



# snapshot

2008

## Target®Positioning

---

Assessing the current position of your brand in a competitive context and providing clear directions on how to optimise your brand positioning

### What is Target®Positioning?

---

Strong brands emphasise the unique and differentiating benefits that they offer, and which are most relevant to the consumers they are targeting. Our three-step flexible and practical approach evaluates consumers' perception of your brand, relative to competitors, providing clear recommendations on how to optimise your brand messages.

### Who is it for?

---

Brands are a vital asset of any company. Particularly today, with pressure on all sides, brands have to find their own profitable niche or re-invent themselves to remain competitive. Target®Positioning is used by clients for status-quo-analysis, new brand positioning and re-positioning, brand extensions and umbrella brand analysis.

## What insight does it deliver?

---

Target®Positioning provides a strong and reliable analysis of current consumer perceptions of your brand, and makes it possible to identify the key elements – functional and emotional – that your brand should own, in order to build a strong connection with its target audience.

## How does it work?

---

### Diagnostic

We assess the position of your brand within its market, using indicators such as awareness, familiarity, usage and loyalty. We then use our GfK Gain and Loss model to show, at a glance, the areas on which you should concentrate your marketing effort to increase your standing in all those areas. Finally we use our BPI® (Brand Potential Index) to measure your brand strength - a complex concept that can't adequately be answered via a single measure. The BPI® is a score generated from a total of 10 different facets. We use this to compare the strength of brands in the market place at total respondent level and also within specific consumer segments, and to identify market and brand drivers.

### Positioning Development

The main objectives are to identifying the specific dimensions (functional and emotional benefits, personality and brand values) which shape consumer liking and purchasing. Once we have identified the key drivers for your category and brand, we combine that insight with our measurement of your brand's strength, relative to competitors, and use the findings to identify opportunities and threats. We complete our brand positioning picture by analysing the alignment on 'Values' between your target consumers and your brand.

### Brand Identity and Consulting

Positioning is a tool, the clear and consistent execution of which will create a great brand. The real value to be gained from our Target®Positioning work lies in taking the insights created to develop a more compelling brand building and positioning programme. With our strategic partners, forward thinking inc, we help turn the insight our research generates into genuine solutions for your business activities. We have had great success at working collaboratively with client brand teams to develop a shared vision for their brand positioning, together with creative but practical ideas to make that vision a reality. ■

For further details, please contact:

### Katherine Passerieu

Director Brand Strategy

GfK Roper Consulting

+ 44 (0) 20 7890 9588

katherine.passerieu@gfk.com