Title: Brand Mantra: Queen Of Positioning

ABSTRACT

Today it's the world of 'Branding'. Brands play a major role in signaling certain product characteristics which are inimitable to its consumers compared to that of its competitors. Nevertheless what the marketers produce, it's obligatory for them to position their brand first just as unique, meaningful, witnessing the reason as to why consumers should buy their brand.

Brand mantra is the subsequent pace of brand positioning which helps the brand present a consistent image by reinforcing its meaning. Hence it is very difficult for competitors to usurp such brand mantras of well know market leaders.

Here we intend to simplify the concept of "Brand Mantra" & how does it relate to brand positioning as its final building block.

INTRODUCTION

As brands evolve and expand across categories, marketers have to define a set of core brand association to designate what their brand actually represents. The brand mantra are the powerful device and can be a resonant guide to decide what products to introduce under the brand, what ad campaigns to run, what exactly the brand mean to its consumers and so on.

Great brand mantras can change everything. They define everything a brand is and will ever be. As they are poetry. They are art. They are powerful tools, not just for building brands, but for building organizations. As a result they are incredibly hard to create.

BRAND POSITIONING & BRAND MANTRA

If you ask people the question – 'Is brand positioning and brand mantra the same?' they'd probably say 'might be they are synonyms. When used in its proper context they differ.

Brand Positioning means identifying and establishing points of parity and points of difference to establish the right brand identity and brand image among its consumers.

A brand mantra (which some refer to as the brand essence and others call a brand promise) is a 3 to 5 word shorthand encapsulation of brand position. Merely it's the articulation of the 'heart and soul' of the brand or a spirit of brand positioning.

IS BRAND MANTRA A TAGLINE?

A good brand mantra is not simple sloganeering. It is neither an advertising slogan nor a tagline. It's not just something which the producers can use manifestly.

A tagline is just an external manifestation of the brand while speaking about brand mantra – it's an influential tool having a profound implication for marketing of a brand,
which can guide the company as a touchstone when making difficult decisions.

Here are some of the examples which differentiate between the two.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Brand Mantra</th>
<th>Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>Authentic - Athletic - Performance</td>
<td>Just do it</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>Sharing - Happiness - Tasty</td>
<td>Thanda matlab coca cola</td>
</tr>
<tr>
<td>BMW</td>
<td>Ultimate - Driving - Machine</td>
<td>The Ultimate Driving Machine</td>
</tr>
<tr>
<td>Apple</td>
<td>Smart - Technologic - Listen to Music</td>
<td>Think Different</td>
</tr>
</tbody>
</table>

**WHAT MAKES A GOOD BRAND MANTRA?** Brand Mantras are effectual only when they communicate what the brand is and what it is not. Good Brand mantras derive their supremacy only from their collective meaning which clearly indicate how the brand is unique compared to its competitors.

Good Brand mantra is normally composed of following 3 aspects.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Emotional Modifier</th>
<th>Descriptive Modifier</th>
<th>Brand Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>Authentic</td>
<td>Athletic</td>
<td>Performance</td>
</tr>
<tr>
<td>Mc Donald</td>
<td>Fun</td>
<td>Family</td>
<td>Food</td>
</tr>
<tr>
<td>Disney</td>
<td>Fun</td>
<td>Family</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>Sharing</td>
<td>Happiness</td>
<td>Tasty</td>
</tr>
<tr>
<td>Apple</td>
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<td>Technologic</td>
<td>Listen to music</td>
</tr>
</tbody>
</table>

1. **Brand Function**: it describes the nature of the product or service or benefits the brand provides to its consumers.

2. **Descriptive Modifier**: It further clarifies its nature. Ex: Entertainment from Disney is not merely for kids its family oriented.

3. **Emotional Modifier**: It specifies how exactly does the brand provide benefits & in what ways.

**IMPLEMENTING A BRAND MANTRA** Brand Mantra generally requires the producer to intimately know when it has to be developed & how their consumers view it as. Being a succeeding step brand mantra should be developed along with the brand positioning.

Following the brainstorming session, the considerations which come into play while deciding the final brand mantra are -

1. **Communicate** - brand mantra should speak about the brand function.

2. **Simplify** - make the brand mantra short, crisp & vivid so that it becomes memorable to its consumers.

3. **Inspire** - It should ideally match between the brand personality & consumer mindset thereby making the brand personally relevant to them. i.e., inspiring them to buy the brand.
CONCLUSION If brand positioning was a chess game, the brand mantra would be the queen. It is the most powerful piece the marketers have and, when properly placed, can win the game by itself. It is, however, one of the most difficult pieces to get into the action, especially early in the game.

To be frank enough, the best brand mantras are the rock stars of the positioning world. For people who don't have the patience for understanding competitive frames of references, points of parity, and points of difference, an authentic brand mantra economically communicates what the brand is & what it is not.

It encapsulates every important aspect about a brand into a few short words when it is built on the back of solidly-constructed positioning.

REFERENCES:


Articles -[3] Chris Grams, Oct 1st, 2011, Ad - free brand positioning basics, published in, Pearson Que – Online Learning
