

Reebok: New Avatar in India

Positioning enters into customer mind and change customer perspective towards company perspective

After Rs 870 crore fraud and commercial irregularities, Reebok wanted to have a fresh start in a new avatar to streamline the business in India. Reebok India appointed Eric Haskell as new MD to revive Reebok in India. He had given a new shape to Adidas in China by expanding 7,000 stores in Greater China with 900 in lower-tier cities. He was also instrumental in sponsoring 2008 Olympic Games in Beijing. He initiated the following changes to influence customer mind (positioning) in India.

- **Repositioning as a premium fitness brand:** Reebok wants to leverage the rising fitness consciousness in India by repositioning it as a fitness brand rather than just as a sports-shoe. Reebok incorporates all types of fitness areas such as walking, running, training, dancing, aerobics and yoga. The pricing starts from Rs 3,500 and go up to Rs 11,000 to convey the audience that Reebok is for high-end market.
- **Marketing campaign around 'Live with Fire' theme:** The ad campaign push the fitness message further with the new brand ambassadors. New brand ambassadors John Abraham, Nargis Fakhri, Mahendra Singh Dhoni and Gautam Gambhir are taken on board to associate with fitness dimension. To create more fitness awareness among women, Fakri has been taken as one of the brand ambassadors because this segment represents 25% of market.

Positioning is a marketing strategy that aims to make a brand occupy a distinct position relative to competing brands in the minds of the customer. A good positioning makes a product unique and makes the users consider using it as a distinct benefit to them. A good position gives the product a USP (Unique selling proposition).



- **Innovation in Products:** Reebok studio apparel with exciting and rich colors for yoga such as Yoga Capri, Yoga Hoodie in aqua vapor etc.

Yoga Capri is a casual relaxed Capri that gives a little extra room to move and uses a bamboo fabric. The material features PlayDry technology which moves moisture and improves ventilation.

Yoga Hoodie in aqua vapor is cozy and edgy pullover is loose fitting with a cropped cut for effortless layering. It also features PlayDry technology that moves moisture and aids in ventilation.

- **Exciting Retail Format:** Retail store is elevated as 'FitHub' format which provides high-end fitness merchandise and fitness consultations by experts every week. The purpose is to transform retail store into a fitness hub which sell fitness goods, advice, guide and provide information related with fitness.

Topic	Course
Positioning: Product differentiations and positioning: Unit 12.8	Marketing Management

Source: Mitra, S.(2013), *Reebok takes fresh guard in India*, *Business Standard*, August 21, 2013