

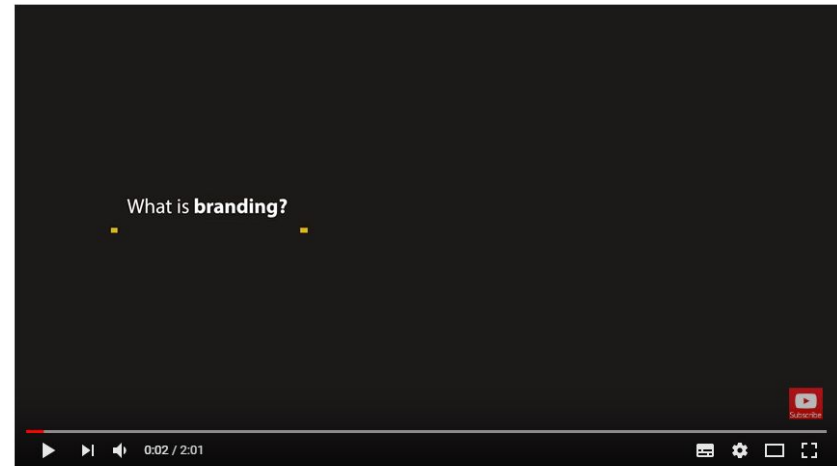
# Developing Music Brands and Market Positioning Strategies



What is Branding?

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What is branding?

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# What are Brands?

## **Traditionally:**

a brand is the physical mark, image or logo that identifies a product, service or organisation.

## **Today:**

Brand strategists refer to them as having intangible human characteristics, like personality.

## **Brands are not just logos**

Building a successful brand is not just thinking of a clever name and designing some cool artwork.

# Uber Brand Redevelopment Case Study



Browse for 10 minutes - <https://goo.gl/t6fhgE>  
WOW. Brand is a serious deal for Uber!

# Market positioning

Positioning refers to the process whereby consumers visualises ***brand X*** in relation to ***brand Y***.

**It is has two dimensions:**

1. How consumers compare brands.
2. How firms manipulate their marketing mix(s) in order to differentiate themselves from competitors and thus occupy a distinctive place in the minds' of consumers.

# Developing positioning strategy

## Product differentiation

- Product differentiation is the “nuts-and-bolts” of finding a unique market position.
- It is the process of altering, adjusting or adding (or subtracting) value to your product to demonstrate difference from competing products.
- Traditional - price vs quality
- Today - price and quality

# Market positioning

## Positioning defined

1. How consumers compare brands.
  2. How firms manipulate their marketing mix(s) in order to differentiate themselves from competitors and thus occupy a **distinctive place in the minds' of consumers.**
- Not to be confused with a physical location
  - It is the process of developing true uniqueness.  
**A unique selling proposition (USP)**

It is the process of developing true uniqueness.  
**A unique selling proposition (USP)**



Unique Selling Proposition

1,382 views

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# Is your USP really unique?

1. Is it relevant?

2. Is it different?

3. Will they care?

4. Get emotional?

5. Are you the best?

6. Can you say it?

7. Who are you?

8. Are you innovative?

9. Can *they* afford it?

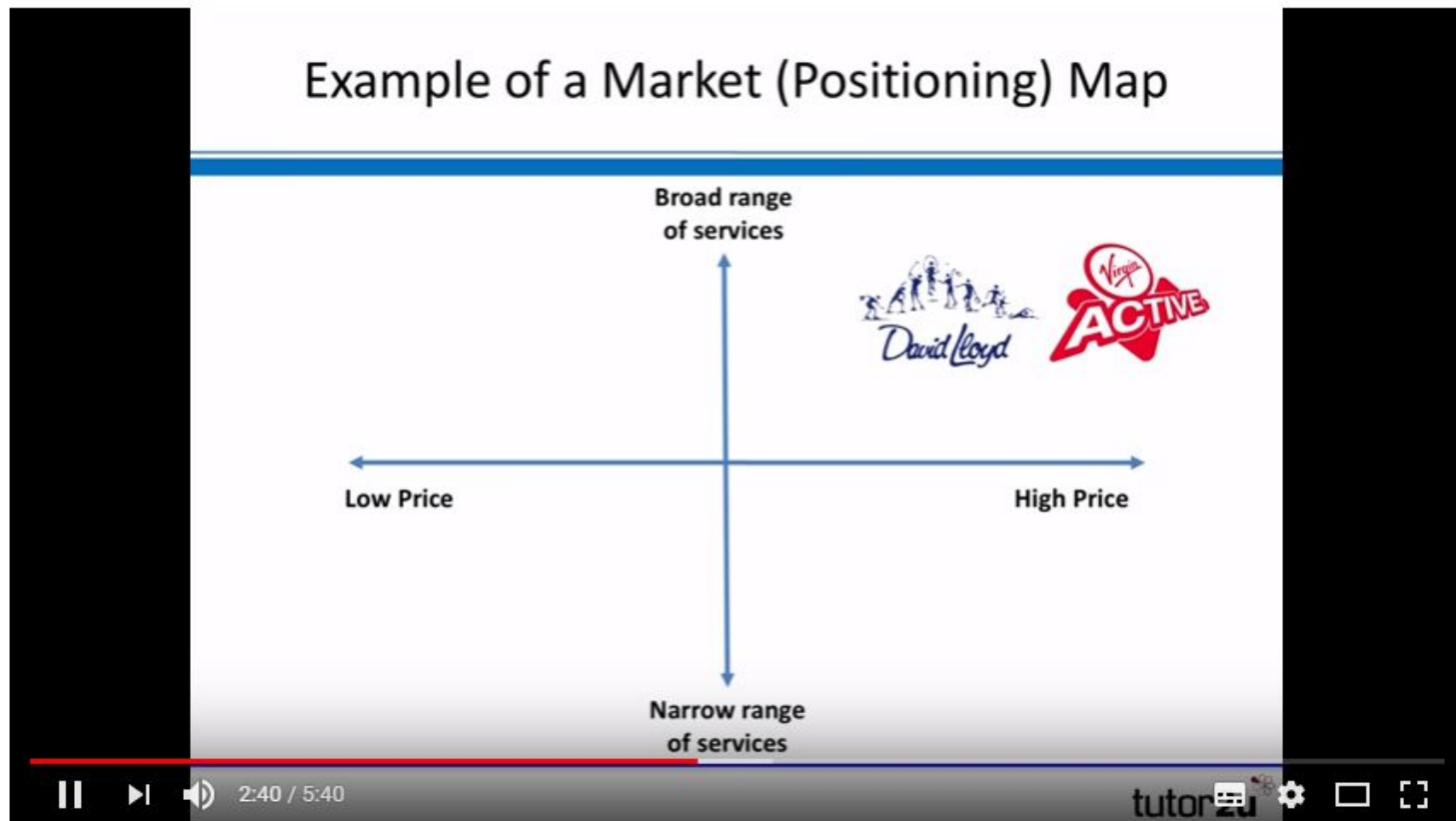
10. Can *you* make a profit?



What is the USP for each of these companies?



# Brand perceptual mapping



Marketing: The Market Positioning Map

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# Steve Job's iPhone Perceptual Map

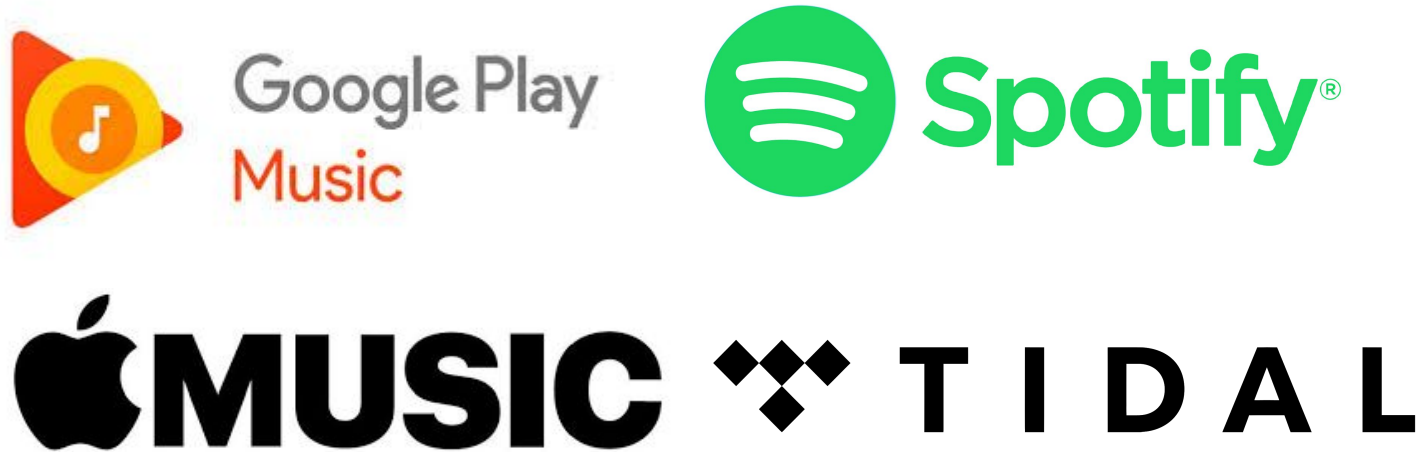


Steve Job's iPhone Perceptual Map

5,012 views

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# Do a Positioning Map for the Streaming Market



This article may help .... *'Which music streaming service is best?'*

<https://goo.gl/QnQXGC>

# Brands and brand strategy

What are brands?

- “A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.”
- Brands are not just logos
- **Brand equity** is the trust that consumers place in a brand.
- Creating a new brand means **creating value through trust**, where none existed before.

# Brand Identity?

- The distinct attributes of an organisation
- Unique selling proposition?
- What are we?
- Who are we?

# Brand names

- Brand names come in a number of varieties.
- Descriptive and associative
- Stand alone
- Company and/or family names
- Acronyms

# Brand names

- Must **hook** the mind of the prospective consumer.
- Must be unique
- Must seek to engage the target audience with compelling links to product benefits.



# What is a service brand?

A **service** *does not involve the transfer of a physical good or item.*

## **Services are intangible**

Intangible services are those that cannot be touched, tasted, smelt, seen or heard before they are purchased.

## **Services Are Perishable**

Production and consumption of services occurs simultaneously and cannot be stored.

## **Services Quality is Variable**

Services rely on people to deliver customer satisfaction. The human element is the core of any service, which is the source of its greatest strength and also its weakest link.

# Brands and brand strategy

## Brand personality

- In recent times brand strategists have attributed to brands, intangible human characteristics.
- The brand has evolved from a simple marker of quality to a “lovemark – or brands that inspire loyalty beyond reason”

# Brand communities

- Non-geographically bound communities, based on a set of social relationships among admirers of a brand.
- Exhibit 3 traditional markers of community:
  1. shared consciousness
  2. rituals and traditions
  3. sense of moral responsibility

