

Running Head: BRAND REPOSITIONING, RELAUNCHING AND REVITALIZATION  
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Brand Image Marketing

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Brand Repositioning, Relaunching and Revitalization

Assignment 6

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Brand Repositioning, Relaunching and Revitalization

**Case Studies of Existing Brands**

**1. Brand Repositioning**

McDonald's

McDonald's was like a magical land for youngsters in the 1960s to the 1990s. The eatery used a variety of marketing strategies aimed at a younger demographic (Urooj et al., 2019). Their formerly casual attitude changed drastically when the documentary Super-Size Me revealed the link between fast food and kid obesity (Urooj et al., 2019). McDonald's has recently made significant changes to its advertising strategy. They repositioned themselves as an affordable fast-food option for families on a tight budget, and the strategy paid well. McDonald's \$1 menu is still available, but now you may access it on a tablet and choose from a variety of healthier items.

Lucky Charms

Having a breakfast of marshmallows may seem like something only kids would enjoy. However, the largest driver of sales for Lucky Charms has been consumers' fond memories of the cereal. (Urooj et al., 2019) Forty percent of Lucky Charms customers are adults. As a result, General Mills is now marketing Lucky Charms to adults, and especially millennials (Urooj et al., 2019) rather than children. Social media may be the most noticeable shift, but even the Lucky Charms advertising have become more mature.

**2. Relaunching**

Old Spice

By 1990, it was widely accepted that Old Spice would never again be a hip product. Originally released in the 1930s, the men's scent had its heyday in the 1960s and 1970s, at which

point it became synonymous with the aging “medallion men” of that period and the punchline to many jokes (Devi, 2020). Instead of trying to sell elderly Spice to those who were too elderly to remember its peak, the company focused on teenagers. That way, they didn't have to worry about any baggage (Devi, 2020).

#### Polaroid

In the 1960s and 1970s, getting a photograph processed may take several days or even weeks. Therefore, the Polaroid instant camera, which printed out his images within minutes of being shot (Devi, 2020), became so popular among outgoing and friendly teens. The original corporation may no longer exist, but the Dutch firm Impossible Project has acquired the trademark. It became known as Polaroid Originals in 2017. Since then, the Polaroid name has been brought back to life and turned into a commercial success once again (Devi, 2020).

### **3. Revitalization**

#### Apple

With each new iOS update and product launch, Apple reaffirms its commitment to provide its consumers with innovative and high-quality solutions (Li et al., 2020). This allows businesses to keep ahead of the competition and inform all their consumers, both current and potential, as well as those who do not purchase their items, about their newest offerings.

### **4. Brands that need Brand Repositioning, Relaunching and Revitalization**

#### **Brand Repositioning**

#### Dunkin' Donuts

Dunkin' Donuts has to reposition itself to be identified with drinks, and not doughnuts, in order to reassert itself as a convenient stop for on-the-go beverages, snacks, and branded items

(Taimoor et al., 2022). The company could launch commercials depicting customers rushing in for coffee and iced beverages rather than doughnuts.

### **Relaunching**

#### Marvel

Marvel used to dominate the superhero comic market. Nevertheless, company was in grave problems and tremendous debt in the 1990s due to a broad fall in comic book sales and several poor financial choices (Devi, 2020). A violent two-year legal fight ensued when the Marvel Group filed for bankruptcy in 1996. The company has to reintroduce itself to consumers by adopting a new direction: specifically, the entertainment industry.

### **Revitalization**

#### Harley-Davidson Motor Company

The resurgence of the Harley-Davidson brand is one of the most impressive in recent times. Harley-Davidson Inc., of which it is a division, manufactures some of the highest-quality bikes in the entire globe. Harley-Davidson had \$90 million in debt in 1982 (Li et al., 2020). Despite a sizable clientele, the company was in disarray owing to falling profits and high interest payments. Competition was high because Japanese firms offered a similarly effective product at a lower cost (Li et al., 2020). The corporation needs to put resources into reviving the brand at this time. The brand needs to study Japanese quality standards and control systems in order to improve their engine design.

References

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