## BRAND POSITIONING MATRIX WHAT TO DO WHEN

NEW POSITIONING NO ONE OWNS THE SPACE NEW BRA PROMIS

## **REPOSITION?**

NEW ATTAINABLE ASSOCIATIONS WEAK CURI POSITIO

DO NOTHING.

**BRAND**?

JUST BE THE BRAND!

EXISTING IDENTITY

## EXISTING POSITIONING

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## **REPOSITIONING / REBRANDING / REVITALISATION**

ND SE		TAKE YOUR TIME!
	REBRAND?	
RENT N?	DO IT FROM THE INSIDE OUT	DO YOU REALLY HAVE TO?
	STRONG HERITAGE	FADED ICON
	REVITALISE?	
	REFRESH FOR TODAY'S MARKET	

NEW IDENTITY