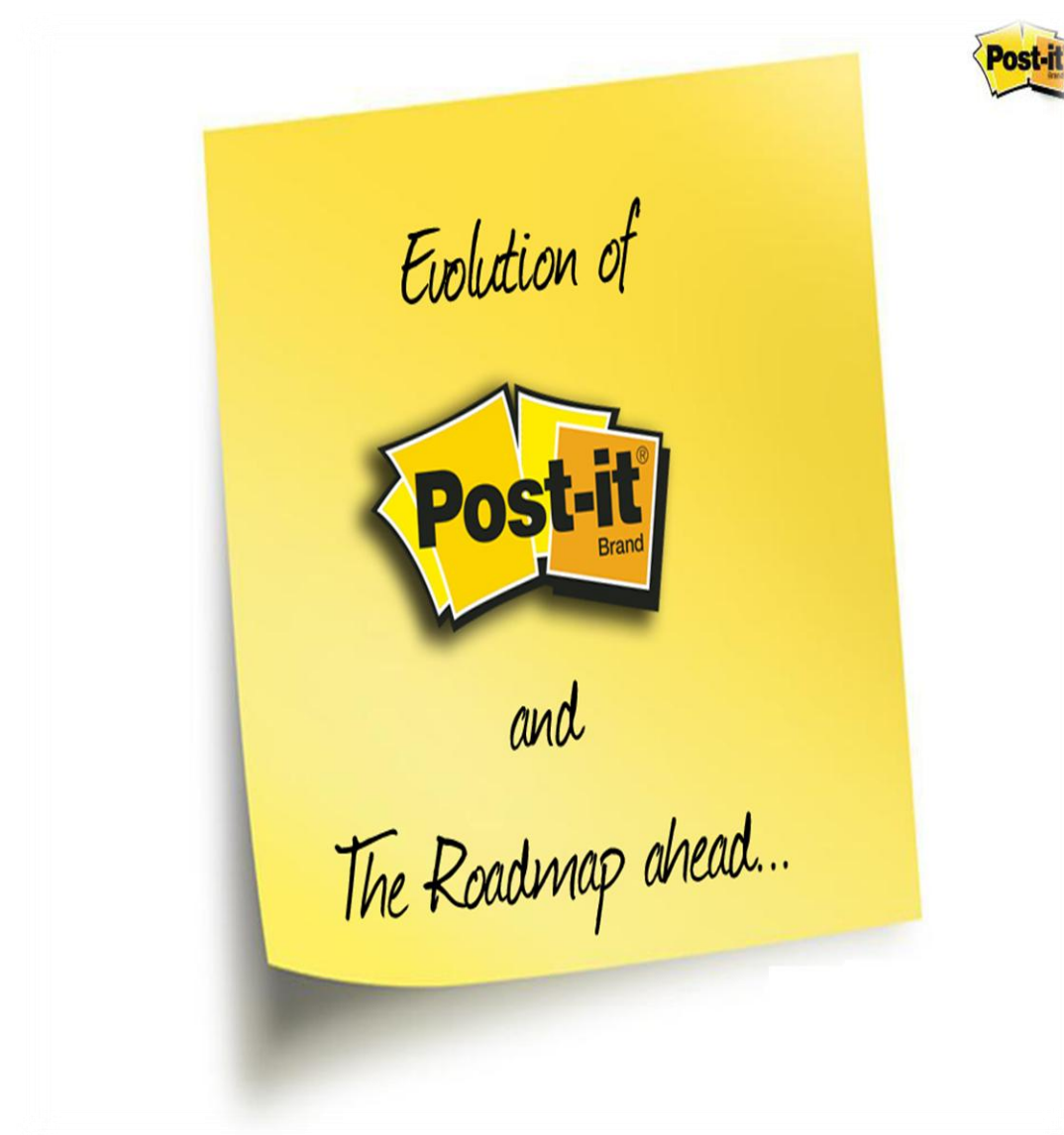


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## [ BRAND ELEMENTS: POST IT ]

The case study deals with the Brand Identity and Brand Elements of a well used but "LESSER KNOWN" Brand; Post It. It also encompasses some recommendation for the Brand Elements.

## Introduction:

The brand we are going to discuss in this case belongs to a company which has highest no. of patents under its name till date. It is none other than **3M** which is well known for its innovations. One such innovative of the company is **Post It**. The product is very widely used but very few know the Brand name (**in Indian Context**). In this case we are trying to unveil the key Brand Elements and their role in creating the Brand Image, Brand Value and Brand Equity.

The invention of the product Post It was an accident. The engineers at **3M** accidentally landed up on a temporary or less sticky product which can be peeled off once glued and can be glued back. This product was entirely new for the market and to launch it as a product the initial sample tests were done in the church where the carol singers were given this material to stick their music note on Piano. The idea was success. 90% of the people said they will buy it if the product is introduced in the market. This marked the introduction of yet another innovative product by 3M in market called-**POST IT**.

## Road Blocks:

The Post It notes were introduced in US in 1980. The product soon found its place in Indian markets as well. But the major challenges for the product are that

- The post it notes is very easy to copy and is facing competition from the new entrants providing low cost and reasonable quality.
- The society going Eco-friendly way .The introduction of the white board concept to save paper.
- Soft form of work has taken place of the paper work and hence reduces the very use of such recall mechanisms.

**Brand Identity:** (The entire discussion focuses around Indian context)

The concept of Brand identity relates to the various Brand Elements that leads to the building of the brand image in the customer's mind.

1.) **Brand Name:** Post It as a Brand has a high penetration in the Indian Market. Almost every professional and student has used the product. The lacking of the Brand name is its **Low Recall value**. Whenever a person wants to buy post it, he doesn't remember the name and might ask for yellow colour sticky notes. Thus Brand recall is low.

The name itself is technically a very sound name as it clearly and simply defines the purpose.

Brand Name has the **Breadth of Awareness, i.e.** people buy the Product and shows loyalty and thus product has a reasonable market share.

Brand name lacks **Depth of Brand Awareness, i.e.** people are not well aware with the Brand name. They somehow doesn't remember the name or don't know it.

2.) **Logo:** Logo has a great impact in creating the Brand Identity and sometimes the Logo itself is the Brand for people like Nike, Adidas, Mercedes. In case of Post It the logo is well designed logo with bold Fonts to make impact to masses. The colour perfectly suits the type of product and goes with the colour of the product itself.

3.) **Packaging:** Packaging speaks a lot about the brand and the product itself. Since in case of Post it the packaging is transparent the customer gets a feel of the Product . The packaging is also cost effective as it exactly covers the product and there is no wastage of the packaging material.

## The Road map ahead:

- The company should work upon improving the Brand awareness i.e. it should improvise on the Breadth of the Brand Awareness.
- The company should invest in the media advertising.(an ad has also been made)
- Initiatives like “**Wall of Fame**” can be taken where the celebrities can write their comments on Post It in an event.
- The Brand equity should be utilized and Brand should get into line extension where it can introduce some stationary products like Posters, Poster Paper, Soft versions of Post It.

