

New Trends in Company Strategies and Positioning

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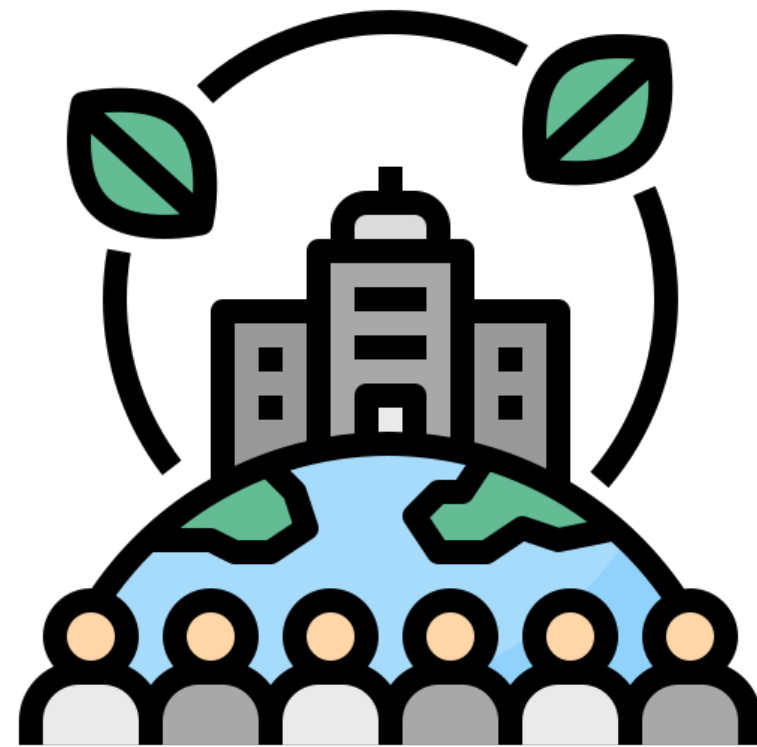
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 brandY

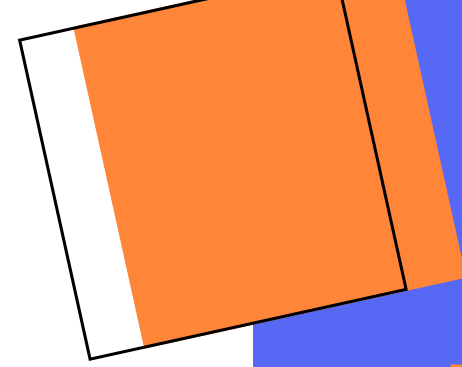
Holistic Approach helps to...

- Recognize
- Understand
- Handle
- Be Aware Of
- Know



Holistic Approach helps to...

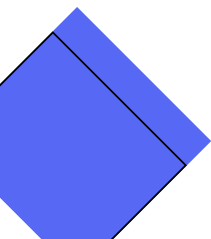
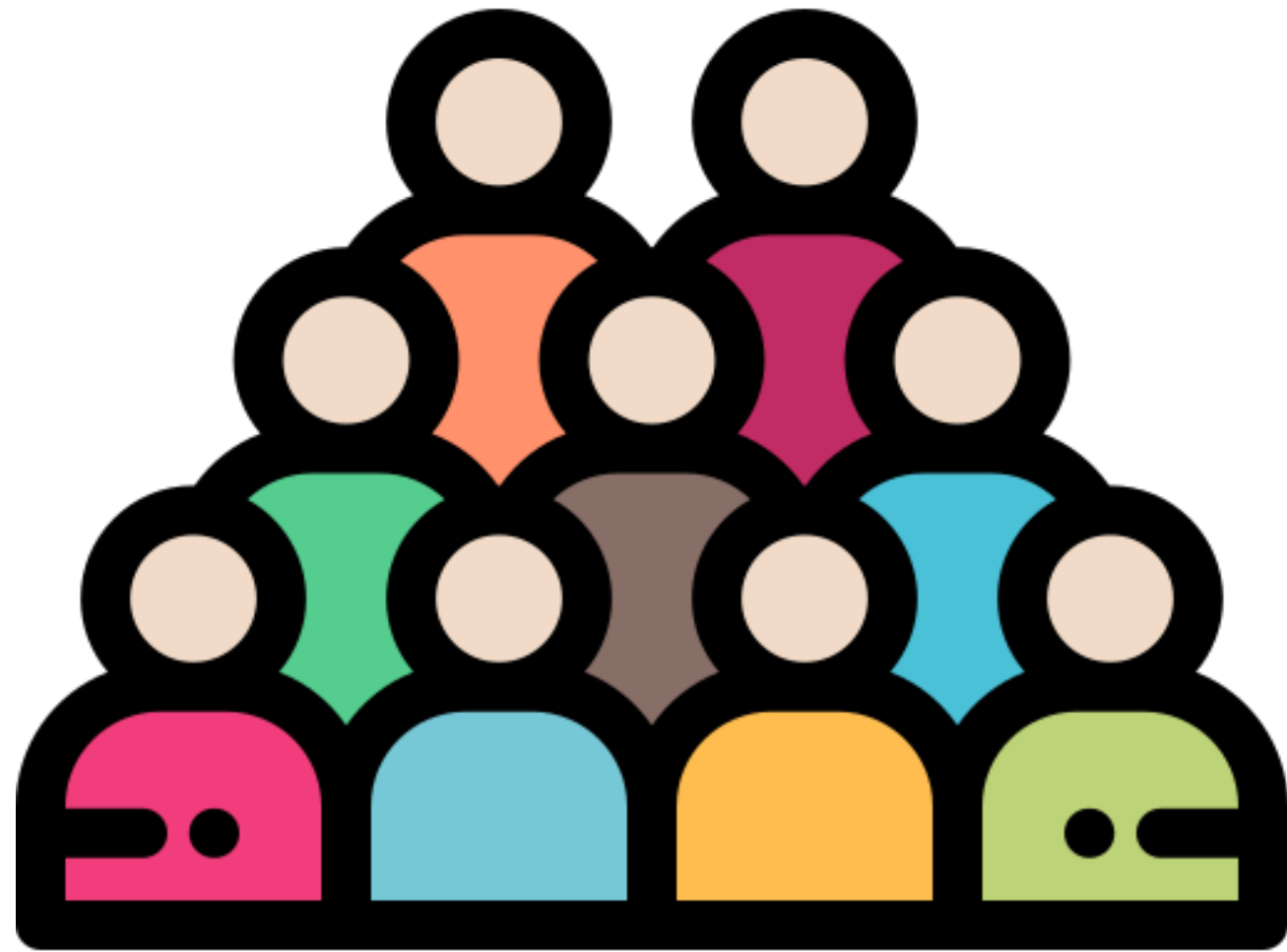
- Realize
- Prevent
- Prepare
- Make



What are trends?

When people in masses start:

- considering thing(s) valuable
- “believe in” something useful
- follow a
celebrity/politician/rock band
- doing or refusing something



A brand can either...

Set a trend

xx



Follow a trend

xx





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What can be positioned?

- Consumer goods and services,
- Professional devices and machinery,
- Gastronomy and culinary

WOODSTOCK
MUSIC & ART FAIR
presents
**AN
AQUARIAN
EXPOSITION**
in
WHITE LAKE, N.Y.*

WITH

FRI., AUG. 15
Joan Baez
Arlo Guthrie
Tim Hardin
Richie Havens
Incredible String Band
Ravi Shankar
Sly And The Family Stone
Bert Sommer
Sweetwater

SAT., AUG. 16
Canned Heat
Creedence Clearwater
Grateful Dead
Keef Hartley
Janis Joplin
Jefferson Airplane
Mountain
Quill
Santana
The Who

SUN., AUG. 17
The Band
Jeff Beck Group
Blood, Sweat and Tears
Joe Cocker
Crosby, Stills and Nash
Jimi Hendrix
Iron Butterfly
Ten Years After
Johnny Winter

ART SHOW
Paintings and sculptures of trees, or grass, are
created by the visitors every day. The display
will be held in the main area of the fair. The
artists will be glad to discuss their work at the
end of the day. The show is free and open to
all. The show is held in the main area of the fair.

CRAFTS BAZAAR
If you're looking for a gift, or just want
to see something new, the bazaar is the place
to go. It's held in the main area of the fair.
The bazaar is free and open to all. The bazaar
is held in the main area of the fair.

FOOD
There will be a lot of food and drink at the
fair. The food is free and open to all. The
food is held in the main area of the fair.

**HUNDREDS OF ACRES
TO ROAM ON**
With around 1000 acres of land, the fair is
spread over a large area. The fair is held
in the main area of the fair. The fair is
held in the main area of the fair.

**MUSIC STARTS AT 4:00 P.M. ON
FRIDAY, AND AT 1:00 P.M. ON
SATURDAY AND SUNDAY.**
If you're looking for a gift, or just want
to see something new, the bazaar is the place
to go. It's held in the main area of the fair.
The bazaar is free and open to all. The bazaar
is held in the main area of the fair.

**AUGUST
15, 16, 17.**

**3 DAYS
OF PEACE
& MUSIC**

*White Lake, Town of Bethel, Sullivan County, N.Y.

What can be positioned?

- Events, festivals, entertainment
- Cultural events, concerts, exhibitions

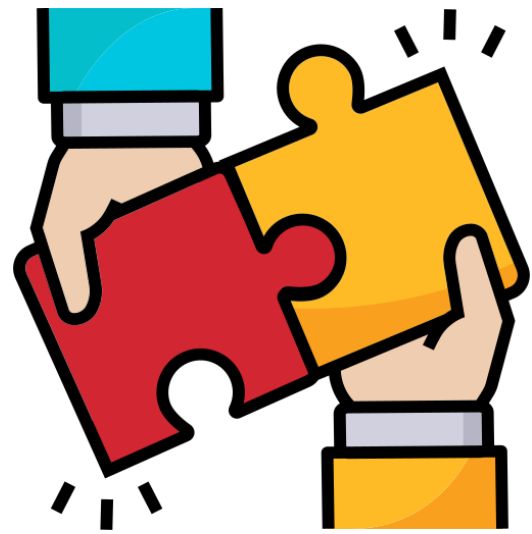
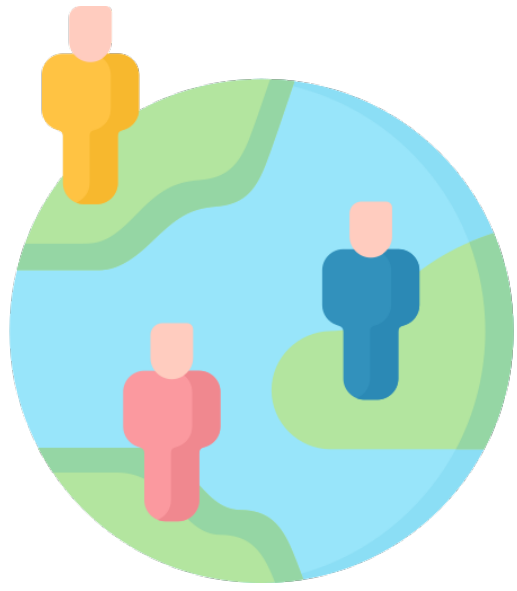


What can be positioned?

- Ideas, ideologies,
- People,
- Geographical places,
- anything else that solves problems and offers solutions.

VLC  **VISIT
VALÈNCIA**

 **brandY**



Positioning Trends Today

- Responsibility
- Involvement
- Experience
- Eco-friendliness

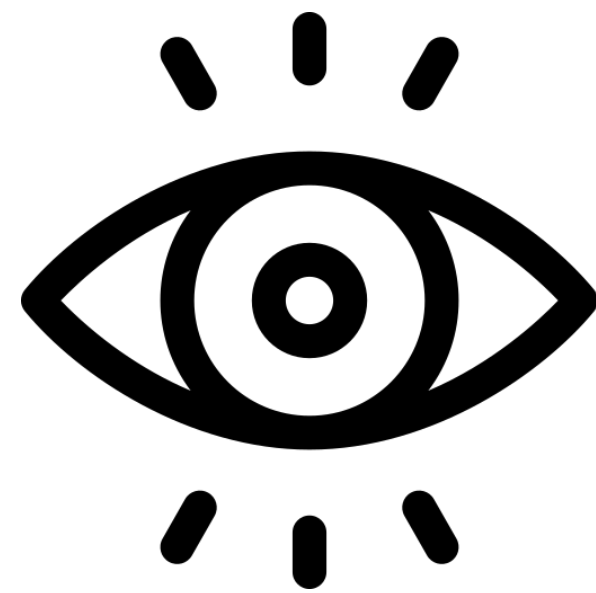
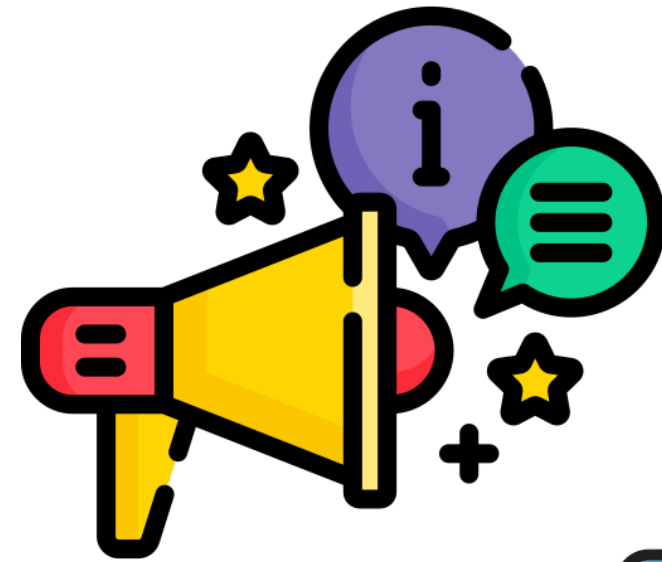
 **brandy**



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Being a conscious and responsible consumer

- Reducing footprint
- Buying less
- Less frequent shopping
- Traveling less
- Eating less meat



 brandY

Need for being involved

- Information, facts and details
- Customers' opinion or suggestions.
- Attention pays very well!



Decathlon
brandY

Offer experience and joy during the shopping journey
Lush

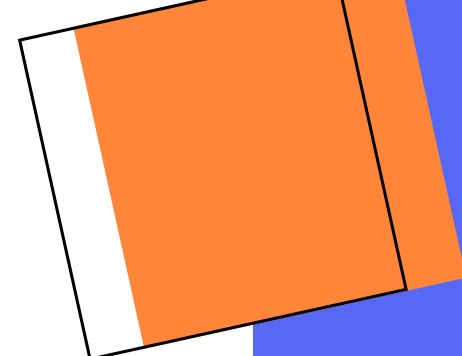


Environmental protection

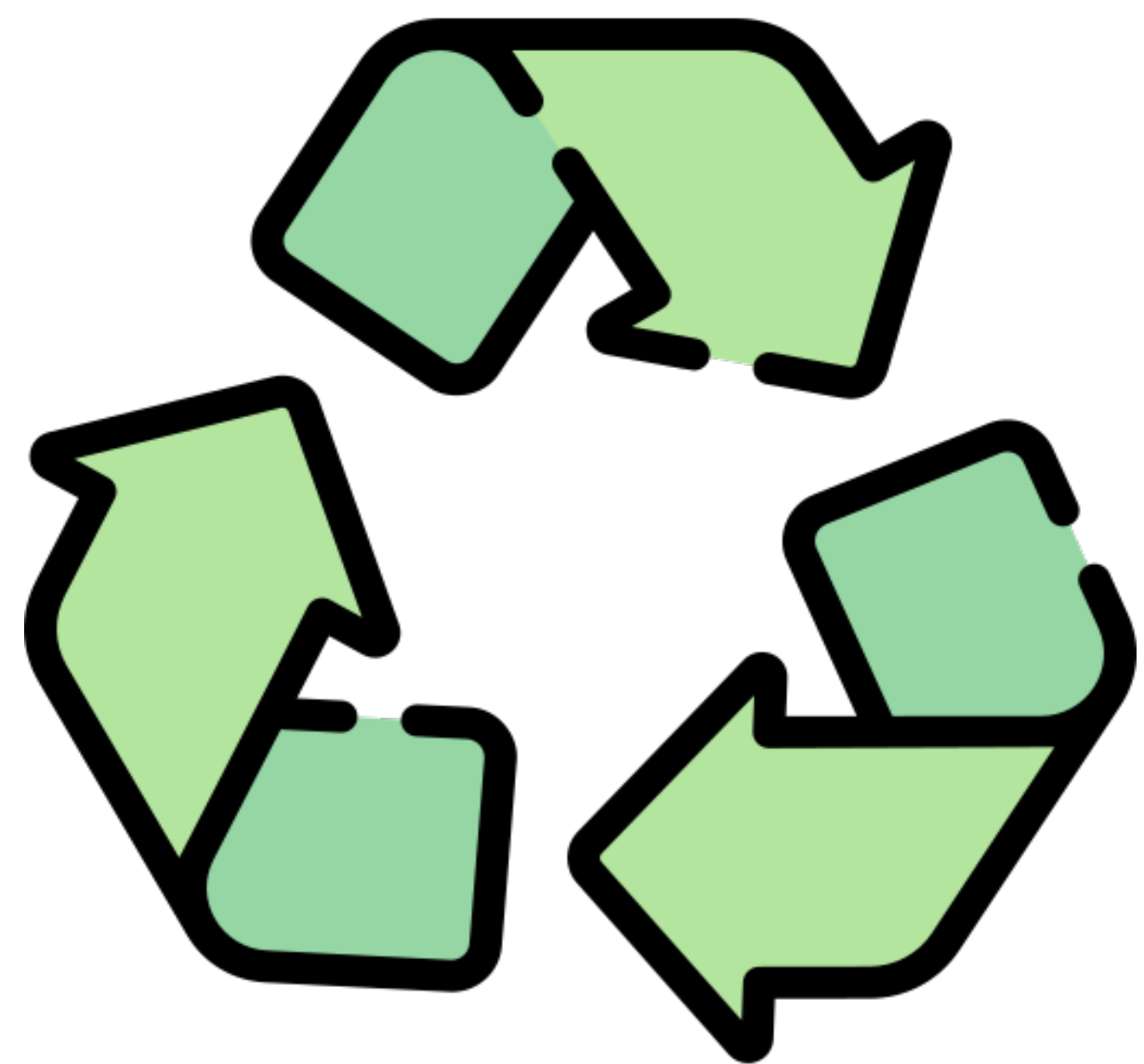


 brandY





Being socially sensitive (CSR)




patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what's broken

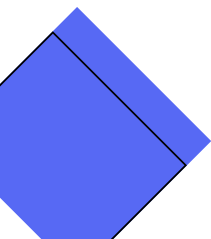
REUSE
WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

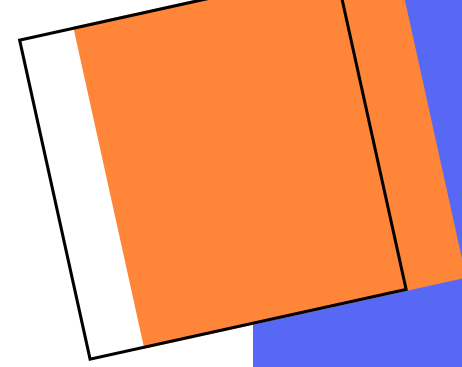
RECYCLE
WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator



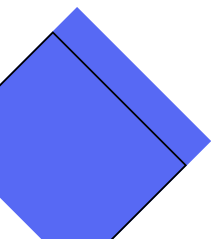
REIMAGINE
TOGETHER we reimagine a world where we take only what nature can replace

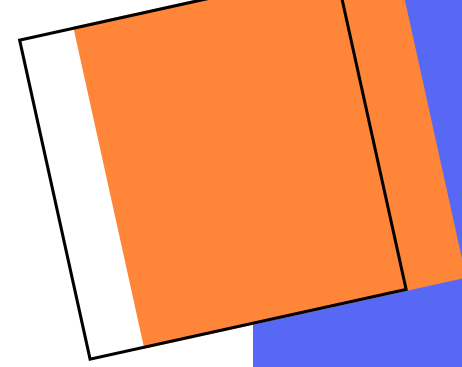
patagonia
patagonia.com





Going green





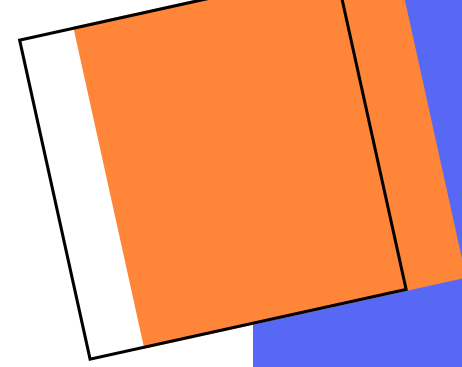
Being packaging free



Being cruelty free



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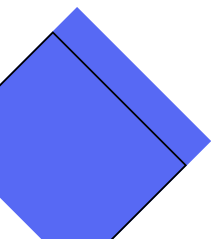
Consume local food and beverage

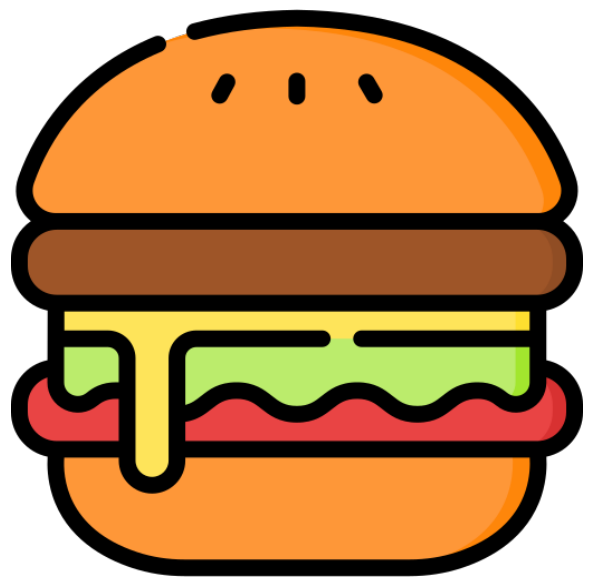
WEEKLY FOOD MARKET A Transition Town Project **LOCALLY SOURCED**
LOCALLY SOLD

LOCALLY SOURCED
LOCALLY SOLD

WEEKLY FOOD MARKET
EVERY SATURDAY at 10-3pm
Haynes Lane SE19 3AP

For what's on offer visit:
www.crystalpalacefoodmarket.co.uk





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Counter trends

- convenience consumption,
- hedonism,
- consume instantly,
- sharing economy,
- keep distance,
- go and shop online,
- explore the world