

# Case Study: Brand Positioning

**Busuu** is the largest social network for language learning in the world. Its Internet portal provides audiovisual learning materials in 12 languages and enables the creation of learning groups which allow access to a community of over 60 million native speakers worldwide.



## Challenge

Create a clear brand position and the requisite definitions and analyses of target groups, competitors and marketing methodologies in order to achieve a sustainable brand image.



## Methods

- Carry out workshop with senior management (including preparation and follow-up)
- Draw up target definition and plan of action for TV brand campaign
- Review vision
- Analyze/differentiate relevant competitors and target groups (free/premium users)
- Define positioning criteria and target brand position
- Collect and identify brand values to create core brand
- Formulate brand messages for target group (consumer insight, barriers to overcome, promise, reason why)
- Create briefing documentation for TV spot to be made by agency, support in selection of agency and implementation planning



## Results

- Clear increase in brand awareness
- Image made congruent to positioning
- Demonstrable increase in traffic, registration and conversion

In a workshop with enable2grow we were able to completely recreate our brand and align it for the long term. The subsequent briefing offered us a first-class basis for a fast and successful launch of our TV campaign.

**Bernhard Niesner**, CEO, Busuu Online S.L.

