



BECOME "EXTRAORDINARY BRAND"

**A BRAND WITH A FAMILY
ATMOSPHERE**

Change consumers' perception
of TED Baker

create a distinctive brand
story.

BRAND OVERVIEW

- *Branding is the marketing practice* holding the innovations
- Regarding create the *design, symbol* by which the *differentiation* is possible from one product to another.
- Branding is important to make the identification of the business.

BRAND ISSUES

- It is an issue that the company may face while trying to involve in *digital marketing*.
- As stated by change *et al.* (2018), it is proved to be difficult to *target international potential consumers*.

T E D B A K E R
L O N D O N



NEW STRATEGY FOR BRANDING

Positioning and range assortment

Technological advancement

New brand element for a new product

“Family can be chosen”



T E D B A K E R
L O N D O N



T E D B A K E R

L O N D O N



The execution of diversification strategy by *Ted Baker* is effective
The *Competitive pricing strategy* ensures that customers are loyal and committed

company *needs to adopt the modern branding promotional methods* such as social media campaigns
(Flikkema et al., 2019).

JUSTIFICATION

- *Ted baker* is a **UK** based luxury clothing retail firm
- The company *needs to adopt the modern branding promotional methods*
- *Ted baker* has been focused on adopting the *diversification business strategy*
- The organization's aim is to create "*a new market with new products*"



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