

therapy shift to newer formats leading the thinking process of repositioning the brand. It also considers the high brand equity in Digene and using the same existing quadrant of the positioning to leverage it towards the scientific approach. It is also reveals that company mitigated the risk by keeping one format in the ethical wing (Digene Gel) and transformed Digene tablets to fully consumerization where in case the failure company still has option of returning to ethical wing where product equity has been preserved. This revealed that “Strategic risk diversification” is an important criterion during the repositioning process.

Looking at the point of growth perspective of this brand, needs the clear understanding that how company project next 5 years’ lifespan of Digene. Moving one quadrant to another and doing revitalization have certain limitations as well. It’s a kind of a dilemma that company will face soon that the product with high brand equity and obsolete perception playing in different market will sustain in long run? As the perception towards Digene is simple and common among the consumers where one point even in the current positioning also will make the issues and brand needs to find other available revenue generating options to move forward. Managing life of the product in both physically and emotionally import to drag the lifespan. Though the differentiation makes on the product but it has limitation which unexpectedly downturn the business. Too much concentration on the brands, make short term changes to the brand, new market penetration need to be manage while sensing the anticipate consequences in future.

“Obsolete you brand at right time”, great marketing Guru Theodore Levitt mentioned in his Marketing Myopia paper published in Harvard Business Review (1960). The Myopic cultures, Levitt postulated, would pave the way for a business to fail, due to the short-sighted mindset and illusion that a firm is in a so-called 'growth industry'. This belief leads to complacency and a loss of sight of what customers want. To continue growing, companies must ascertain and act on their customers’ needs and desires, not bank on the presumptive longevity of their products. In every case the reason growth is threatened, slowed or stopped is not because the market is saturated. It is because there has been a failure of management and practices.

Future of Digene may not be the Digene. Too old, less manage the life cycle, decline perception on both stakeholders (doctors & consumers) and playing in low growth segment need to be considered by the management of Abbott. Still Abbott myopicon the brand name which may lead to greater consequences in coming years.