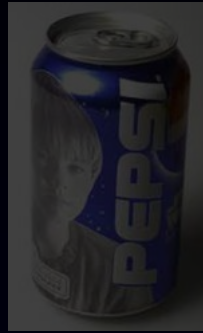
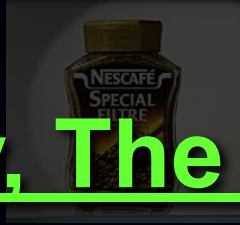


Brands

The Theory, The Practice



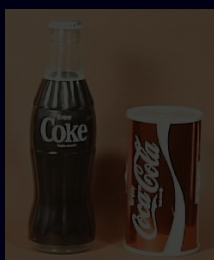
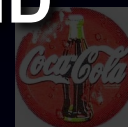
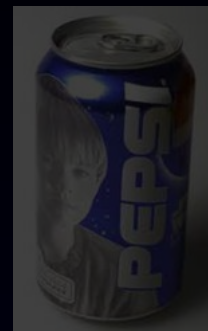
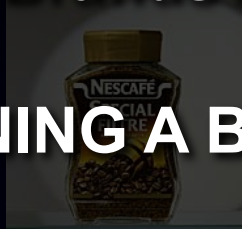
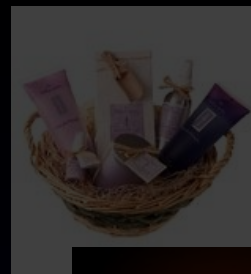
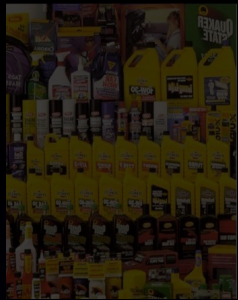
Gulita

Jan 23, 2002



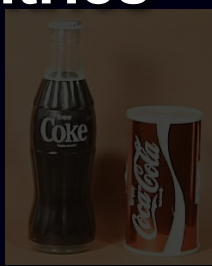
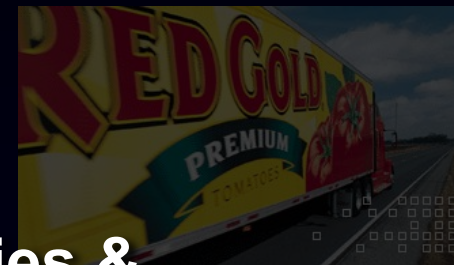
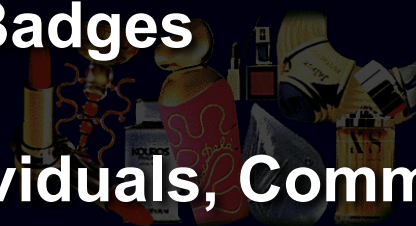
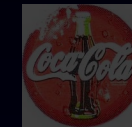
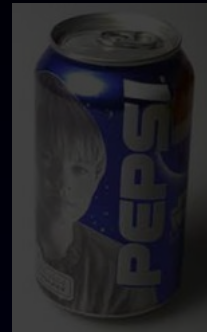
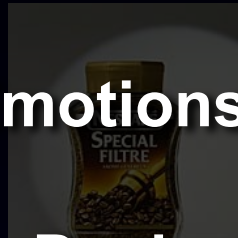
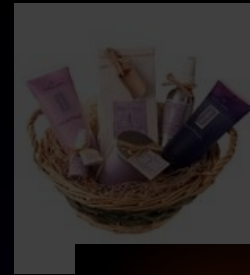
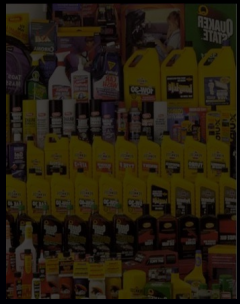
BRANDS Structure

- What are Brands?
- POSITIONING A BRAND
- Why people buy Brands?
- Building Brands



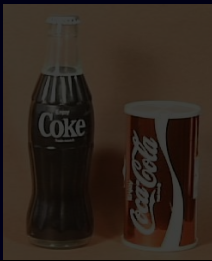
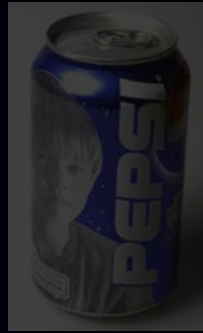
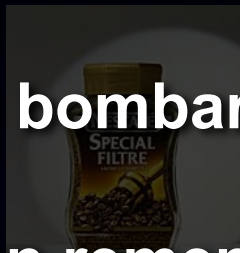
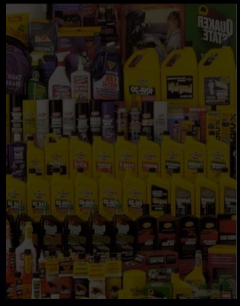
BRANDS

- They deliver Functionality
- They connect with Emotions
- They are time saving Devices
- They are identity Badges
- They connect individuals, Communities & Countries



POSITIONING A BRAND

- We live in a cluttered world
- The Consumer is bombarded
- The consumer can remember few things

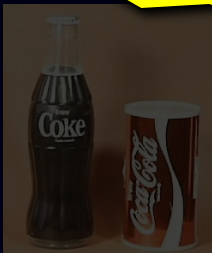
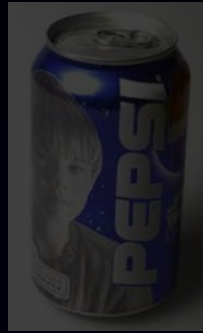
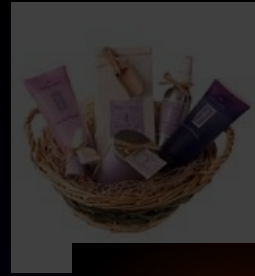
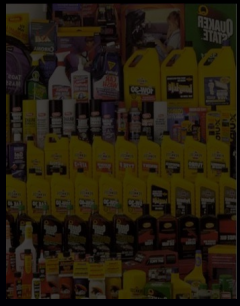
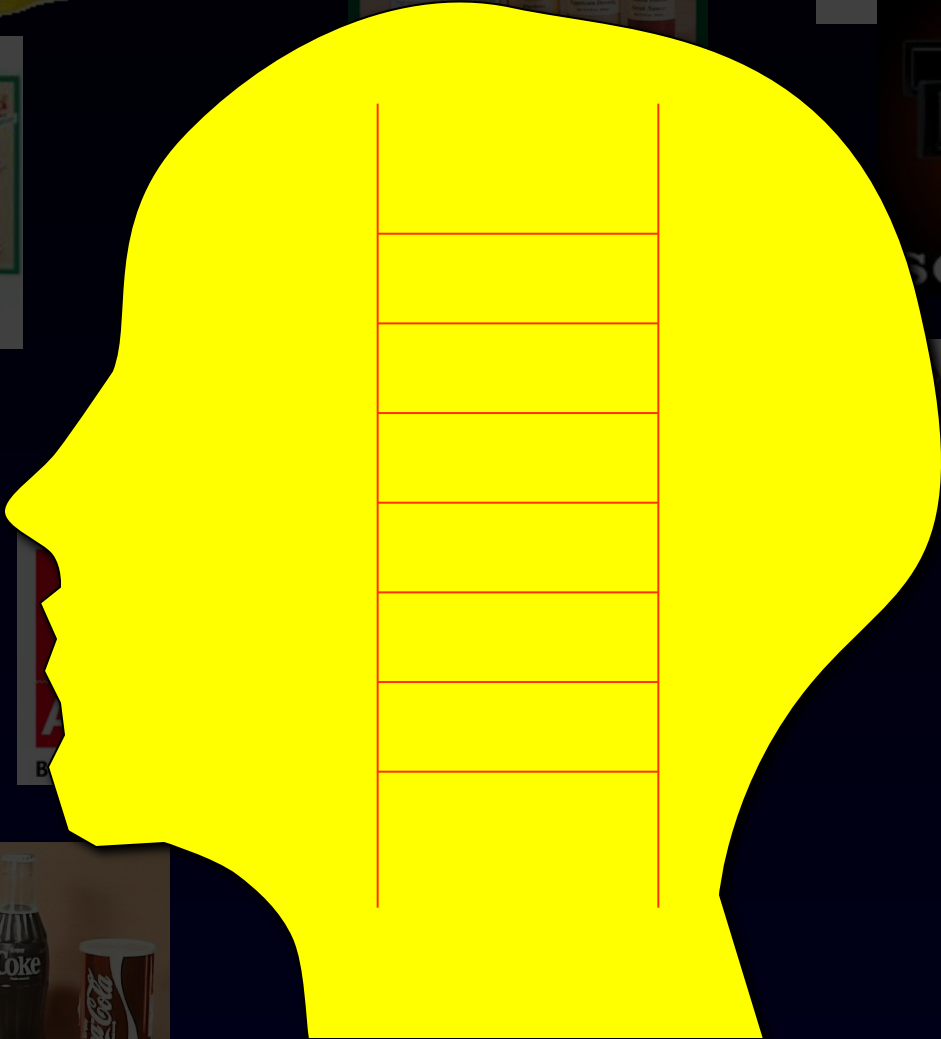


CLUTTER OR CHOICE

1970s 1990s

- Frito Lay chips 10 78 variants
- Soft Drink Brands 20 87
- Running Shoes 5 285

POSITIONING



POSITIONING

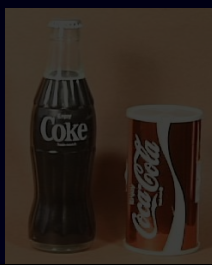
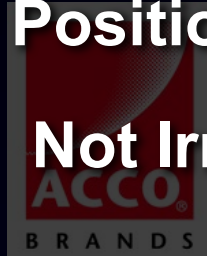
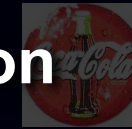
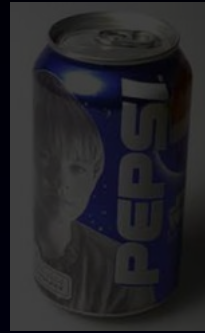
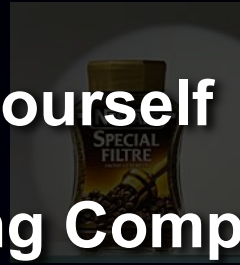
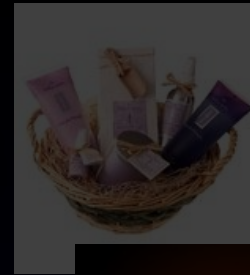
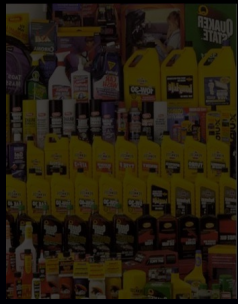
- How do you get on to the Ladder?

- By Positioning yourself

Repositioning Competition

- By Positioning on Relevant Parameters

Not Irrelevant ones



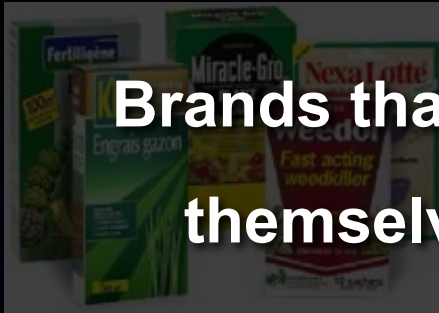
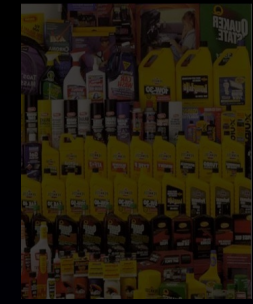
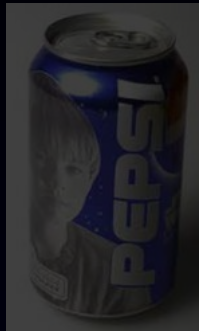
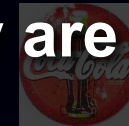
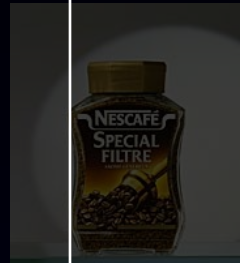
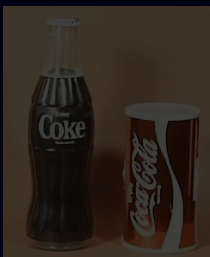
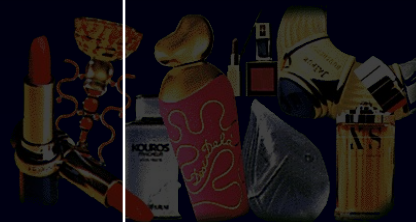
WHY PEOPLE BUY BRANDS?

Brands that are like themselves

Brands that give them something they are not

'ALLY'

'CRUTCH'



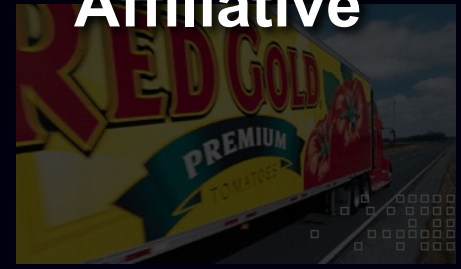
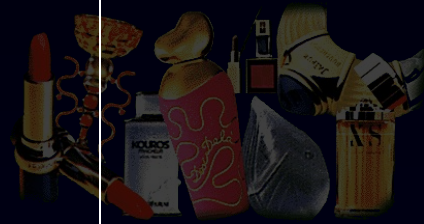
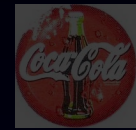
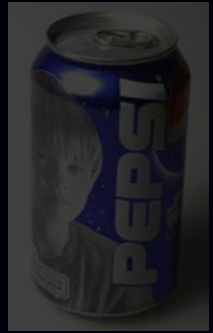
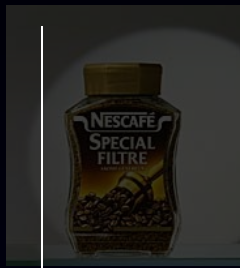
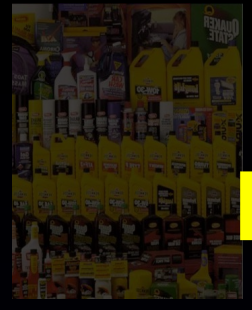
MAPPING EMOTIONAL SPACE

Extrovert

Affiliative

Individual

Introvert



BUILDING BRANDS

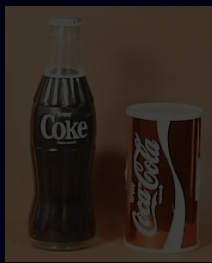
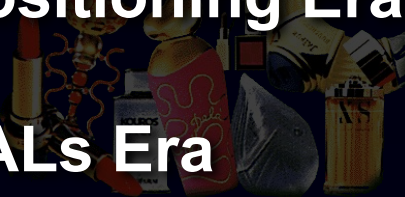
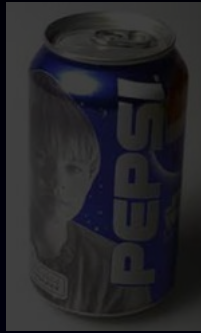
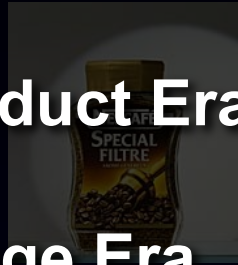
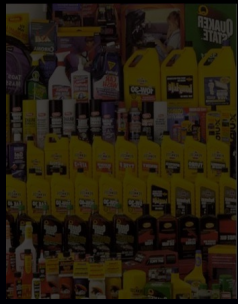
Go back in Time :

The Product Era

The Image Era

The Positioning Era

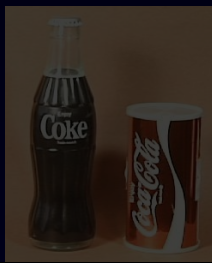
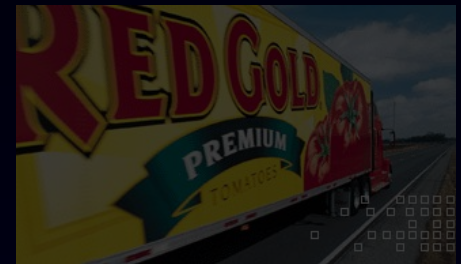
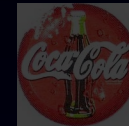
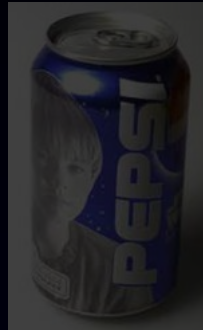
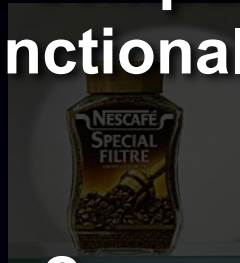
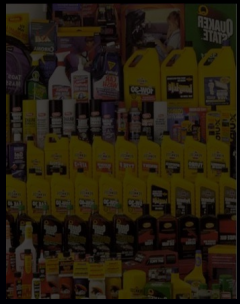
The VALs Era



BUILDING BRANDS

In Today's Context

- HLL is a functionality company
Rich in (Irrelevant) functionality poor on emotional quotient
- Why does this happen?



BUILDING BRANDS

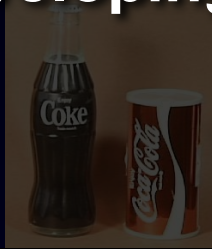
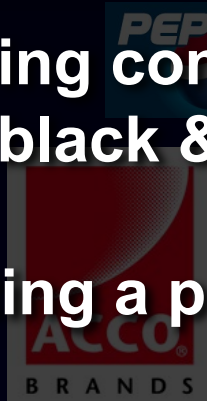
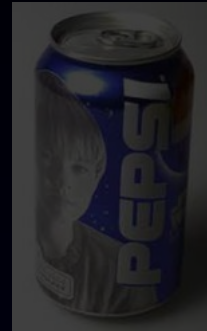
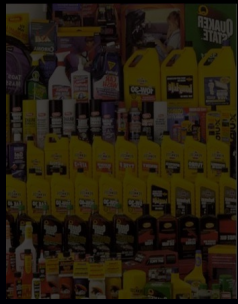
- Our Managers across functions define their strength by being analytical and pointing to mistakes in flow of logic in discussions.
- We are forever pointing to what is wrong and never talk about what is right.
- Our managers are uncomfortable when genuine appreciation is given. They cannot handle it.
- This hardly helps develop the intuitive side of Marketing - about feelings

BUILDING BRANDS

The Intuitive Edge

How do we develop it?

- By learning and unlearning regularly
- Developing comfort in dealing with grey areas - not just black & white
- By painting a picture of the future
- By developing an appreciation of the Arts



SUMMARY

- The Role of Brands in our lives
- The Concept of Positioning
- Why People buy Brands?
- What does it take to build intuition?

