

CASE [ITALY POSITIONING]: LG

In 2004 LG asked baba for a semiotic study to define the competitive situation on Italian market and to identify strategic positioning areas for LG ELECTRONICS

Research problem

- Definition of image profile expressed by LG ELECTRONICS
- Identification of strategic positioning comparison with the main competitors
- Highlighting of guidelines for an evolutionary development of brand value

Methodology

Qualitative research:

- Desk analysis LG vs main competitors (Nokia, Samsung, Sony, Philips, Daikin, Whirlpool) marketing-mix desk analysis
- Fieldwork stage: face2face interviews to LG users

Recommendations

- Being competitive price the milestone of its positioning, LG has to go foster consumers perception as for quality and communicate reassuring consumers on their choice
- Technological and design evolution are keen drivers for choice

**Need for boosting LG brand identity
and awareness**