

Positioning their
liking. furthermore,
starbucks has
become a

[Art & Culture](#), [Music](#)



Positioning is essentially described as the process through which a company communicates its brand's unique value to its customers. It describes how the company's products or services are different from its competitors, and focuses on the great benefits they provide to the customers. Successful brand positioning is about creating a unique or distinct impression in the customer's mind, so two companies that I think have been successfully positioned are Dove and Starbucks. Dove, a personal care brand owned by Unilever offers a range of products to consumers from soap bars, deodorants to shampoos. What sets Dove apart from its competitors is its single, overarching message that encourages women to "love the skin they're in". Where today's beauty industry is enforcing unachievable beauty standards and promoting flawless or airbrushed looks, Dove is focused on telling women that they don't need makeup or products to look younger and prettier, they are beautiful just the way they are. Dove believes in creating products that enhance women's natural beauty, not cover or change it. This is the reason Dove has become such a successful brand because its distinctive ads and communications encourage and inspire women to feel beautiful and confident in their own skin, regardless of their age, shape or colour. As a brand, Dove has successfully positioned because it called out stereotypes related to beauty, connected with women's feelings about skincare and consistently pushed them to feel confident and beautiful in their own skin. Starbucks is another brand that has successfully positioned by differentiating itself through providing high quality specialty coffee and a rich experience to its customers. Compared to its competitors like Tim Hortons and McDonald's, Starbucks offers many beverage options to its customers and also gives

every customer the unique proposition of altering drinks according to their liking.

Furthermore, Starbucks has become a “third place” for many customers between work and home, where they can choose to read, relax or simply chat with friends. Apart from differentiating its consumable products, the overall “Starbucks Experience” is the reason the company has become such a successful brand today. Most customers have a very good idea of what 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 appreciate the quality, consistency and predictability of the experience, they also find it worth paying premium for. Therefore, creating a strong brand positioning in the marketplace is extremely important for customer recognition, consumer loyalty, and their willingness to purchase the brand. Looking at the myriad of brands consumers can choose from; Dove and Starbucks have consistently created a unique impression in the customers’ minds for many years.

By creating a distinct image of their brand and focusing on communicating the unique benefits they provide to the customers, both companies have gained a large customer base in the marketplace.