

Assessment details

Brand of Choice: Jetstar

Overview

The purpose of the Brand Positioning is to define what you want the brand to stand for in the minds of current and prospective consumers in terms of thoughts, feelings and key associations. Then, all of the subsequent marketing and communication plans are then directed towards delivering on the brand positioning.

Identify and document recommended positioning for their chosen brand based on the findings of the brand audit. Utilising structure and format for a brand positioning statement, students will clearly identify and document:

- the competitive frame of reference;
- points of parity, and;
- points of difference.

You should also look at brand personality, brand values and brand mantra.

Report Content

In this report, you will provide information regarding how to define the desired or ideal brand knowledge structures. This report should contain the following information:

1. The **perceptual map** which will determine where the brand currently exists and then where it should be placed.
2. The **positioning statement**, which provides a rational foundation for a brand positioning that:
 - o identifies the target audience
 - o the key need being met
 - o the products relationship to the category
 - o its key selling benefit, and
 - o its points of superiority to the competition.
3. The **Brand Identity Prism**, which determines the brands key rational as to where the product should exist.
4. Current competitive standing
 - o Role in its market: Leader, follower, nice player, etc.
 - o Market share
 - o Sales growth or decline (compared to market overall)

Report Format (Important)

- A summary of the key brand audit outcome and findings (**Based on a previous assessment, attached as an additional document on this order**)
- A summary of **the brand issues and opportunities**
- Specific recommendations regarding brand positioning
 - a. **Perceptual mapping**
 - b. **Positioning statement which includes the competitive frame of reference**
 - c. **Brand prism**
- Rationale for new positioning