.

(Example)

Mountain Dew: **To** young, active
soft-drink consumers who have
little time for sleep, **(Mountain Dew)**
is the soft drink that gives you
more energy **than any other brand**
because it has the
highest level of caffeine.

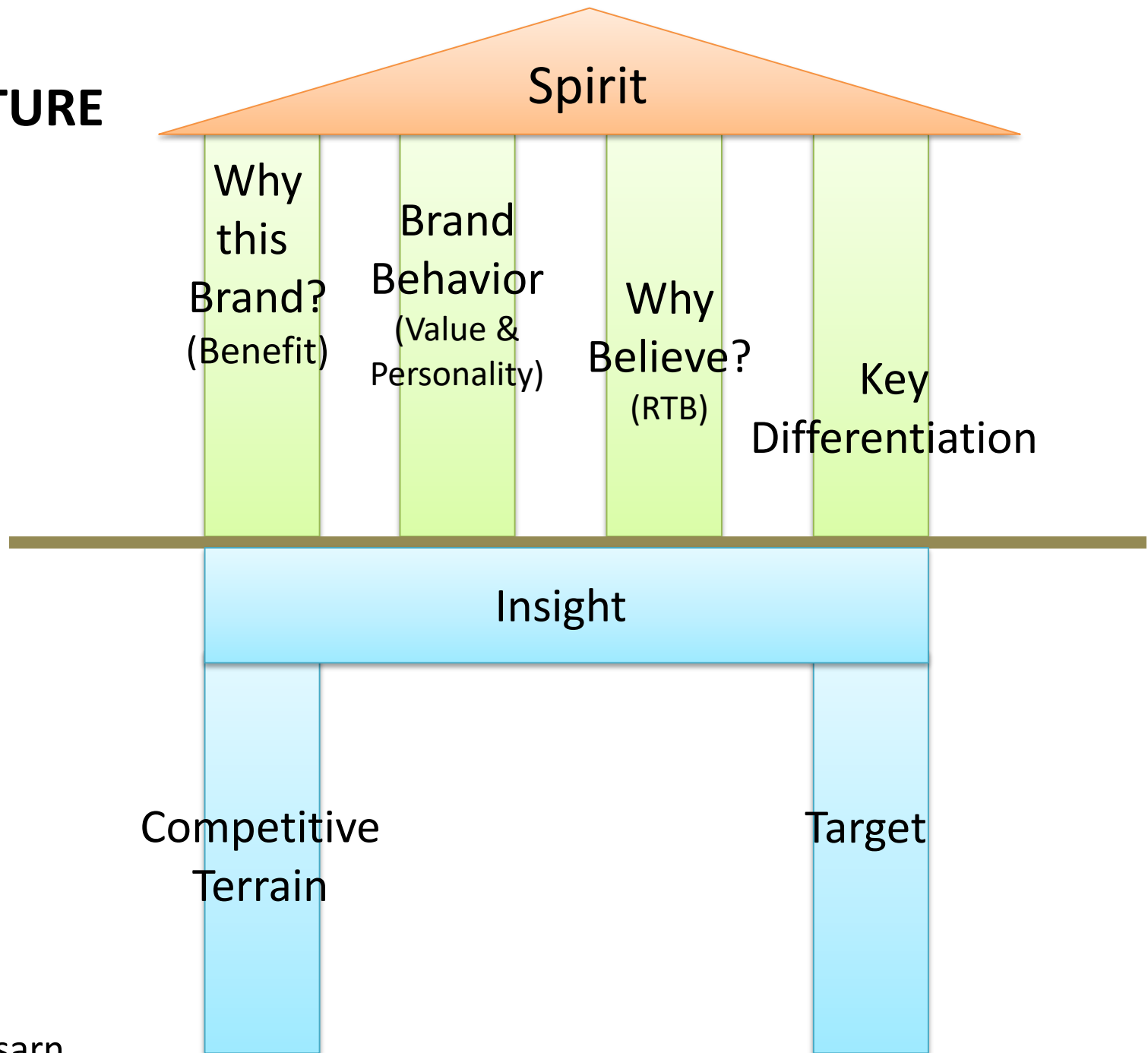
Exercise

- Segmentation – Targeting – Positioning
 - Perceptual Map
 - Positioning Statement

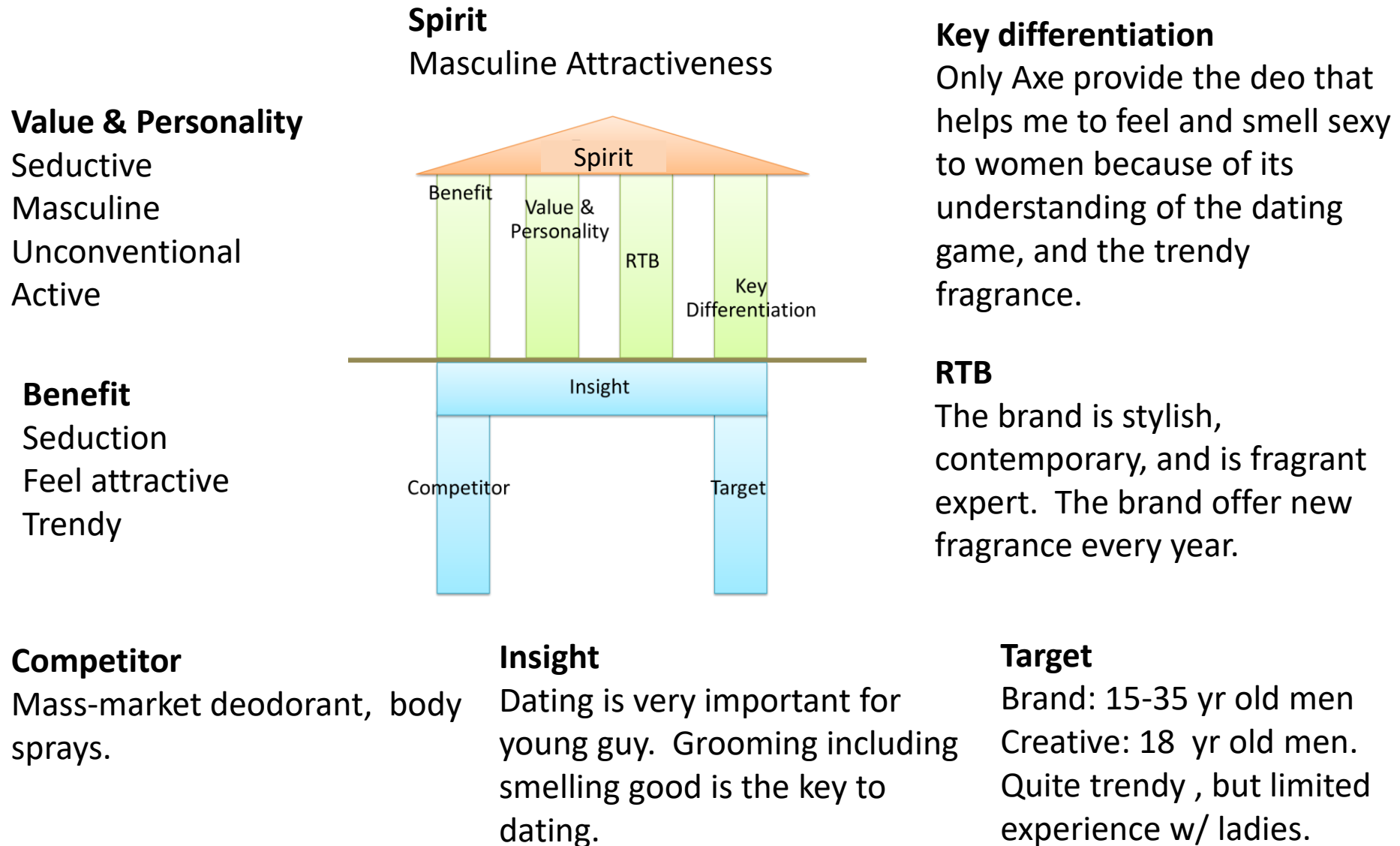
To (target group), **(Brand)**
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any other brand
because xxx.



BRAND ARCHITECTURE



BRAND ARCHITECTURE: Axe Example



Positioning Example

Terminology

- Brand Positioning
- Brand Architecture
- Brand Mantra
- Brand Being
- Brand DNA
- Brand bull's eye (center of a target)
- ...

To Sum up...

- A good brand positioning should:
 - Communicate the category of the business to set the brand boundaries and clarify what is unique about the brand
 - Be simple, crisp, and vivid
 - Stake out ground that is personally meaningful and relevant to as many employees as possible

ASSIGNMENT (due next class)

Workshop 1 (Due 5 Sep 2017)

- Each group is to present and discuss
- Brief Background (Business, market, opportunity)
- Brand architecture
- Brand positioning statement
- Drafted brand elements

Format due:

- Hardcopy (Maximum 6 slides)
- Written on the board

Product & Brand Management

Questions/ Comments

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APPENDIX

Figure 2.3 - Consumer Segmentation Bases

Behavioral

- User status
- Usage rate
- Usage occasion
- Brand loyalty
- Benefits sought

Demographic

- Income
- Age
- Sex
- Race
- Family

Psychographic

- Values, opinions, and attitudes
- Activities and lifestyle

Geographic

- International
- Regional

Figure 2.4 - Business-to-Business Segmentation Bases

Nature of Good

- Kind
- Where used
- Type of buy

Buying Condition

- Purchase location
- Who buys
- Type of buy

Demographic

- SIC code
- Number of employees
- Number of production workers
- Annual sales volume
- Number of establishments