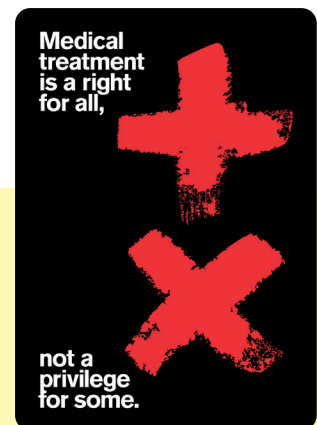


Branding and positioning

The greatest change in marketing in recent years has been the **growth** in importance of brands and branding. Brand identity is made up of a number of factors, including the logo, colour scheme, typography, style, **strap line** or **motto** in order to make an organisation easily recognized and stand out from the rest. Brand strength is often a more important factor in company valuations than physical **assets**. Nowadays, it is often brand and brand names that attract **take-overs**, rather than physical assets or access to particular markets. A brand is a personality. While the personality of a product, service or company is ultimately determined by the target market, companies will often identify how they wish to be perceived and then take steps to influence consumer perceptions based on product, price, distribution and promotional elements of the marketing mix. Companies will claim a brand position based on their actions. Just as individuals' personalities are based on how they are viewed by others, the same is true of companies and products. **Claiming** a brand position requires effort to convey a consistent image to target audiences through all company activities, from the features of the product itself to the company's service, to the company's

employees and through promotional activities. It is **consistency** over time, reflected through **actual** performance that will help a company effectively claim a brand position. The value consumers attribute to a brand is essential for the product positioning on different markets. Those who buy a Porsche Cayenne want to communicate that they belong to a certain segment of the market. Image is also important for low-cost products. Ikea uses a low-cost and **no-frills** approach because their customers focus on functionality over service or aspects such as design or packaging. In a competitive situation, customers make choices on the basis of their perception of value-for-money.

actual: reale
asset: bene patrimoniale
consistency: coerenza
to claim: rivendicare
growth: crescita
no-frills: senza orpelli
take-overs: acquirenti



1 Complete each sentence with the correct word or phrase from the ones listed below.

brand identity • service • brand image • price • brand name • unbranded • brand loyalty

- Moët & Chandon, Rolex, Sony: each of these is a famous
- Products like Chanel or Christian Dior have a which is more glamorous than many less-known competitors.
- Positioning involves claiming a position or reputation on a market – or several markets – for a company, product or
- A new product must create a so that it is easily recognized and associated with specific qualities.
- A key concern for marketers is to establish among their customers so that they do not buy similar products made by other companies.
- The traditional marketing mix was described in terms of the four Ps: product,, place promotion.
- Consumers usually expect to pay less for products that are

2 Circle the right option.

If you think that the idea of branding is relatively modern, think again. Since the time people created goods to trade or sell, or as far back in time as when people owned cattle, there have been trademarks, symbols, signs or **(1)** *posters/images/paintings* and pictorial signs.

In order to distinguish their **(2)** *goods/things/objects*, craftsmen imprinted trademarks on their goods and creations to signify the maker and origin. Ultimately, **(3)** *designers/ logos/trademarks* assured the buyer or trader of the quality of the merchandise.

However, it goes without saying that the mass manufacturing and marketing of the Industrial Revolution spurred the growth of **(4)** *aesthetic/physical/visual* identification and trademarks. It also pointed out the importance and value of visual identification systems and trademarks. As time went by a convergence of modern factors – such as the invention of photography and typewriters, a rising literacy rate, the rise of mass media, the increase in railways, the telephone and better postal systems – would all greatly facilitate the success of **(5)** *brands/names/slogans*. Corporate executives and owners quickly recognized the important role that visual communications played in the success of their business, of driving consumers to use their brands and to create a loyal customer base.

