

Marketing



Starbucks – Brand Positioning A brand might be a logo or a symbol or a judicious combination of visuals as well as texts that prompt the customers to instantly establish a connection with a product. Such a connection helps the customer to remember or recall a previous experience about the brand and motivated them to make a purchase. Some management experts are of the view that brand recall is not only restricted to previous personal experiences of a prospective customer but also of all related information about a company. When confronted with Starbucks brand, a customer might not only recall their personal experiences about delicious coffee but also the fact that Starbucks happens to be among the five best employers in the world (Schmidt and Ludlow). A brand is said to be enjoying a strong position only when it has a valued place in the mind of a customer and that place is so unique and credible that a competitor would not be able to replicate it easily. Starbucks has been able to immune itself from rival onslaughts by effectively highlighting the points-of-difference and points-of-parity with competition and projects itself as a special place that promises not only exquisite coffee but also an ambient and benevolent environment ideal for free flow of opinions and languid conversations. However, it must be mentioned that my initial attraction towards Starbucks was essentially due to the perfect coffee served almost instantaneously by a brightly smiling attendant. If the basic product Starbucks served was not up to the quality it promised, all promotional campaigns would have surely had a negative and perhaps hostile reaction from me. The associated benefits of a fabulous ambience later became more visible and I have spent hours in a Starbucks outlet sipping coffee and browsing the internet on my laptop courtesy uninterrupted and lightning fast Wi-Fi connections that are available for free.

Works Cited Schmidt, Klaus and Chris Ludlow. Inclusive Branding: The Why and How of a Holistic Approach to Brands. Basingstoke: Palgrave Macmillan, 2002, Print.