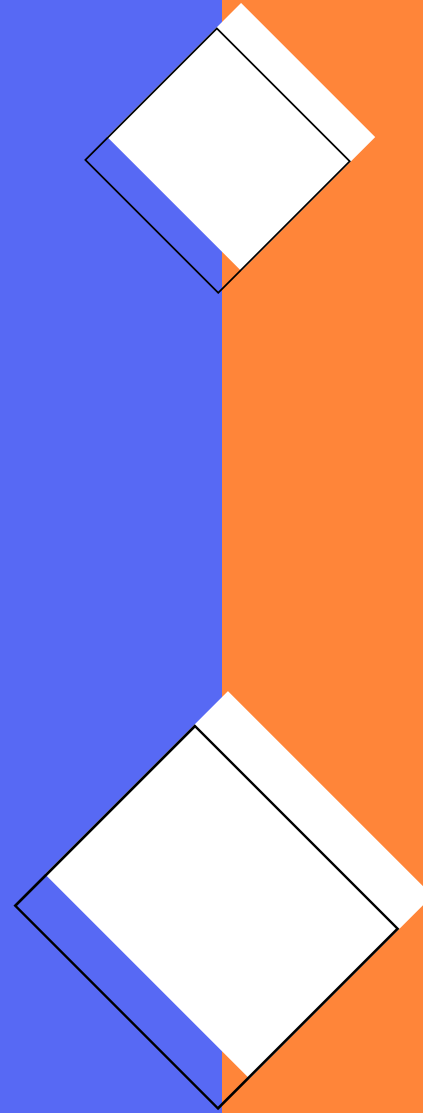


Positioning & intercultural approach

08.06.2023.





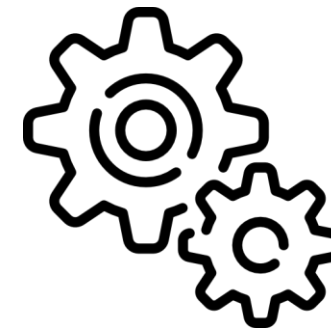
Today's Agenda

1. BENEFITS AS BASIS FOR POSITIONING
2. CULTURAL AWARENESS
3. CULTURAL DIFFERENCES IMPACT
4. GREEN BRAND POSITIONING

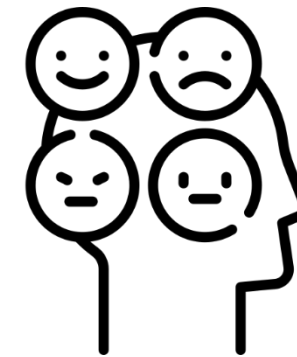
Positioning categories

Based on the provided benefits:

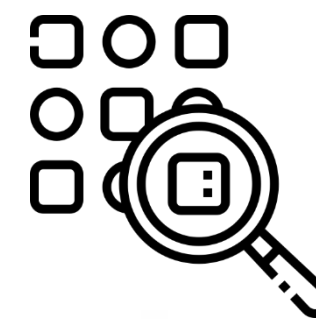
Functional



Emotional



Experimental



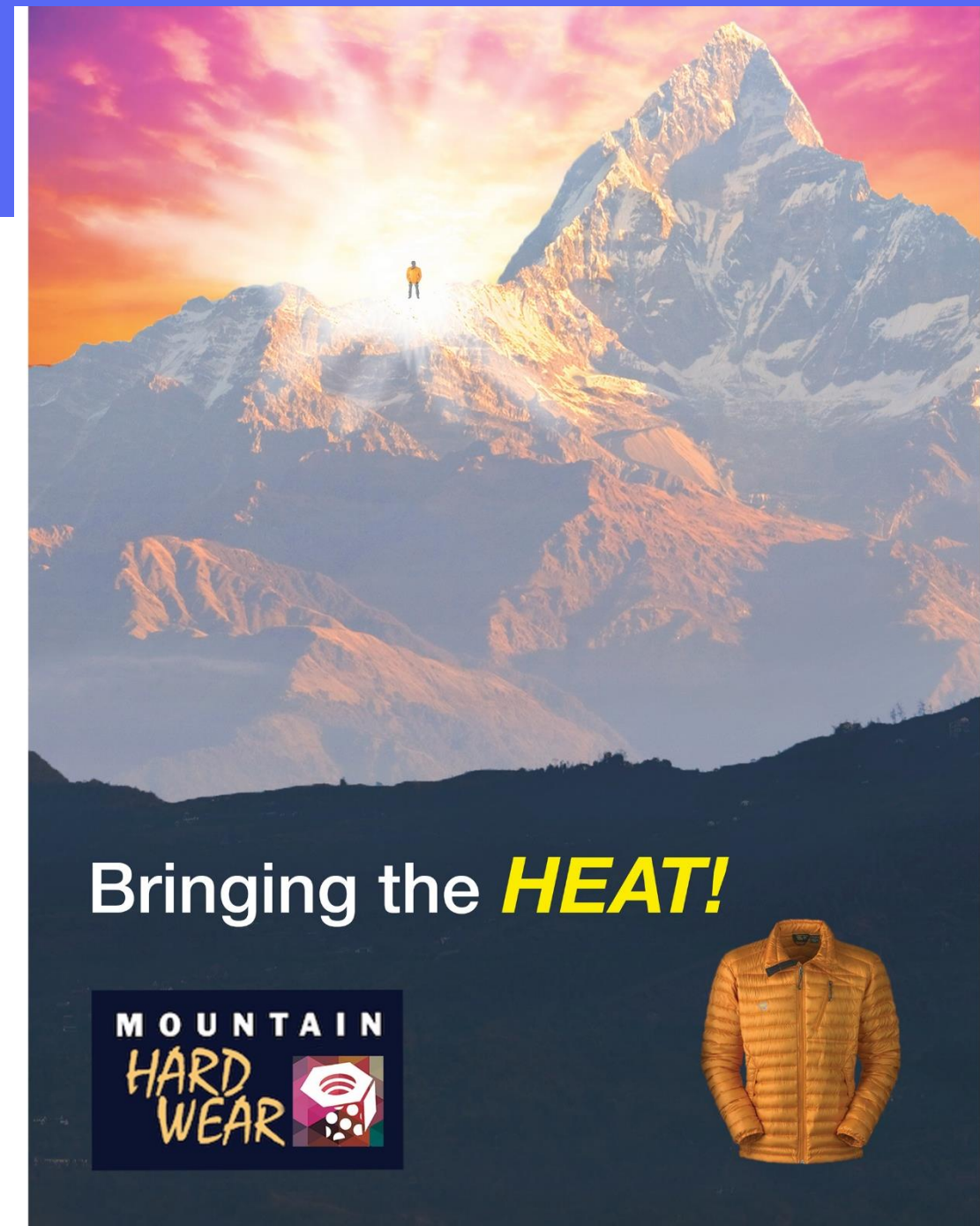
Functional benefits

Basic needs & motivations

 well-being

Solve one specific problem





Emotional benefits

These values can reflect:

- the buyers' need for self-expression
- social approval

Emotional benefits correlate to:

- ego
- self-image
- sense of belonging



Functional Benefits



Emotional Benefits



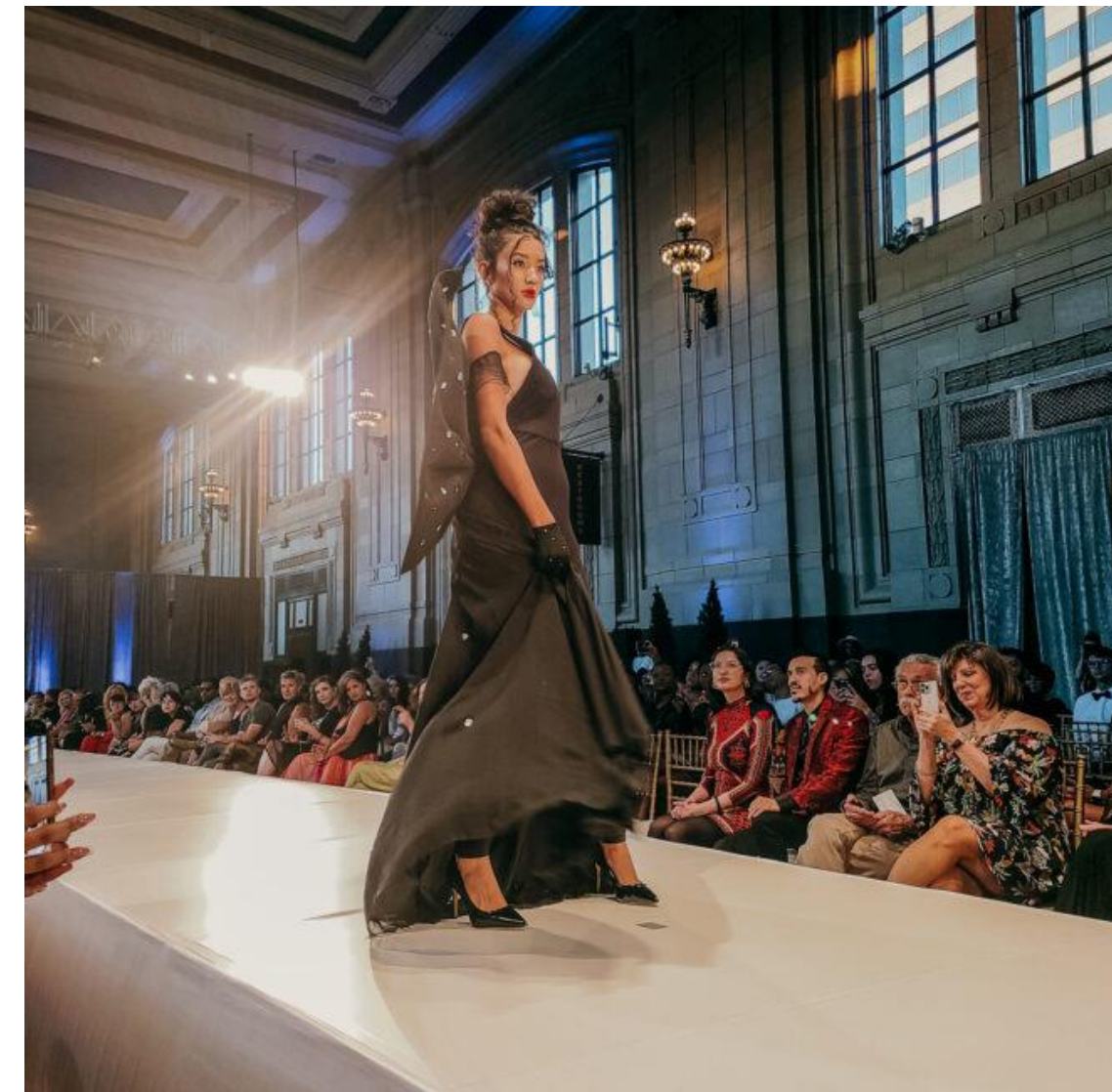
Experimental benefits

Sensory or cognitive stimulants

Create a lasting impression

Excitement factor

The logo for brandY features three orange diamonds stacked vertically to the left of the word "brandY" in a bold, blue, sans-serif font.



Cultural Awareness in intercultural business



„Cultural awareness is about understanding that our cultures impact and shape how we see the world; that differences are natural and that when we work with people from other cultures, we need to be aware of where, when, how and when our cultures may either help or hinder us in terms of communication and collaboration.“

(Commisceo.com)



HOW DO CULTURAL DIFFERENCES IMPACT INTERNATIONAL RETAIL?

- SQ is vital for CS, re-purchase intention, and competitive advantage
- IC is crucial for managing cultural issues and ensuring CS
- Cultural awareness is key to success in multicultural markets
- Importance of understanding cultural reasons behind outcomes



7 Reasons Why Cultural Awareness is Important in the Workplace

1. It helps you understand and appreciate your own culture
2. It minimizes the impact of cultural myopia
3. It allows you to empathize with the people you work with
4. It stops you from making quick judgment calls on others' behaviour
5. It reduces mistakes, wasted time and unwanted errors at work
6. It improves communication and collaboration between colleagues
7. It fosters creativity and innovation within the workplace"



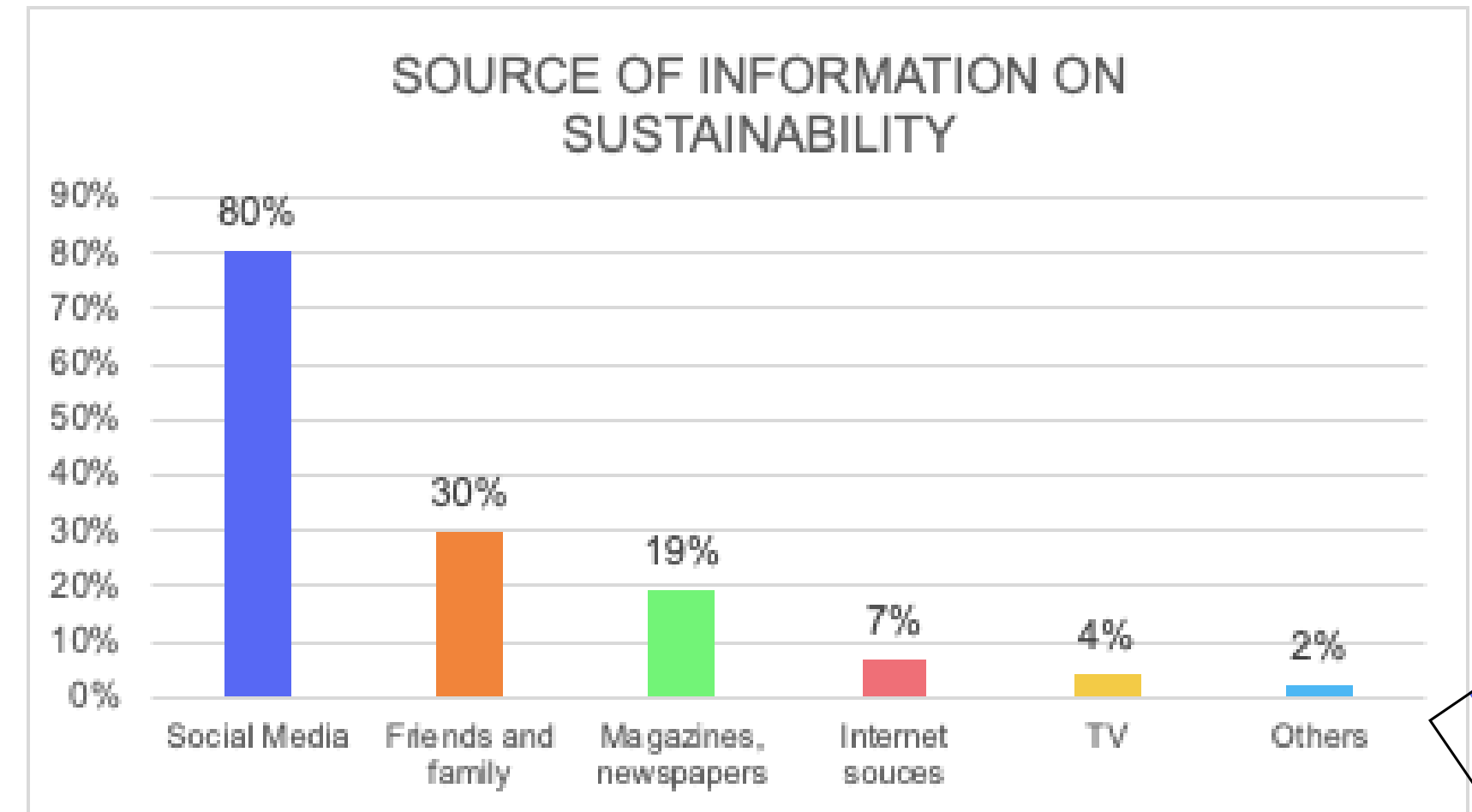
GREEN BRAND POSITIONING

- "Green brand positioning" emphasizes eco-friendly attributes in differentiation and marketing communication.
- Sustainable fashion commonly uses functional and emotional positioning strategies
- Gender and age show significant differences in sustainable fashion positioning
- Offers extra value and benefits, increasing company value



CUSTOMER'S KNOWLEDGE ON SUSTAINABILITY

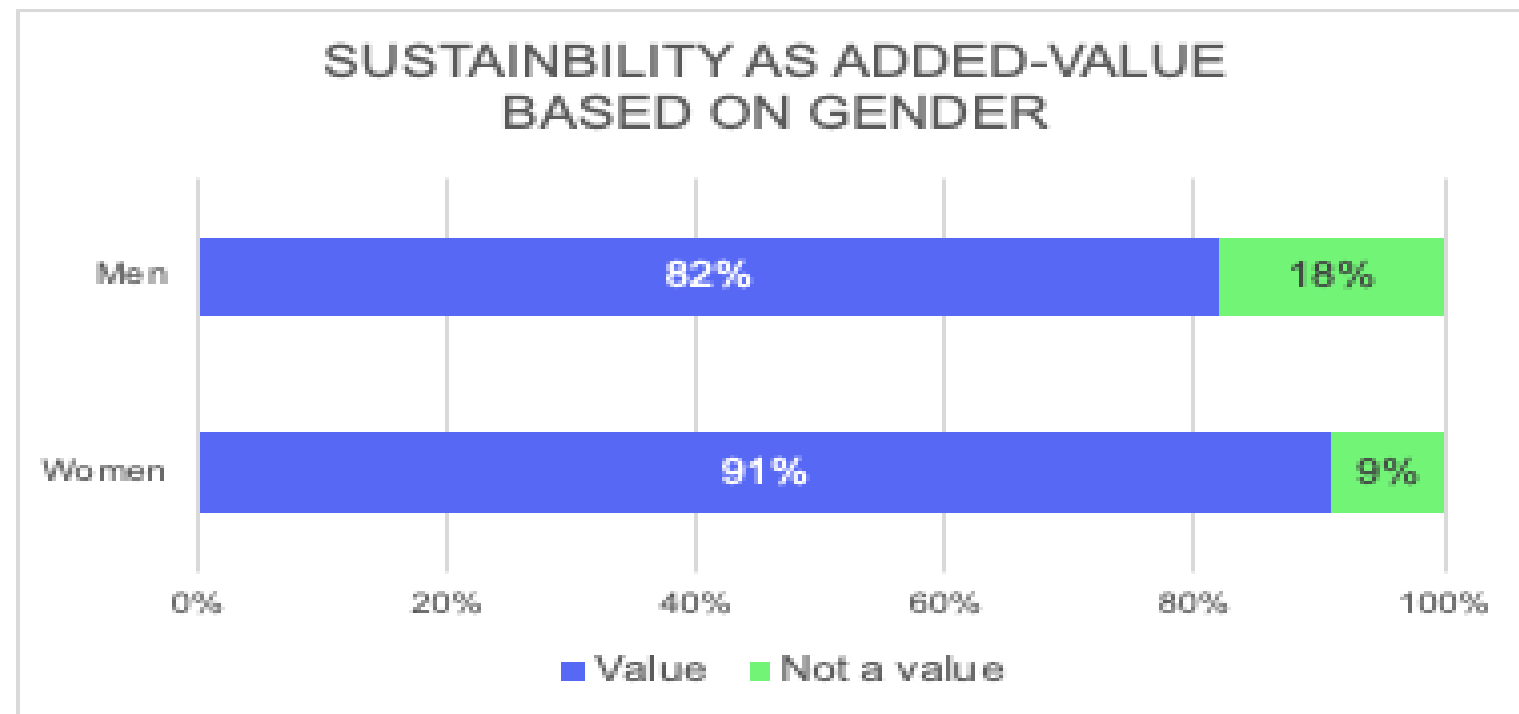
- Main source of information:
Social media
- 67% of the respondents could recall a fashion brand that they heard of having sustainable business practices or clothing lines.
- Most known brands for environmental and social efforts:
 - H&M
 - C&A



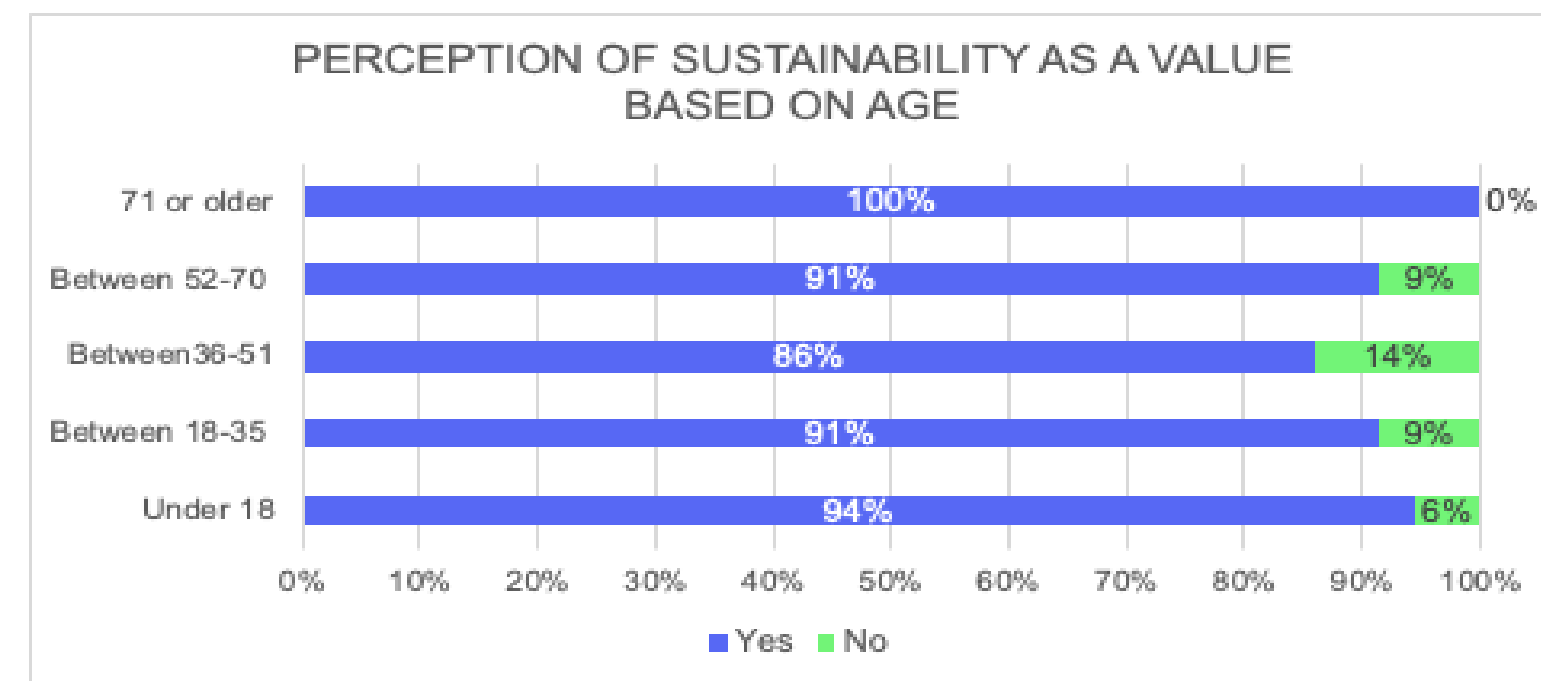
SUSTAINABILITY'S EFFECT ON BRAND EQUITY

90% of the people stated that they view sustainable practices as an added benefit to the product.

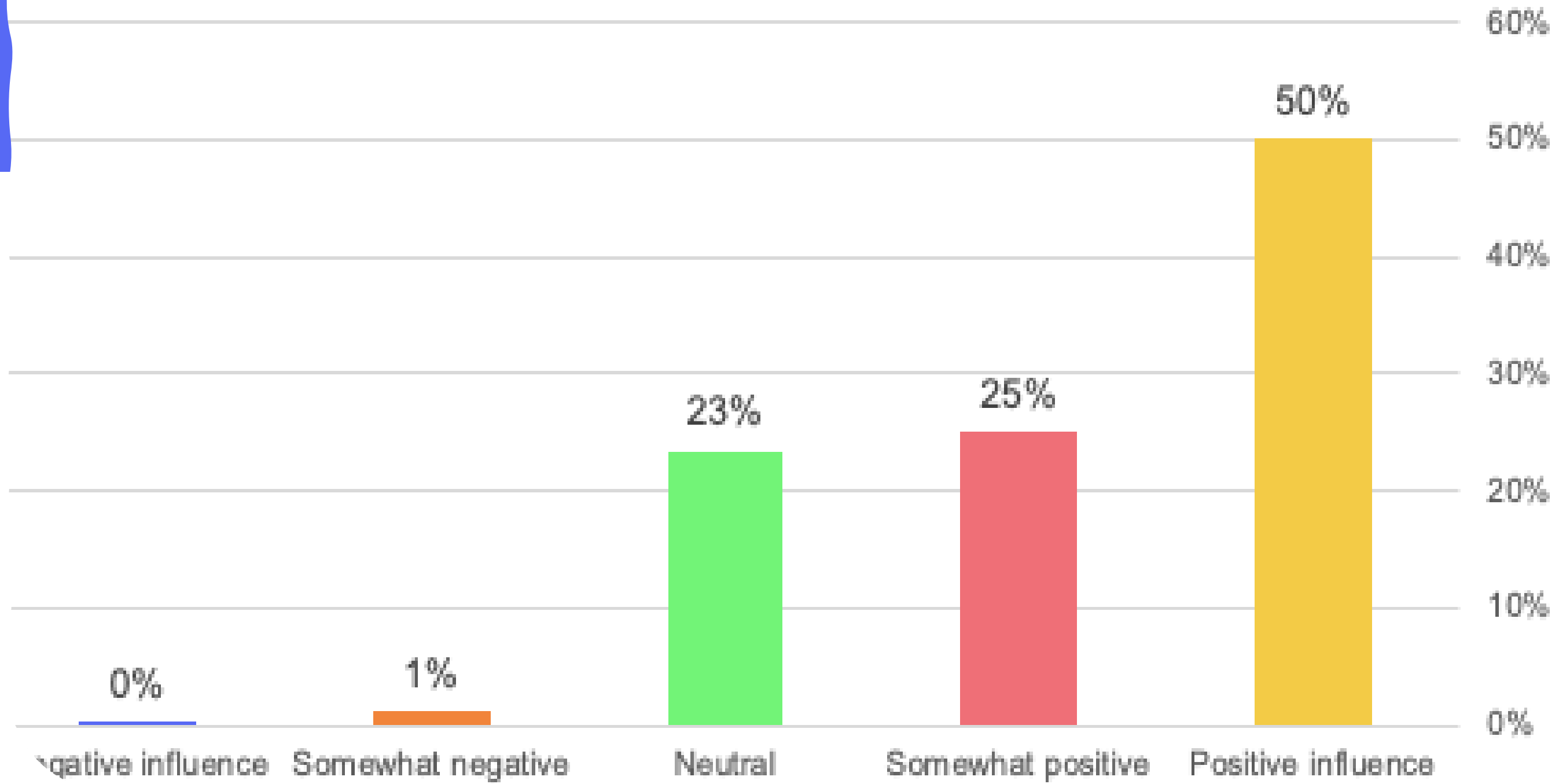
Gender:

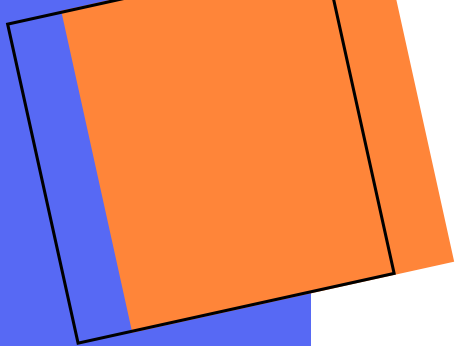


Age:



EFFECT OF SUSTAINABILITY ON BRAND IMAGE





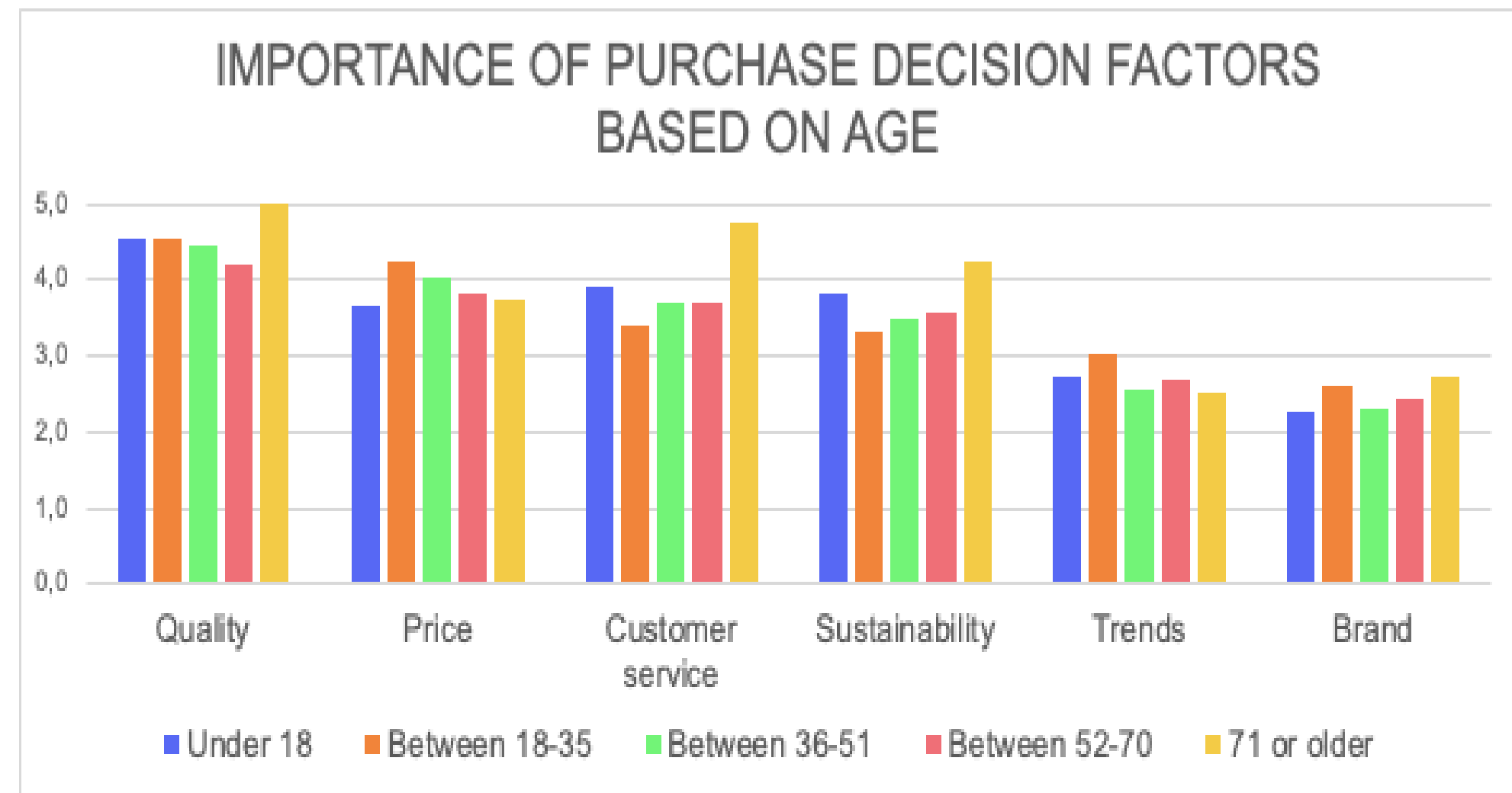
3 sub-groups based
on the provided
benefits:

- Personal satisfaction
- Emotional gratification
- Improved brand attitude

brandY

PURCHASE DECISION MAKING

1. Quality
2. Price
3. Customer service
4. Sustainability
5. Trends
6. Brand names



Interview with

THIS SWIMWEAR



PLANTS A CORAL



REDUCED OCEAN POLLUTION



SAVED WATER



REDUCED CO2 EMISSIONS



SAVED CRUDE OIL



UNDERSEA
WEAR



VALUE CREATION

Functional Benefits

- High-quality ECONYL fabric
- Product design
Stylish, long-lasting bikinis

Emotional Benefits

- CSR activities
- Sustainable business practices
→personal satisfaction and fulfilment

PURCHASE DECISION MAKING

Brand Awareness

- The market is not that saturated → organically high buzz
- Media coverage
- Influencer marketing

Brand Loyalty

PR, CSR → personal connections with buyers

Shared values → emotional bonding → loyal customer base



BUILDING BRAND EQUITY

Perceived Quality

Positive magazine articles

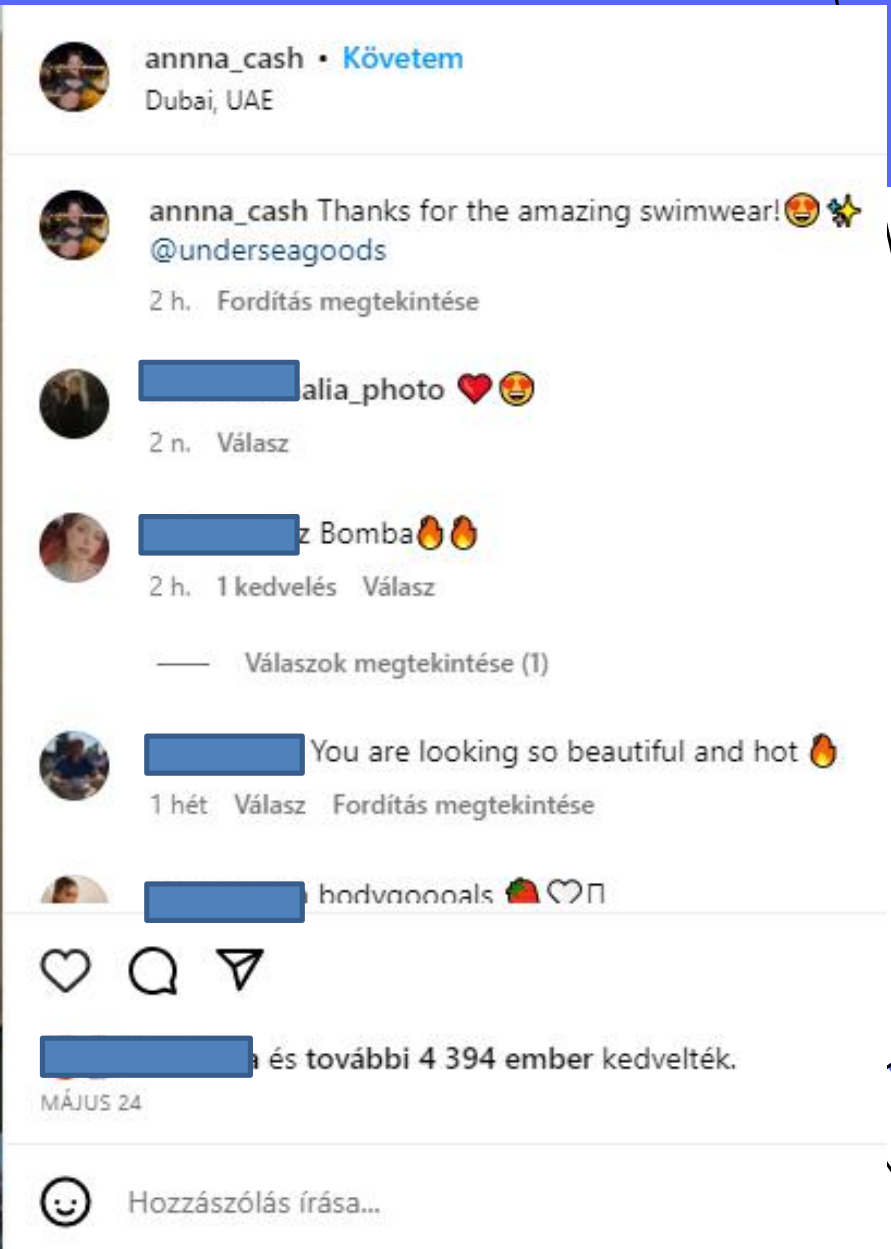
Reputable ECONYL fabric

Brand Associations

Influencer marketing:

Travel influencers

Sustainable lifestyle influencers





Conclusion

- Rely on sustainability as a competitive advantage
- Emphasize CSR activities -> empathy and trust
- Emotional and functional benefits are key in brand equity building and positioning



SUMMARY

- Positioning based on functional, symbolic/emotional, and experiential benefits
- Consideration of cultural values and preferences in positioning strategies
- Emphasis on eco-friendly attributes in "green brand positioning"

If you have a question,
contact our team



Alida Bűki
Lili Eszéki

