

# Brand Management & Consumer Behavior – Session 4

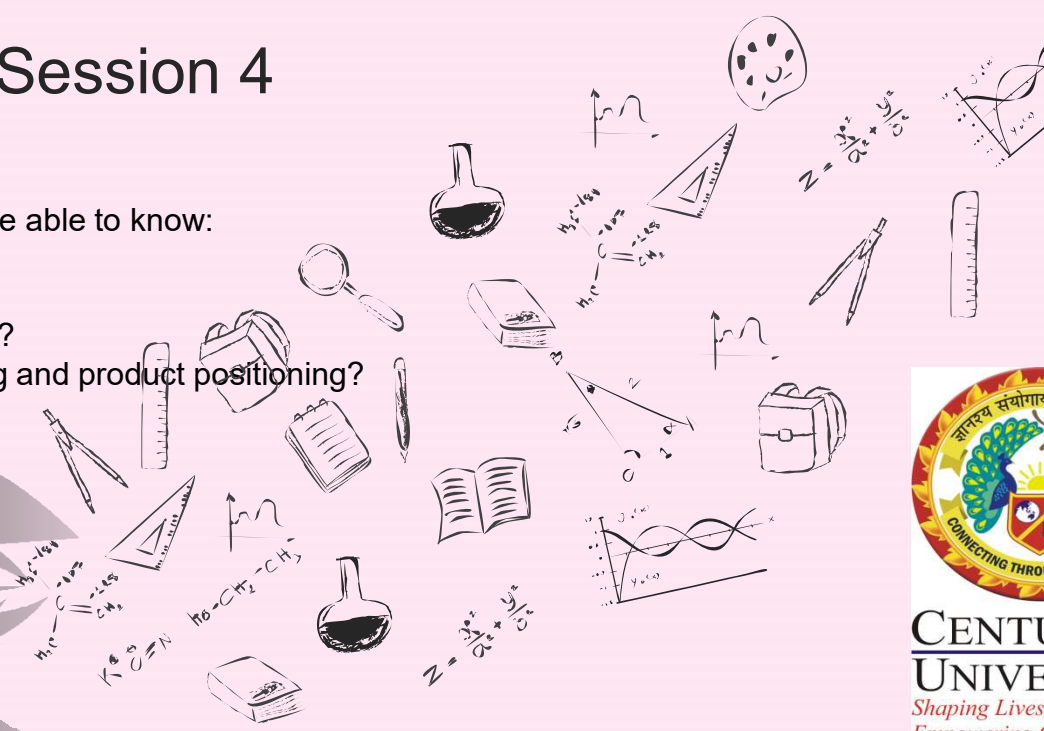
## Learning Objectives:

After completion of this session, the learner will be able to know:

- What is brand identity?
- What is brand Personality?
- How brand positioning and repositioning is done?
- What is the difference between brand positioning and product positioning?



## Brand Identity, Brand Personality, Brand Positioning & Repositioning



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## Topics to be Covered:

- Brand Identity
- Brand Personality
- Brand Positioning and Repositioning
- Brand Positioning Vs. Product Positioning

# What is brand identity?

The entire set of brand elements makes up the brand identity, the contribution of all brand elements to awareness and image.

- The cohesiveness of the brand identity depends on the extent to which the brand elements are consistent.
- Ideally, marketers choose each element to support the others, and all can be easily incorporated into other aspects of the brand and the marketing program.



# Brand Personality



**Excitem**

carefree, spirited, and youth



kindness, thoughtfulness, and an orientation toward family values



**Since**

family values



**Rugged**

rough, tough, outdoorsy, and athletic

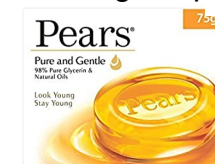
**Compete**

successful, accomplished and influential, highlighted by leaders



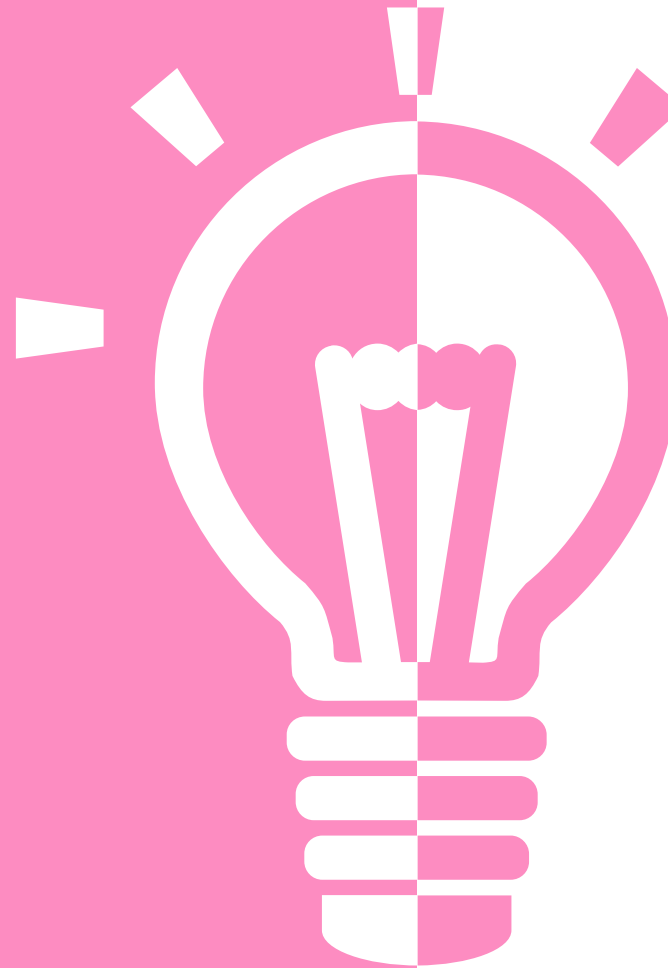
**Sophisticati**

elegant, prestigious, and sometimes even pretentious



## What is brand personality?

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys.



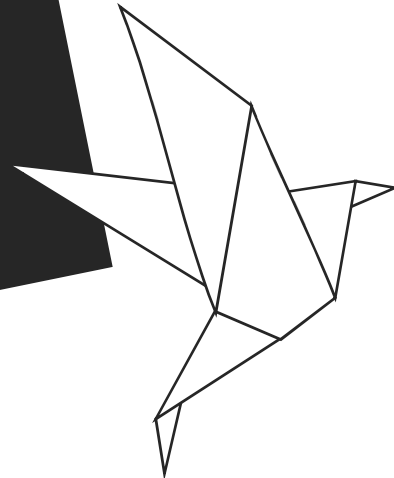
# Brand Positioning Vs. Repositioning

Brand positioning refers to “target consumer’s” reason to buy your brand in preference to others. The following is the process of brand positioning:

- Identifying the business's direct competition
- Understanding how each competitor is positioning their business today
- Documenting the provider's own positioning as it exists today
- Comparing the company's positioning to its competitors' to identify viable areas for differentiation
- Developing a distinctive, differentiating and value-based positioning concept
- Creating a positioning statement with key messages and customer value propositions to be used for communications development across the organization

2 Repositioning refers to the major change in positioning for the brand/product.

- Brand Relaunch
- Brand Rejuvenation
- Brand Proliferation
- Brand Acquisition
- Brand Portfolio Rationalization
- Brand Extension



# Brand Positioning Vs. Product Positioning

What is the difference between brand positioning and product positioning?

- The key difference between product positioning and brand positioning is that product positioning is the process used to determine how to communicate product attributes to the target customers based on customer needs whereas brand positioning refers to the rank the company's brand possess in relation to the competition in customers' mind.

Product positioning is the process used to determine how to best communicate product attributes to the target customers based on customer needs, competitor products and how the company wants its products to be perceived by the customers.

Brand positioning refers to the rank the company's brand possess in relation to the competition in customers' mind. The main purpose of brand positioning is to create a unique impression of the brand in the customer's mind that makes them desirable to identify, and prefer it over competition and consume the brand.

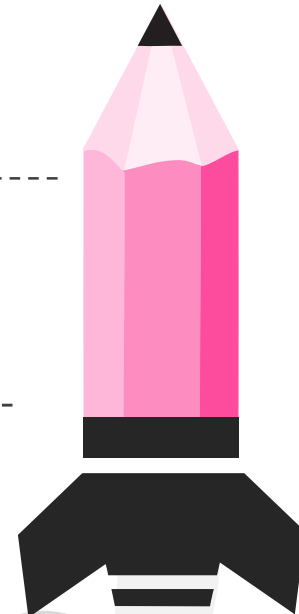
01

Coca-Cola

02



03



# Thank You



*My Curiosity is all Yours*