

'Brand Positioning' and 'Brand Positioning' that should be done correctly while Creating Brand Image Design Making 'Brand Image Design' Suitable for Correct 'Brand Positioning': A Case Study Analysis

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Abstract

Brand image is formed by product (product, product design, packaging), visual identity, advertising (and digital advertising), PR (media communication / press relations, event management, digital PR) and internet / web, social media activities. 'Brand visual identity' (logo, printed documents, letterheads, envelopes, business cards, files, building / showroom / store exterior and interior, personnel clothing, vehicles, flags, certificates, promotional materials, etc.) is the most important element that forms the basis of 'brand image'. 'Brand positioning' is a set of actions (determining the right 'target audience/s' + product (product, product design, packaging and brand image studies) suitable for the targeted audience/s) that a brand uses to express the value it offers to its target market and customers. It is also defined as the position of a brand in the eyes of the target audience, its place in the mind and association. For this reason, "visual identity" is an important part of "brand image" in "brand positioning". It is not surprising that a correctly positioned brand has the right place in the minds of customers and that the right results are achieved. To create and scale a brand positioning strategy based on brand size, mission and segment, companies need to understand how the brand positions itself; know who their competitors are and their positioning; identify their own new positioning information; create a unique value proposition; and coordinate it seamlessly with their visual identity. Today, when competition and offers have reached saturation, one of the most important obstacles for brands to enter and hold on to the market is not positioning the brand correctly and not designing the brand image accordingly. As a method in the study, the data obtained through concrete examples were evaluated by qualitative analysis method; discussed with the expert focus group and the correct visual identity was designed through the correct positioning of many brands by analytical synthesis method. As a result, in this way, it was ensured that the perception of the company / brand in the eyes of first the employees (company / brand employees) and then the consumers (the audience / s targeted by the company / brand) was in the right place, and it was concluded that great commercial success was achieved in every aspect of the company / brand thanks to all these practices.

Keywords: brand, brand positioning, visual identity, marketing