



Positioning, Re-Branding & the Lions Club

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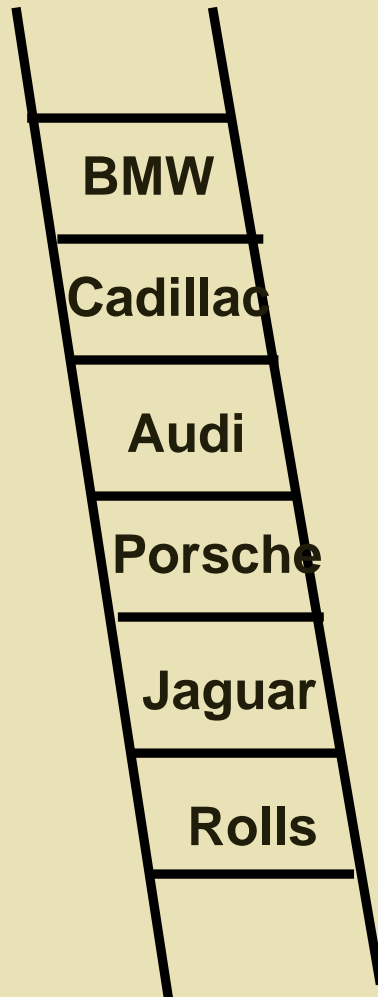


Let's Start with Some Consumer Behaviour

Brand Awareness!

A Little Exercise – Write down all
of the luxury car manufacturer
names that come to your mind!

The Product Ladder



If you are like most people, you wrote down three to seven brand names.

Why is this important?

- 1) Order Counts – the first name on the ladder gets twice the business of the second, and so on
- 2) If you are not on the ladder, you get very little business.



Positioning

The relative position a brand or company has on the amalgamated product ladders for all of the consumers in its target market.



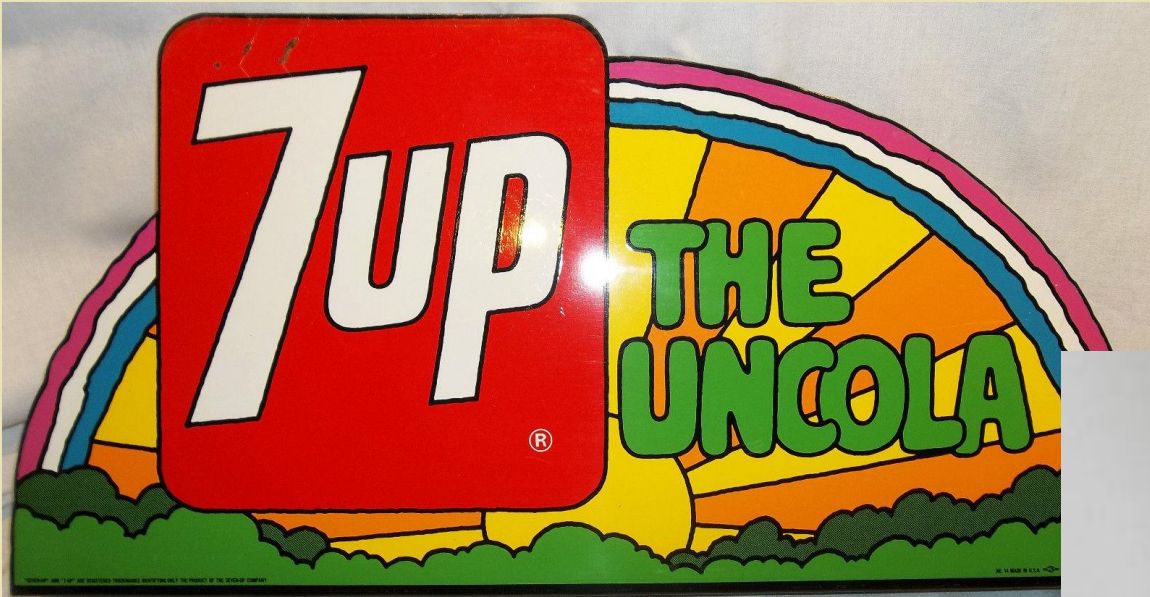
Re-Branding

An attempt to change the relative position of an organization or brand on the product ladder.

Done to increase sales or capture a bigger share of the market.

Some classic examples.

Re-Branding Example #1



Look closely at the glass.



Re-Branding Example #2



The advertisement features three bottles of vodka. On the left is a bottle of Smirnoff vodka with a white label and a red and white striped neck. In the middle is a bottle of Vodka with a dark label and a gold cap. On the right is a bottle of Stolichnaya vodka with a red and white label and a gold cap. The background is a dark, textured surface.

Most American vodkas seem Russian.

Made in Leningrad, Russia.

Stolichnaya is different. It is Russian.

Stolichnaya is the only vodka imported from Russia. It's the most expensive vodka you can buy and worth the price. It's a matter of good taste.

STOLICHNAYA
The only vodka imported from Russia.

Re- Branding Example #3

Avis was NOT
#2 when the ad
appeared.

Avis is only No.2 in rent a cars. So why go with us?



We try harder.

(When you're not the biggest,
you have to.)

We just can't afford dirty ash-
trays. Or half-empty gas tanks. Or
worn wipers. Or unwashed cars.
Or low tires. Or anything less than

seat-adjusters that adjust. Heaters that heat. Defrost-
ers that defrost.

Obviously, the thing we try hardest for is just to be
nice. To start you out right with a new car, like a lively,
super-torque Ford, and a pleasant smile. To know, say,
where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.



The “World” of Service Clubs

Name	Year of Founding	Motto	Membership	Clubs
Lions	1917	We serve.	1,400,000	46,000
Rotary	1905	Service above self.	1,220,000	34,282
Optimists	1919	Help Optimists help kids.	87,000	2,900
Oddfellows	1819	Friendship, Love, Truth	600,000	12,000
Masons	1717	Making good men better.	5,000,000	50,000
Elks	1868	Elks care, Elks share	1,000,000	2,200
Shriners	1870	Fun with a purpose.	340,000	195

The “World” of Service Clubs

Name	Year of Founding	Motto	Membership	Clubs
Civitan	1917	Building volunteer leaders.	40,000	1,000
Jaycees	1915	Be better.	200,000	5,000
Knights of Columbus	1882	In service to one, in service to all	1,850,000	15,000
Foresters	1874	Foresters cares	1,000,000	N/A
B'nai Brith	1843	Global voice of the Jewish community	2,000,000	N/A
Sertoma	1912	Service to man	13,000	500
Zonta	1919	Advancing the status of women worldwide	31,000	N/A



The General Challenge

- 1) **Membership in Service Clubs is Declining** – Hard to get good estimates as each service club is private and any data released is unaudited. Best estimates – membership down 50% over last 30 years.
- 2) **Aging Membership** – Median age of service club members is in the 40's. Lack of younger members filling the void.
- 3) **Lots of Organizations** – Good work in the community is not the sole responsibility of service clubs. In Canada, there are 85,600 registered charities and more than 200,000 other “not for profit” groups doing good.

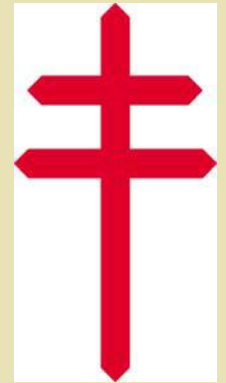


What to do?

- 1) **What position does Lions have now?** – need to use objective data, ask hard questions, be brutally honest
- 2) **What position does Lions want to have?** – focused mission, easy to communicate, easy to understand, “unique”
- 3) **Re-branding for Success** – Everything should be on the table – Organization name, organization structure, governance, role of members, etc.

A Not-for-Profit Example

Canadian Tuberculosis Association



- Founded in 1900
- Sought a cure for and effective treatment of tuberculosis
- In 1900, 180 out of 100,000 Canadians died of TB. Today it is less than 1 out of 100,000.
- Public believed the “battle” was won so contributions declined
- Canadian Lung Association emerged in the 1970’s with a broader mandate on “respiratory disease”
- One constant – the Cross of Lorraine



A collection of items including a chessboard, medals, a compass, and glasses. The chessboard is in the top left, with several pieces visible. Below it are two medals: one with a red ribbon and a white star, and another with a blue ribbon and a white star. A compass is in the bottom left, and a pair of glasses is in the center. The background is a light-colored, textured surface.

Questions?

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