

Azmitia Branding model

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1. Brand analysis

Category

- Awareness
- Consumption
- Attributes of ideal provider

Competitors

- Who are the competitors?
- Competitors perceived attributes

We

- Awareness vs. appealing of differentiators
- Performance and importance of current attributes

Synchronisation

- Rational performance benchmarking (category, competitors, us)
- Emotional performance benchmarking (category, competitors, us)

Outcomes:

Understanding of the perceived role of the category among consumers and potential consumers, detection of perceived gaps within the category, mapping of competitors positioning in relation to attributes, confirmation or refusal of possible value propositions determined previously, determination of priorities in positioning migration, determination of opportunities and gaps in current value propositions of the category and competitors.

2. Brand planning and implementation

Brand planning

- Design of new value proposition
- Design of new visual elements?
- Target market analysis (market size, market profile, lifestyle, media consumption and knowledge, attitudes and behaviour towards value proposition)

Objectives

- Determination of branding strategy KPIs
- Selection of evaluation / monitoring methodology
- Benchmark of KPIs

IMC (message + media mix)

- Development of umbrella message to drive value proposition
- Media selection (ATL/BTL)

Monitoring of brand image

- Monitor of changes in perceptual map (us + competitors)
- Annual evaluation of marketing strategy to drive the new value proposition

Considerations:

All marketing communications should reflect the new value proposition in order to migrate the brand positioning from the current brand image to the desired brand image.