

A Study on Exclusive Brand's Marketing Optimization

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ABSTRACT:

This research walk-through the various methods used by exclusive and upscaled organizations that minimized its marketing Campaign and budgeting. Generally, posh products and service are not marketed through Integrated channels that are commonly available. As these companies differentiate themselves through unique innovative features they opt for specific single streamed path for marketing that directly reach-out its targeted customer group than spending on popularity promotions. Posh and exclusive brands that has a brand image among common customer base and spend on brand awareness and popularity promotion, such as Apple and Tesla. Study includes a market research analysis about the brand awareness and customer's perceived knowledge about exclusive brands along their products and service that facilitate for its premium pricing.

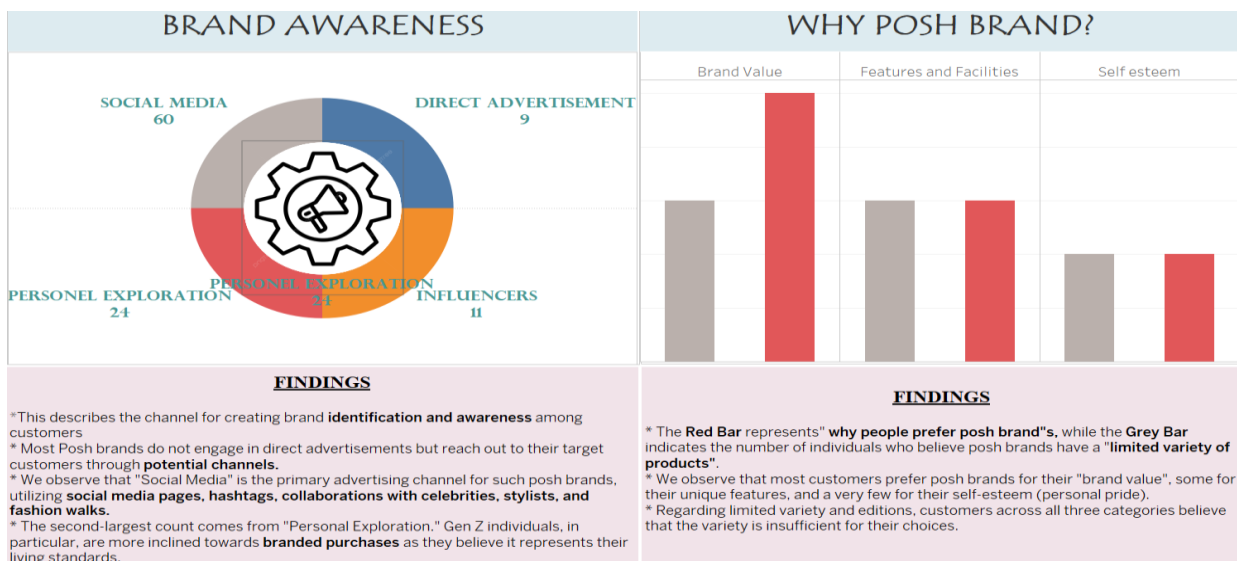
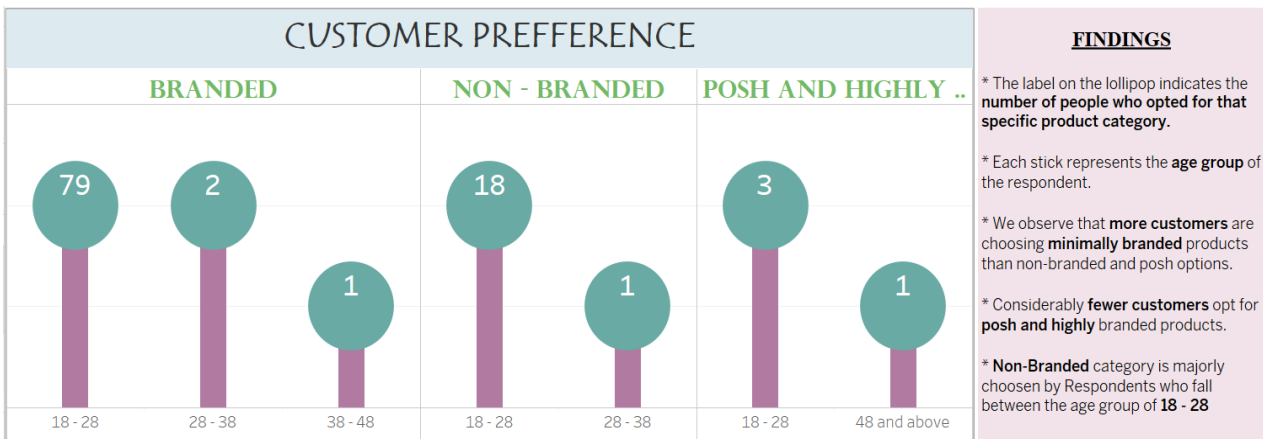
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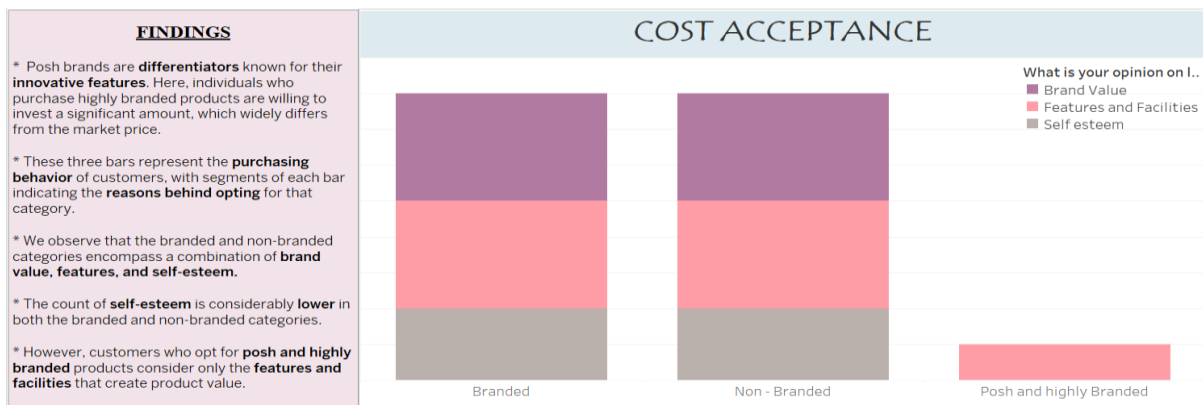
INTRODUCTION:

Exclusive brands shine as beacons of distinction in an era where markets pulsate with an abundance of possibilities, valued for their uniqueness, quality, and appeal. These companies' success is dependent not just on their inherent greatness, but also on strategic marketing efforts that ensure their value connects with the correct audience in an increasingly competitive world. This research digs into the complex world of exclusive brand marketing optimization, with the goal of unraveling the many methods, dynamics, and ramifications that drive the success of these distinct entities. This research seeks to reveal the way toward sustainable relevance and profitability for exclusive brands in the ever-changing market ecology by navigating the maze of consumer behaviour, market trends, and brand identity. This article uses an interdisciplinary approach to combine ideas from marketing, consumer and market analytics to provide a complete framework for improving exclusive brand marketing tactics.

The study delves into the complex interaction between exclusivity, customer perceptions, and market positioning in order to comprehend the delicate balance necessary for these companies to succeed in a world marked by altering consumer preferences and competition developments. Furthermore, by giving case studies, empirical analyses, and strategic recommendations, this research aims to bridge the gap between academic paradigms and actual implementations. By combining academic research with real-world scenarios, this paper aims to provide practical insights and strategic recommendations that can help exclusive businesses negotiate market challenges and strengthen their market presence while maintaining their exclusivity. Finally, this research aims to contribute significantly to the understanding of exclusive

brand marketing optimization, providing a roadmap for these brands to not only survive but thrive in a dynamic and challenging market environment.





ANALYSIS INTERPRETATION:

Above analysis is a visualization representing the survey results of public on exclusive brand awareness and its perceived value among common mob. As the findings of dashboard indicates, we could observe that most of the respondent prefer purchasing at minimally branded stores which is “Known-premium Brands”. These brands stand ahead from the market competition by its product positioning with unbeatable quality and reliability by ensuring affordable luxury, such out-players of market invest huge in their marketing activities and promotions to build brand image that attracts customer towards the brand and sustain them through coupons and loyalty points. Indian retail brands like Bata, Allen sole, Titan stands out of the competition with its uncompromising quality with affordable luxury pricing also positioned as posh branded products that creates self esteem for their customers among others. We could observe that a minimum number of people prefer posh purchase, which is highly branded – These brands does not spend in marketing activities as brand awareness or promotions, though they reach out their potential customers. Such Brands does not has a target of sales as common players in the market, instead they sell less with more profit by their premium pricing that worth the features and facilities for its brand image and positioning in the minds of customers.

According to the survey, awareness about the posh brand is through social media and customer’s personal interest on brand exploration. Exclusive brands does not invest on common marketing promotions as TV, Pamphlet, Radio or Public events – their intention was clear to reach only the targeted potential customers by selectively choosing the marketing channel to connect with the one who makes business.

Customer’s Perceived value – Purchasing Posh branded product/ service is minimal from the study but the desire to own such brand has been practiced and positioned to indicate the success of each individual and implicate their Self-Esteem (Maslow’s Hierarchy) in the modern Society. From the study the three major reason behind purchasing Posh brand is Brand Value, Features &Facilities and Individual’s Self – Esteem. Also, the major factor indicated is all the customer segment strongly agree that these posh and exclusive brands have limited edition of product varieties and less accessible in common market.

Premium Pricing – Brands that are termed as Posh, Exclusive or Luxury directly refers the monetary value of the product/service. Commonly these brands stand far ahead the market margin price but also has a customer segment who prefer to pay beyond the range, that acceptance level is built as the brand meets the expectations of customers in their product innovation and design. Customer pay for the brand name that they trust and the innovative product features and the service facilities that enhances their experience beyond the other market competition.

Dashboard- https://public.tableau.com/views/Book1_17011940766900/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

EXCLUSIVE BRAND POSITIONING:

UVP (UNIQUE VALUE PROPOSITION):

Define the Brand's Distinctiveness - Highlight what distinguishes the brand from competition. Display restricted availability, workmanship, high quality, or personalized experiences.

STRATEGIC BRAND COMMUNICATION:

Create Engaging Messaging- Use language and imagery that conveys luxury, sophistication, and exclusivity. Choose high-end platforms and targeted mediums popular with the affluent demographic.

ACCESSIBILITY AND DISTRIBUTION:

Strategic Placement- Choose where and how the brand is available with care to retain an air of exclusivity. Consider scarcity to increase the attractiveness of the brand.

PRICING POLICY:

Set premium charges to show exclusivity without alienating your target market. Demonstrate that the value provided justifies the higher price.

CUSTOMER SERVICE:

Personalized Services- Tailor experiences to individual preferences, providing exclusivity and originality. Provide excellent customer service to boost brand reputation.

CONSISTENT BRAND EXPERIENCE:

Ensure that the brand's uniqueness is maintained consistently across all touchpoints.

LIMITED EDITIONS AND SPECIAL RELEASES:

Use limited edition products or exclusive releases to create a sense of urgency and exclusivity.

COLLABORATIONS& PARTNERSHIPS:

Select Partnerships- To increase exclusivity, collaborate with related luxury businesses or notable personalities. To improve brand appeal, create special, limited-edition collaborations

SUCCESS IS MEASURABLE:

Key Performance Indicators (KPIs)- Define criteria such as customer retention, brand perception, and revenue growth to evaluate the success of exclusive brand positioning.

MARKET FLEXIBILITY:

Strategies must be flexible in order to respond to changing market trends and consumer preferences.

INFLUENCERS&CELEBRITIES' ENDORSEMENTS:






Work with influencers or celebrities whose image coincides with the brand's unique positioning to establish authenticity and aspirational appeal.

EXCEPTIONAL CUSTOMER SERVICE:

Offer a high-touch, individualized customer service experience that reflects the exclusivity of the brand.

DATA ANALYSIS AND OPTIMIZATION:

Entails constantly monitoring and analyzing marketing initiatives. Data can be used to optimize methods for greatest impact.

2023	2022	Logo	Name
1 =	1		Porsche
2 =	2	LOUIS VUITTON	Louis Vuitton
3 ^	4		Chanel
4 v	3	GUCCI	Gucci
5 =	5		Hermès
6 ^	7	DIOR	Dior
7 v	6	<i>Cartier</i>	Cartier
8 =	8		Rolex
9 ^	11	TIFFANY & CO.	Tiffany & Co
10 v	9		Ferrari

From the report of Brandirectory.Com, top 10 Global Luxury exclusive brands of 2023 are listed above. With a brand value of US\$36.8 billion, Porsche leads the luxury brand market. It also achieves the highest Sustainability Perceptions Value (SPV) at US\$8.1 billion. Louis Vuitton, with a brand value of US\$26.3 billion, holds second place in the ranking. Chanel, with a brand value of US\$19.4 billion, moves up to third place, pushing Gucci into fourth place at US\$17.8 billion. Lamborghini, growing at the fastest rate (+123%), is the fastest-growing brand in 2023. Ferrari continues to be the strongest brand in the Luxury & Premium sector.

PORSCHE leads the new Brand Finance Luxury & Premium 50 2023 ranking of the most valuable luxury and premium brands globally. With a US\$36.8 billion brand value, the German brand has led from the front in overall brand value for 6 consecutive years.

LOUIS VUITTON, US\$26.3 billion, retains 2nd in the ranking and Chanel, US\$19.4 billion climbs to 3rd position, pushing Gucci in 4th at US\$17.8 billion.

CHANEL brand maintains a high Familiarity rate of 72% in recent years, especially high in Saudi Arabia, Malaysia and Italy. It also has one of the highest Consideration percentages among Luxury Apparels brands, 51%, according to Brand Finance's annual market research.

MARKETING STRATEGIES:

Generally, luxury, premium, or posh brands prefer to act as curators of taste. Instead of merely focusing on selling their products or services, they strive to create a whole new identity centred around exclusivity and lifestyle for their consumers. In the above analysis, the concept of 'Pay More, Get More' is highlighted. Customers purchasing posh and luxury products or services do not hesitate to pay more than the market margin. They expect higher functionality, setting a benchmark of premium quality to comparatively dominate with other market players. The advertising frequency of these brands is extremely low or even non-existent. The motive behind this approach is not to sell the product directly but to showcase appealing visuals, placing the brand at the centre of attention. It is evident that none of the premium brands opts for celebrity endorsements. This is because these brands have a clear vision of driving product sales through brand promotion, and they avoid using celebrities to overshadow the brand's spotlight. These brands also deliberately create an accessibility gap between the customer and the product, aiming to generate conspicuous consumption (practice of openly and ostentatiously displaying one's wealth or affluence through the acquisition and conspicuous use of luxury goods and services) beyond specific customer segments and emphasize that owning the brand is a privilege. While common FMCG products are advertised in a way that connects them with everyday reality and lifestyle, luxury and premium product advertisements focus on a fantasy living environment. This implies the idea of an unattainable, dreamy luxury product purchase, serving as a reminder to customers that this dream is something they pursue every day.

One of the unique and innovative approach of marketing posh and exclusive brands are ,

EXPERIENTIAL MARKETING:

This method refers to a stimulus creation process where organizations enable their customers to experience the features, facilities, and functions of a product or service. The goal is to make customers realize and feel the luxurious comfort, generating thoughts of owning such a posh, premium item. This approach has been in industry practice in recent years, with many companies using the concept of experiential marketing as a guide for interactive brand experience campaigns. TOYOTA utilized this approach for the launch of its new product, the 'Hilux' – a powerful off-roading vehicle equipped with backyard facilities. As the product design was novel for the Indian market, initial sales did not reflect significant progress. In response, Toyota implemented an experiential marketing campaign at a Chennai resort in collaboration with its major geographical dealers to attract potential customers. The entire campaign was structured to allow participants to experience the thrill of off-roading through artificial obstacles, encouraging customers to embark on adventurous rides with their friends and family. This experiential journey served as a stimulus, particularly resonating with dynamic youngsters and adventurous riders.



CONCLUSION:

Finally, our research sheds light on the various techniques employed by exclusive businesses to optimize their marketing approaches. These organizations, distinguished by their high-end products and services, often eschew traditional marketing channels in favour of more targeted and simplified methods to reach their target audience. We have categorized unique brands into "Known" and "Unknown," each with its own distinct marketing strategy. To maintain their image among a broader client base, well-known firms, such as Apple and Tesla, invest in brand awareness and popularity marketing. Conversely, unknown brands focus on developing their niche by actively positioning themselves within a specific customer category rather than concentrating on widespread brand recognition. Our research delved into customer perceptions and market data, examining how exclusive brands leverage perceived customer expertise to justify premium prices for their services. The findings underscore the significance of specialized marketing methods for exclusive companies, highlighting the importance of targeted outreach over traditional mass promotion. Businesses can adjust their strategies to effectively communicate with their discerning consumer base while maintaining a premium positioning in the market by understanding the subtleties of exclusive brand marketing. As the market continues to evolve, understanding these intricacies becomes paramount for organizations aiming to effectively communicate with their discerning consumer base. By embracing specialized marketing approaches and aligning with the expectations of their clientele, exclusive brands can not only justify premium pricing but also fortify their position in the competitive landscape, ensuring sustained success and resonance within their target markets.

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