

Positioning Brand on Values: A Case of “Peter England”



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Marketers use various variables to form their marketing strategy and brand positioning, but ethical values are often overlooked. Values explain complex interdependence of culture, religion, society and business. In fact, they can act as innovative tools for designing an effective positioning strategy. The research presented through this paper attempts to develop a framework for value-based brand positioning. A framework has been derived by amalgamating elements of brand positioning tools with value-based elements. After generating a statistically significant framework, a predictive model has been developed. This paper is based on the core idea that ethics can be used as a product differentiator and can create a strategic advantage. The case of Peter England is used for illustration of the framework and evaluation of Peter England's score for value-based positioning.

Keywords: Brand Positioning, Values, Brand Identity, Peter England