



# Brand Management

## Unit Seven – Brand Positioning



# Course Layout and Overview

- ▶ Ten units
  - ▶ Unit One: The Principles of Strategic Brand Management
  - ▶ Unit Two: Consumer Choice: Loyalty, Preference and Brand Equity
  - ▶ Unit Three: The Brand Audit: Asset Development
  - ▶ Unit Four: Brand Portfolio Management
  - ▶ Unit Five: Sustainable Competitive Advantage
  - ▶ Unit Six: Brand Research and Macro Trends
  - ▶ **Unit Seven: The Study of Brand Positioning Using Integrated Marketing Communications**
  - ▶ Unit Eight: Consumer Relationship Management (CRM)
  - ▶ Unit Nine: User Experience (UX)
  - ▶ Unit Ten: Impact of Technology on Brand Management



# Unit Seven Learning Outcomes

- ▶ Evaluate the impact of a brand's integrated marketing communications in building brand equity
- ▶ Explain results of a brand exploratory analysis from a brand equity/consumer perception listening study
- ▶ Analyze consumer sentiment through social listening techniques to identify shifts in consumer perceptions
- ▶ Analyze collected data from available website and public sources to determine consumer sentiment
- ▶ Evaluate the consumer response to a brand positioning relaunch strategy to determine impact on sales



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit Seven Overview Topics

- ▶ Integrated marketing communications
- ▶ Brand exploratory analysis
- ▶ Consumer sentiment and perceptions
- ▶ Website and public sources that determine consumer sentiment
- ▶ Brand positioning and impact on sales



# Brand Positioning Vocabulary

- Brand exploratory analysis
- Brand positioning relaunch strategy
- Consumer sentiment
- Integrated marketing communications
- Perception listening study
- Social listening techniques
- Social media



# Integrated Marketing Communications

- ▶ Why do I need an integrated marketing communication strategy?
- ▶ Brand communication alignment
- ▶ Better consumer communication



# Brand Exploratory Analysis

- ▶ Brand exploratory analysis
  - ▶ determine consumer insights
- ▶ Benefits of a perception listening study
  - ▶ consumer perceived benefits
  - ▶ potential purchasing barriers
  - ▶ attitudes about a product





# Consumer Sentiment and Perceptions

- ▶ Consumer sentiment may include
  - ▶ attitudes
  - ▶ values
  - ▶ behaviors
  - ▶ motivations
- ▶ Social listening technique



# Consumer Sentiment Examples

Scale	Variable	Item declaration (translations)
Brand value	Brand Quality	The products with this brand are of good quality
	Brand leadership	This brand is at the forefront
	Brand use-value	Products of this brand are always very useful
	Higher price disposition	For a product within this brand I would pay more money
	Self-identification	I identify myself with this brand
Involvement	Product interest	I am very interested in this kind of product
	Perceived pleasure	Acquiring this type of product is enjoyable
	Product symbolism	Purchasing this product reflects the kind of person I am
	Produce importance	Choosing this kind of product is a relevant decision to me
	Risk importance	Making a mistake buying this product would be serious
	Risk probability	If I buy a product like this, it is highly likely it would be defective
Satisfaction	Overall satisfaction	I like what I had received from this brand
	Against expectation	What I got from this brand is absolutely what I expected
	Against ideal	What I received from this brand is totally my ideal product
Loyalty	Cognitive loyalty	In my experience I know this brand works well
	Affective loyalty	I like this brand very much
	Intentional loyalty	Next time I am going to buy this brand again
	Action loyalty	In previous occasions that I had bought this product I had chosen this brand



# Website and Public Sources that Determine Consumer Sentiment

- ▶ Use social media to determine consumer sentiment
- ▶ Public sources that may also be used
  - ▶ government websites
  - ▶ website reviews
  - ▶ comments consumers make about products



# Brand Positioning and Impact on Sales

- ▶ Why is brand positioning needed?
- ▶ Conducting a brand positioning relaunch strategy
- ▶ WaFed example



# Employer's that Re-Brand

The next slide demonstrates why it is important for employers to rebrand





## STAND OUT AMONG THE COMPETITION WITH AN EMPLOYER BRAND

The concept of an employer brand refers to the reputation of the organization as a place of employment. Your employer brand sets you apart from other companies competing for the same talent. The time to start thinking about positioning your company as a great employer is long before you ever post a job or interview a candidate.

### 3 REASONS TO INVEST IN AN EMPLOYER BRAND

- 1 Lowers your cost to attract candidates
- 2 Differentiate from your competition
- 3 If you don't manage your brand, others will define it for you



**69% of Americans** would not take a job with a company that had a bad reputation, even if they were unemployed

### WHY YOUR EMPLOYER BRAND IS IMPORTANT

★★★★★  
Companies with an excellent reputation entice candidates to **MAKE THE MOVE:**



**90%** would consider leaving their current jobs if offered another role with a company that had an excellent reputation

Most people would **only require a 1 - 10% salary increase** to consider making the move to another company with an excellent reputation

Employment branding forms the foundation for an effective recruiting strategy and can make a significant difference in winning the war on talent. A strong employer brand aligns with your business, culture and reputation. It gives job seekers and candidates a realistic and authentic preview of working at your company.



# Conclusion

- ▶ Unit Seven Learning Outcomes
  - ▶ Evaluate the impact of a brand's integrated marketing communications in building brand equity
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  - ▶ Analyze collected data from available website and public sources to determine consumer sentiment
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# What's Next?

Unit Eight: Consumer Relationship Management (CRM)

