

Game of changing perception: *Providing unmet need of “Casual sufferer”*

“The basic approach of positioning is not to create something new and different, but to manipulate what’s already in the mind, to retie the connections that already exist”

Al Ries & Jack Trout

Positioning: the battle for your mind

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Synopsis

So many brands and companies are constantly reinvigorating their businesses and positioning them for growth. There is a constant need to innovate, reinvigorate, update, recalibrate, or just simply fend off the competition in an effort to better explain "why buy me." To move forward, companies and brands need to first take a look at their current brand positioning. But for a moment, even a brief moment, it would make sense to go back to the brand drawing board to answer the question, just what is brand positioning anyway? Brand positioning creates a specific place in the market for your brand and product offerings. It reaches a certain type of consumer or customer and delivers benefits that meet the needs of several key target groups and users. The actual approach of a company or brand's positioning in the marketplace depends on how it communicates the benefits and product attributes to consumers and users. As a result, the brand positioning of a company and/or product seeks to further distance itself from competitors based on a host of items, but most notably five key issues: Price, Quality, Product Attributes, Distribution, and Usage Occasions. As companies and brands today look at brand repositioning, they first have to ask what the reasons for repositioning the brand are. They can include declining sales, loss of consumer/user base, stagnant product benefits, or the competition, including issues such as increased technology and new features.

Abbott Laboratories S.C started business in Sri Lanka by the year of 2007. Though products were available in the country for more than three decades, but this was the first time Abbott global