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# IMC & Brand Management

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# **Topic: Brand Positioning**

## **Learning objectives:**

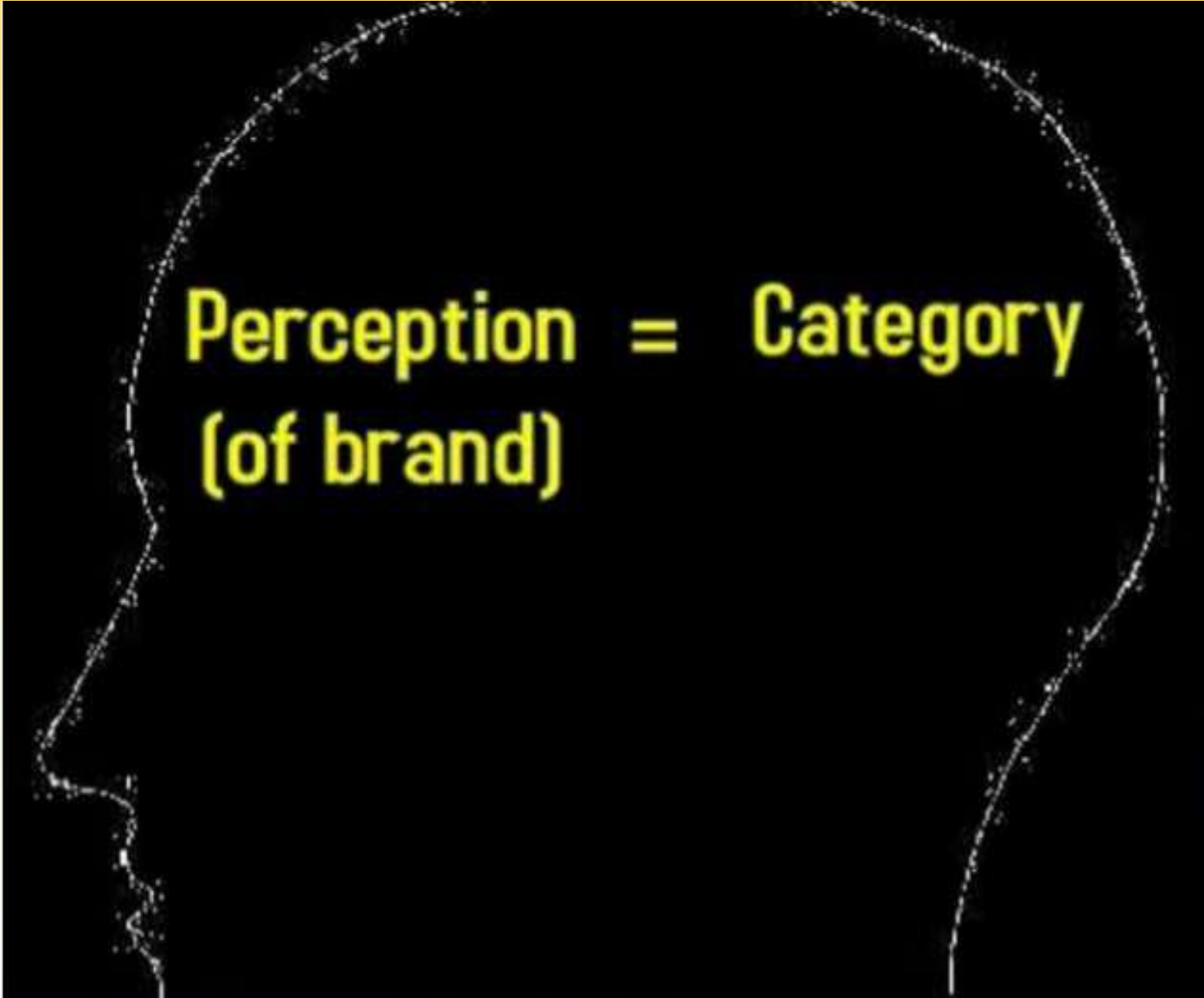
To understand what is brand positioning.

To know the difference between product positioning and brand positioning.

# Fathers of Positioning concept



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**Perception = Category  
(of brand)**

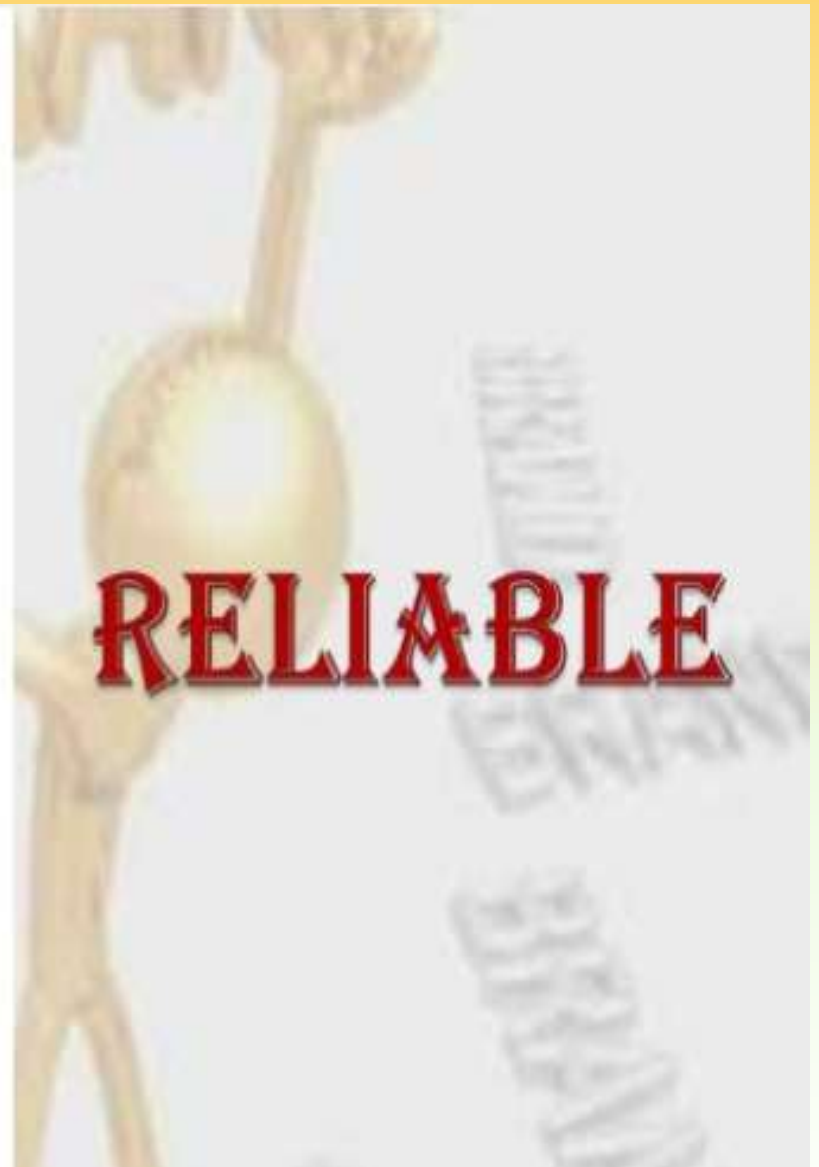
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**Positioning**

What



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## POSITIONING FOR COMPETITORS.....

- ▶ Rule of thumb: when we talk about competitor the new term comes in—  
DIFFERENTIATION

Competitor is engaged through "differentiation".



## Positioning is...

➤ To set the product meaningfully apart from other competitors



**VS**





**TAKE AN EXAMPLE OF MOBILE PHONE....**

**RELIABLE**

**STYLISH**

**HI-TECH**

**BUSINESS  
CLASS**

# HI-TECH

## APPLE IPHONE



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# STYLISH

## SONY MOBILES



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# BUSINESS CLASS BLACKBERRY



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# The Brand Positioning Process

- Step 1: Identify a relevant set of competitive products
  - A positioning analysis at the product or brand level can be helpful.
  - Marketers who omit important substitute products or potential competitors risk being blindsided by unforeseen competition.

# The Brand Positioning Process

- Step 2: Identify determinant attributes
  - Positioning can be based on a variety of attributes:
    - Features, benefits, parentage, manufacturing process, ingredients, endorsements, comparison with a competitor's product, proenvironment positioning, and price/quality.
  - Marketers should rely primarily on determinant attributes.

# The Brand Positioning Process

- Step 3: Collect data about customers' perceptions for brands in the competitive set
  - The marketer needs to know what attributes are determinant for the target market and the product category under consideration.
  - The marketer also needs to know how different brands in the competitive set are viewed on these attributes.

# The Brand Positioning Process

- Step 4: Analyze the current positions of products in the competitive set
  - The positioning grid, also called a perceptual map provides a visual representation of the positions of various products or brands in the competitive set in terms of two determinant attributes.
  - Value curve comprises more than just two dimensions.



# The Brand Positioning Process

- Building a positioning grid
  - Positioning for a new store could be done by examining the positioning map for empty spaces (competitive gaps) where no existing store is currently located .
- Building a value curve
  - Value curves indicate how products within a category compare in terms of the level—high or low.
  - Value curves are more multidimensional

# The Brand Positioning Process

- Marketing opportunities to gain a distinct position
  - Competing head-on against the leaders on the basis of attributes appropriated by larger competitors is not likely to be effective.
  - A better option is to concentrate on an attribute prized by members of a given market segment.

# The Brand Positioning Process

- Constraints imposed by an intense position
  - Threat of alienating part or all of the product's current users regardless of success with its newly targeted group.
  - Dilution of an existing intense position as a result of consolidation.
  - Temptation to overexploit the position by using the brand name on line extensions and new products.

# The Brand Positioning Process

- Limitations of product positioning analysis
  - It does not tell the marketer which positions are most appealing to customers.
  - There is no way to determine if there is a market for a new brand or store.
  - To solve such problems it is necessary to measure customers' preferences and locate them in the product space along with their perceptions of the positions of existing brands.
  - This is called a market positioning analysis.

# The Brand Positioning Process

Step 5: Determine customers' most preferred combination of attributes

- Survey respondents can be asked to think of the ideal brand within a category.
- Respondents could be asked not only to judge the degree of similarity among pairs of existing brands but also to indicate their degree of preference for each.
- Conjoint analysis

# The Brand Positioning Process

Step 6: Consider fit of possible positions with customer needs and segment attractiveness

- A market positioning analysis can simultaneously identify distinct market segments as well as the perceived positions of different brands.

# The Brand Positioning Process

- By examining the preferences of customers in different segments along with their perceptions of the positions of existing brands, analysts can learn much about:
  - The competitive strength of different brands in different segments.
  - The intensity of the rivalry between brands in a given segment.
  - The opportunities for gaining a differentiated position within a specific target segment.

# The Brand Positioning Process

- Step 7: Write positioning statement or value proposition to guide development of marketing strategy
  - A positioning statement identifies the target market for which the product is intended and the product category in which it competes and states the unique benefit.
  - A value proposition is similarly explicit about what the product does for the customer and typically also includes information about pricing relative to competitors.




# The Brand Positioning Process

- Both positioning statements and value propositions should generally reflect a unique selling proposition (USP) that the product embodies.
- In its shortest form, a value proposition typically looks like this:
  - Target market
  - Benefits offered (and not offered)
  - Price range (relative to competitors)

# The Brand Positioning Process

- Positioning statement or value proposition should state benefits that the user of the product will obtain, rather than features or attributes of the product itself.
- Typically not written in catchy consumer language.

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- **Assessment questions:**
  - Students to list out five beautiful examples of successful and five un-successful brand positioning.

# Reference Books

- Integrated Marketing Communication ; Tom Duncan; Tata McGraw
- Strategic Brand Management; Kevin Lane Keller; PHI