

# Marketing 101: Building Strong Brands

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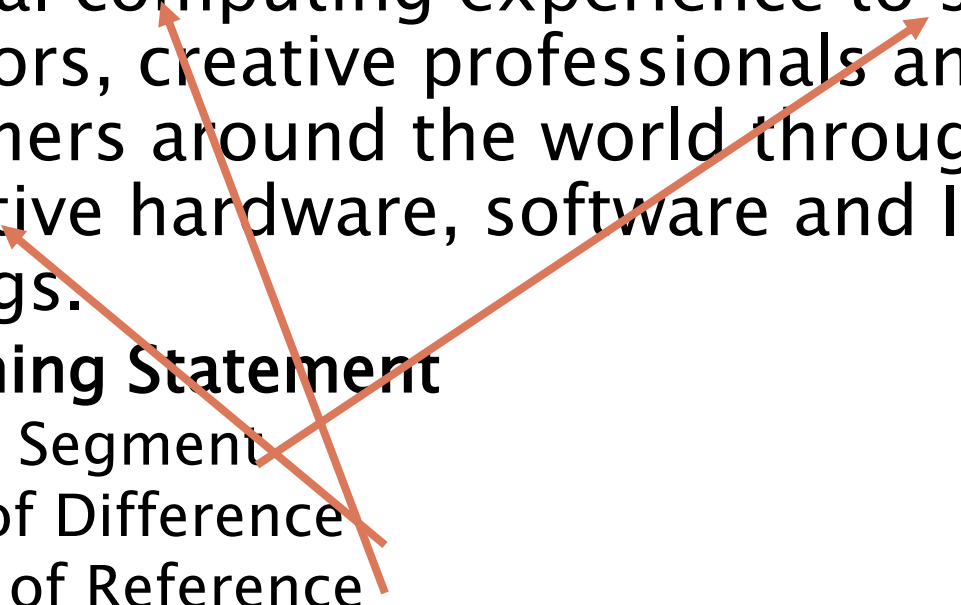
# Pod 4

- ▶ What is a brand?
- ▶ Brand Positioning

# SO, What is a Brand?

- ▶ Formally... A proprietary trademark for a specific product or service
- ▶ Conceptually... A “contract” from the company to its customers; A promise of *specific* benefits, quality, and value. A relationship.

# A Positioning Statement

- ▶ **Apple Computers** offers .... the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.
  - ▶ **Positioning Statement**
    - Target Segment
    - Point of Difference
    - Frame of Reference
- 
- A diagram consisting of three orange arrows. One arrow originates from the word 'offerings' in the first bullet point and points to 'Point of Difference' in the second bullet point's sub-list. A second arrow originates from the word 'innovative' in the first bullet point and points to 'Frame of Reference' in the second bullet point's sub-list. A third arrow originates from the word 'consumers' in the first bullet point and points to 'Target Segment' in the second bullet point's sub-list.

# Positioning

- ▶ A positioning statement *defines the value proposition of product to the target market.*
  - Target Market [For Whom]
  - Point of Difference [Reason to Buy]
  - Points of Parity [Frame of reference]
- ▶ Positioning is implemented through all elements of the marketing mix: product, price, promotion, place.
- ▶ Should focus on a few key benefits [unique selling proposition]
- ▶ Position must be defensible.
- ▶ Positioning requires making choices.

# POD Criteria

- ▶ Are POD desirable to the customer?
  - Is POD Relevant (ex: consumers didn't care about clear cola, or "unbreakable chips")
  - Is POD Distinctive? (distinctive and superior )
- ▶ Can you deliver the POD to the customer?
  - Feasibility (affordable? Possible? E.g., can airlines deliver on-time arrival?)
  - Communicability (evidence to communicate?)
  - Sustainability (internal commitment, difficult to attack; must be consistent at any point in time and over time)