

# [Positioning their liking. furthermore, starbucks has become a](https://assignbuster.com/positioning-their-liking-furthermore-starbucks-has-become-a/)

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Positioning is essentially described as the process throughwhich a company communicates its brand’s unique value to its customers. It describeshow the company’s products or services are different from its competitors, and focuseson the great benefits they provide to the customers. Successful brandpositioning is about creating a unique or distinct impression in the customer’smind, so two companies that I think have been successfully positioned are Doveand Starbucks. Dove, a personal care brand owned by Unilever offers arange of products to consumers from soap bars, deodorants to shampoos. What setsDove apart from its competitors is its single, overarching message that encourageswomen to “ love the skin they’re in”.

Where today’s beauty industry is enforcingunachievable beauty standards and promoting flawless or airbrushed looks, Doveis focused on telling women that they don’t need makeup or products to lookyounger and prettier, they are beautiful just the way they are. Dove believesin creating products that enhance women’s natural beauty, not cover or changeit. This is the reason Dove has become such a successful brand because itsdistinctive ads and communications encourage and inspire women to feel beautifuland confident in their own skin, regardless of their age, shape or colour. As abrand, Dove has successfully positioned because it called out stereotypesrelated to beauty, connected with women’s feelings about skincare and consistentlypushed them to feel confident and beautiful in their own skin. Starbucks is another brand that has successfullypositioned by differentiating itself through providing high quality specialtycoffee and a rich experience to its customers. Compared to its competitors likeTim Hortons and McDonald’s, Starbucks offers many beverage options to itscustomers and also gives every customer the unique proposition of alteringdrinks according to their liking.

Furthermore, Starbucks has become a “ thirdplace” for many customers between work and home, where they can choose to read, relax or simply chat with friends. Apart from differentiating its consumableproducts, the overall “ Starbucks Experience” is the reason the company hasbecome such a successful brand today. Most customers have a very good idea ofwhat to expect when they enter a Starbucks store, such as the coffee aroma, high-quality customer service, great music, friendly staff, comfy couches etc. Starbucks’customers know the benefits the brand offers them, so they not only appreciatethe quality, consistency and predictability of the experience, they also findit worth paying premium for. Therefore, creating a strong brand positioning in themarketplace is extremely important for customer recognition, consumer loyalty, and their willingness to purchase the brand. Looking at the myriad of brandsconsumers can choose from; Dove and Starbucks have consistently created aunique impression in the customers’ minds for many years.

By creating adistinct image of their brand and focusing on communicating the unique benefitsthey provide to the customers, both companies have gained a large customer basein the marketplace.