

Advanced Brand Positioning



Brand positioning is an effective marketing strategy used to increase consumer recognition of your brand while differentiating it from competing ones. Businesses may utilize value-based positioning by emphasizing cost-effectiveness.

Or they can adopt quality-driven positioning by emphasizing the superior craftsmanship and materials in their products.

What is Brand Positioning?

Brand positioning is an intentional strategy designed to bring together your company vision, goals, and image in one cohesive package. It serves as the cornerstone for marketing and product development strategies as well as how you differentiate yourself from competitors.

Companies may employ various strategies to position their brand, but the most successful are value-based approaches that focus on what benefits your customers will experience from using your products - this could include tangible benefits like saving time or feeling important. DuckDuckGo is one company that utilizes this form of positioning.

Differentiation positioning is another popular technique. This strategy seeks to highlight features that cannot be copied by market competitors, helping companies justify their pricing strategies and justify pricing decisions.

As with any positioning strategy, consistency is key when communicating brand identity across channels - from sales teams speaking with prospects over the phone to social media execs scheduling posts on social media platforms. Furthermore, ensure all your tactics can be measured easily so you can evaluate

whether or not they're effective - such as tracking website traffic numbers, sales figures, or engagement on social media channels to see patterns emerge in your data.

Tesla: Electric Cars Solar & Clean Energy



Tesla is a largest electric vehicle (EV) manufacturer company. in the world. Their vehicles revolutionized expectations about what an EV could accomplish; featuring longer range and over-the-air software updates to continuously enhance performance.

Furthermore, Tesla is revolutionizing how cars and batteries work together.

Tesla recently updated its battery energy storage system to make EV ownership even more eco-friendly, prioritizing solar energy when available when charging an EV's battery - known as "Drive on Sunshine." This feature brings them one step closer to their ultimate goal of using 100% clean renewable electricity for vehicles as well as running its domestic and international factories on renewable power (Tesla Energy's Gigafactories are designed specifically for this use). However, Tesla must still address localized customer support for both energy products as well as electric cars over time to maximize sustainability for ownership in future years.

Apple: FKA Think Different

The commercial linked Apple products with freethinkers such as Thomas Edison and Albert Einstein while Amelia Earhart and Pablo Picasso. It conveyed to customers that Apple was creating its market rather than fighting existing demand; Apple would later apply this strategic approach with iPod, iTunes store, and iPhone offerings.

Apple created promotional posters featuring one historical figure per poster to complement their ad campaign, bearing their portrait and the phrase, "Think Different." These 11"x 17" posters - commonly known as the Educators Set - were distributed among schools and universities worldwide. A special limited edition softbound book also marked its inaugural year of existence.

Trader Joe's: Your Friendly Neighborhood Store

Trader Joe's stands out as a unique grocery store chain by appealing to a niche audience with their specialty private-label products and neighborhood stores that provide exceptional customer experiences that separate them from competitors.

Joe Coulombe of Stanford-educated fame first started Trader Joe's in 1967 after purchasing several Pronto store chains to test how to reduce costs while offering imported health-oriented items at discounted rates. From these experiences came the foundation of what would later become Trader Joe's.

Furthermore, its egalitarian corporate structure distinguishes it from competitors such as Whole Foods.

Trader Joe's customers form a close-knit community who come together over their shared love of the unique products found within the store. Their fans share their favorite finds on social media and promote them to others; yet without expanding its target consumer base and implementing policies that make its stores more accessible, Trader Joe's risks losing its egalitarian image and may become less appealing over time.

Dollar Shave Club: Shave Time. Shave Money

Dollar Shave Club was launched by Michael Dubin with one objective in mind in 2011: to alleviate the frustrating experience of purchasing razor blades. At that time, customers had two choices when it came to razor purchases: pay premium prices for brand-name razors or browse drugstore shelves in search of bargain bin options. Dubin's bootstrapping business model and viral launch video proved successful resulting in rapid expansion before Unilever acquired Dollar Shave Club for USD 150 Million in February of 2014.

After its acquisition, DSC has continued to expand and retain customer bases by using product subscription commerce. Since their original offering consisted solely of razors, their selection now encompasses razor prep products as well as haircare and skincare items - increasing ARPU while simultaneously decreasing churn.

DSC excelled at content marketing through entertaining videos that delivered their messages accurately. Their first YouTube ad still holds over 26 million views today, inspiring other companies to produce similar material and create a distinct voice for the brand despite public pressures.

Nike: Just Do It



Nike excels at building emotional connections with their target audiences, which explains its products' immense popularity. Its powerful message makes people want to wear Nike footwear and athletic apparel even if they never aspire to become elite athletes themselves.

However, the story behind Nike's creation of its world-famous slogan is less impressive at first glance. In the early 1980s, they faced several formidable obstacles; misjudging aerobics market competition and outgrowing internal capacity to manage growth were among them; furthermore, they attempted a disastrous venture into casual shoes that proved disastrous; this forced the company to revisit its core values and business purpose while expanding marketing knowledge.

Nike then joined forces with the Wieden Kennedy advertising agency to develop a new slogan that would help lead its way into the future. Their team wanted a phrase that empowered people and made them feel good about themselves; after conducting research they discovered a criminal's last words as inspiration for a new Nike slogan: "Let's do it."

Wieden and his team were deeply moved by these last words of a man sentenced for murder and on trial, who was about to face execution. Inspired by this powerful statement, they decided to use "Just do it." It proved immensely popular with consumers and helped revive Nike's dominance in the athletic shoe market.

Now, three decades later, this phrase is used by casual joggers and professional athletes alike.

Nike may have discovered marketing so late in its life, yet its journey illustrates how an exceptional company can turn around an insurmountably challenging situation by prioritizing consumer insight to

craft an emotional brand experience and unlock hidden energy that provides competitive advantages for its product.

HubSpot: Helping Millions Grow Better

HubSpot is a CRM and sales-focused tool, that helps organizations create campaigns to generate traffic and conversions.

Each tool in HubSpot's toolbox was designed to work harmoniously together, driven by customer data centralized within the CRM. HubSpot promotes this belief through the Inbound movement; which encourages businesses to cease interrupting people with advertisements or sales calls and focus on helping their customers instead.

New Breed is an official HubSpot Partner, offering implementation, strategy development, training, and support services to our clients. Additionally, we help them use HubSpot's CRM and other tools to drive growth for their business. If desired, New Breed can also handle marketing and sales operations for your company instead of having them handled internally - just let us know your needs!

Drift: Never Miss a Lead Again

Drift is a website chat tool designed to connect businesses with visitors and convert them into customers. Unlike chatbots, Drift's conversations take place between real people - this approach makes building trust easier while turning leads into sales opportunities.

Drift's blog posts feature case studies showcasing how clients are using Drift to achieve their goals, brand-specific (about Drift's conversational marketing and hypergrowth strategies), or interview content from team members (such as the Office Hours podcast series). This combination of self-promotion and customer-driven content serves to draw visitors to Drift's website while building lasting customer relationships.

Dave Cancel deliberately chose an industry with competition when starting Drift because he believed this indicated there would be demand. With their focus on branding and product from day one, Drift quickly expanded rapidly. On this episode of L&D Plus Dave joins us to talk about creating their magnetic brand as well as lessons they have learned about using branding as a foundation for growth marketing strategies.

Starbucks: One Person One Cup





Starbucks' corporate mission states their desire to have a lasting effect on both their customers and employees, with special emphasis placed on each person being treated individually to provide exceptional customer service.

Starbucks shows its dedication to its employees by being dedicated to ethical and responsible practices. They aim to use only premium beans, reduce waste, and decrease their environmental footprint as much as possible. Furthermore, they invest in local communities through farmer loans and forest conservation programs.

Starbucks is dedicated to employee development and continually exploring ways to enhance employee experiences. Their innovative employee training sessions allow managers to experience firsthand the arduous task of raking coffee beans used in their products - giving each employee a sense of being part of the larger Starbucks story, building brand loyalty across their global markets, and cultivating customer retention.

Southwest Airlines: Low Fares. Nothing to Hide

Southwest Airlines excels at making air travel affordable - this was Herb Kelleher's primary motivation when expanding from three cities to 111 across the US. While other airlines struggled with low demand during the recession of 2021, Southwest thrived by keeping costs as low as possible while emphasizing friendly customer service culture.

Low Fare Calendar allows passengers to easily compare flight prices available within any month by visualizing all departure and arrival options on an online calendar. Similar tools offered by other OTAs make finding cheap fares simple for travelers.

Southwest has adopted an accommodating booking policy that enables customers to cancel flights up until 10 minutes before departure and use funds from any cancellation to book another reservation - offering peace of mind to its customers while creating brand loyalty for the airline.

Chipotle: Food with Integrity

Chipotle Mexican Fast Casual restaurant has become widely renowned for its fresh ingredients and health-oriented approach to the preparation of food. Their value proposition revolves around providing delicious food prepared with integrity to cater to millennial customers with an affinity for healthy living and eating.

To promote their message, the company has employed unconventional marketing strategies. For example, they have held several "Cultivate" festivals, which bring together farmers, chefs, and other thought leaders to discuss sustainable food sources. Furthermore, an invitation-only loyalty program called Farm Team allows customers to earn points by playing games that educate them about food supply and production.

Although their brand positioning appears authentic, there have been questions regarding its validity. Employees have reported feeling pressure from management to cut costs by understaffing and penny-pinching on broken equipment - an approach that may compromise food safety. Furthermore, some restaurant managers do not adhere to a 39-point checklist meant to guarantee it.

Patagonia: Build the Best Product

Patagonia stands out in its approach to environmental conservation by prioritizing it in its business practices. Their website hosts their "Don't Buy This" campaign which encourages consumers to purchase clothing they need while taking full advantage of what they already own.

Sustainable Materials Used at Vudu for its Clothing | Vudu products are constructed using eco-friendly materials like recycled plastics and organic cotton, designed to last and not be thrown out after just a few wears.

Patagonia stands out among its competitors through its green initiatives as well as its strong dedication to employee welfare. Support for employee-owned businesses and flexible work hours make life easier for workers who care for families.

Patagonia has made significant efforts to further its environmental footprint reduction. Their warehouse in Reno is up to 60% more energy-efficient than an average apparel company and utilizes radiant heating and solar-tracking skylights for efficient operations. They have also committed to donate 10% of profits directly to environmental organizations - which is rare among companies.

Aflac: We've Got You Under Our Wing

Aflac provides supplemental insurance policies to cover medical expenses not covered by primary health plans and had difficulty with both brand recognition and new sales. In 1999, they hired Kaplan Thaler Group (KTG), founded by Linda Kaplan Thaler and Robin Koval, to increase name awareness. KTG became famous for its "Big Bang" approach which believed ads worked best when dramatically altering consumers' perceptions of brands.

At that point, they developed the Aflac Duck as their new mascot, voiced by comedian Gilbert Gottfried. In one spot featuring it, two men sitting on a park bench discussing supplemental insurance were having difficulty remembering its name until suddenly out came The Duck to provide the answer: Aflac.

Late in 2004, Aflac decided to revamp its advertising campaign. While The Duck still made appearances, their focus shifted more heavily onto explaining supplemental insurance - for instance in one spot called "The Broken Leg," The Duck wrote checks to cover an accident victim's out-of-pocket expenses.

Ben & Jerry's: Peace Love and Ice Cream

Ben & Jerry's is known for its delicious ice cream flavors; however, the company also takes an active stand against social issues and works for making an impactful difference in the whole world.

Bob Marley and the Marley family collaborated with them to design "Bob Marley's One Love," an exclusive limited edition pint featuring banana ice cream topped with graham cracker swirls and chocolate peace signs as a gesture of support while emphasizing their social mission of building a better world.

Additionally, this brand is committed to using organic ingredients and minimizing their environmental impact. They even use recycled paper and materials in their packaging, while their stores feature plenty of natural lighting for an eco-friendly shopping experience.

Conclusion

Understanding brand positioning is vital for marketing leaders at any type of organization, whether responsible for branding the entire enterprise or specific products and services. Advanced Brand Positioning's process and tools help marketers identify what sets their company apart, express it clearly in meaningful terms, activate the brand both internally and externally, and ensure its activation with confidence. In addition, this workshop features a visioning exercise to ensure the final brand position can be communicated confidently to stakeholders.

