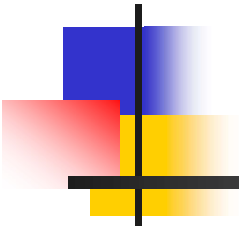




RE-POSITIONING





Positioning

- ATM-
- Applicable to b2b market
- Western Paques-Added cost/Socialobligation(pollution control)
- Tata-we also produce steel



Repositioning

- Dettol-beauti soap/germkill



Types of repositioning

- Increasing relevance to the consumer
- Increasing occasion for use
- Search for viable position
- Making the brand serious
- Falling sales
- Bringing in new customers
- Making the brand contemporary



Cont...

- Differentiate from other brands
- Changed market conditions



Increasing relevance to consumer

- Lipton yellow label tea
exotic & foreign ----- exotic indian
- Maharajah Dishwasher
International----indian (bye,bye kanta bai)
- Visa Card
Pay the way the world does(1981)-----



Cont...

World's most preferred Card(1993)-Visa
Power(1995)

- Kelvinator

the Coolest one---the refrigerator
designed by a house wife.

- Maruti Omni Van-----Most specious car



Cont...

- Cadbury's Bournvita

Taste additive to milk-Extra nutrition,
extra taste-nutrition, mental stimulation



Increasing occasion for use

- Cadbury's drinking chocolate----
goodnight cap---happiest time of the
day
- Monaco---perfect salted---excellent
plain, terrific with toppings
- Burnol----curing burns---
burns,cuts,gashes)(3in1)



Cont...

- Dettol
 - Antiseptic liquid----washing babies clothes,saving
- Odomos indore---indore+outdore
- Sunlight washing soap
 - Whiteness Soap-for coloured clothes also



Search for a viable position

- Complan food for sick--- against horlicks-for family---for growing children
- Milkfood Yoghurt----anytime snacks---it is not just curd(misti doi)
- HeroPuch----fuel efficiency---2in 1 bike-efficiency+power



Making the brand serious

- Cadbury's 5 star

Togetherness Bar- Energiser for young Achievers

- Saffola

Good for Heart----Heart is not safe without Saffola



Falling Sales

- Ambassador

 - Rugged Roadmaster(Rational)---- A member of the family(Emotional)

- Forhans good for gums(medicinal)-----
-Feelfreshness forhans(cosmetic)

- Red Label

 - Piyo-to-jano---desh ka pyaala---100%
strong---Jiyo mere laal



Bringing in new customers

- Red eveready
 - focus on the battery----focus on the user(gimme red)
- Margo
 - neem benefit---neem benefit for the young
- No More Tears Shampoo(j&j)----babies—those who wash regularly



Cont...

- Sports week
sports magazine---general magazine
- Gems
kids---adults as well
- Ray Ban
male---female as well
- Cadbury's DairyMilk---sweet treat for
kids---adult as well



Making the brand contemporary

- Dabur chyawanprash
traditional----
traditional+nutritional
- Femina
conservative----modern
- KeoKarpin hair Oil
hair oil for styling--- non-sticky fair
oil



Cont...

- Dabur Honey

Purity---nutrition+health

- Onida tv

Neighbours envy owners pride---
world's envy indias pride

Vimal

Only vimal---Lookfor nineties



Differentiating brands from competitors

- Mont-o

adult candy---allmint no hole

- Vemicol

adhesive---modern(samay ke sath chalo)



Changed market condition

- Horlicks

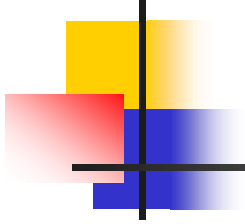
milk additive----nutrition

- Illustrated weekly

family----political

- Milkmaid

whitener for tea,coffee---use in
desert receipes



THANK YOU