

Reebok co



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Case: Reebok began as an athletic shoe brand for the women aerobics segment but are now positioned as a lifestyle shoe demanded by several youth markets. What drove Reebok to change their positioning strategy? The consumer behaviour is changing and the style-conscious consumers do not want to cover their toes only but they actually want to choose the athletic shoes which may go with their image. Therefore, even in the athletic shoes, the importance of stylish and fashionable shoes have enhanced over time. The changes in the lifestyle of consumers brought changes in the trail, basketball, running and lifestyle shoes market (Belch, 2003). In 1982, when the aerobics fitness craze started, Reebok introduced its lifestyle athletic shoes which changed the positioning of Reebok from an athletic shoe brand to a lifestyle shoe brand. The shoes of the company got popular not only in the athletic wear but also as casual wear. In 2009, Reebok recognised the changing trends and positioned itself as a premium sports brand which offers a lifestyle brand by focusing on fitness and training. Actually the heritage and roots of Reebok are associated with fitness/training therefore, by positioning the brand as a lifestyle shoe, Reebok not only fulfilled the changing needs of the consumers but it also developed a clear roadmap for its key businesses going forward (Khurana, 2010). What segments are they targeting today and why did they choose these segments? The change in positioning strategy from athletic shoe to lifestyle shoe helped Reebok to target various market segments. The company attracted the youth involved in cheerleading, gyms, and aerobics and average consumers (Womenreebok, 2011). Therefore, the major target market segments of Reebok are the youngsters involved in fitness and training activities of all kind because Reebok recognises fitness and training as a lifestyle of the youth. Reebok

created a new brand to target new target markets as well as having special collections launched from time to time named by different brand names. Is this a sound product / brand strategy? Why? Elaborate on the pros and cons of adopting this type of branding strategy? In 2002, Reebok launched its Rbk brand by offering collection of street-inspired footwear and apparel to young men and women. In 2005, company introduced Rbk Hockey to offer most visible and in-demand hockey brands. In 2009, company launched Jukari Fit to Fly workout (Reebok). These examples give the evidence that to target new markets; the company has been launching different collections under different brand names. Reebok is actually pursuing a multi-brand strategy. This strategy helps the company to achieve best market coverage. Since the foot and apparel market is a segmented market and a single brand of Reebok cannot help the company to provide qualities at the same time, therefore, multi-brand strategy is the most effective strategy for the company. This strategy has provided a tactical flexibility to Reebok to limit the extension of competitors and it also hinders the entry of new competitors in the market. However, multi-brand strategy makes it challenging for Reebok to protect the main brand image. Therefore, to protect the image of main brand name, Reebok developed a brand Box to target casual street-wear market while keeping its original brand distinct for the athlete market (Kapferer, 1997). Bibliography Belch. (2003). Advertising And Promotion, 6/E. pp. 40: Tata McGraw-Hill. Kapferer, J. N. (1997). Strategic brand management: creating and sustaining brand equity long term, Edition 2. UK: Kogan Page Publishers. Khurana, A. (2010, December 7). Marketing Strategy of Reebok. Retrieved March 7, 2011, from <http://www.managementparadise.com/forums/marketing-management/209260-marketing-strategy-reebok>. <https://assignbuster.com/reebok-co/>

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