

IBRAND

*BRIEF*

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DESIGN PROJECT 3.2.2  
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## COMMITMENT

Provides innovation through new technologies for the satisfaction of customers.



## COHERENCE

Brings consistency to product designs allowing an immediate recognition.

## ONLINESS

Cobra is the only golf brand to focus on manufacturing high-quality woods and irons with top technology for the best desired performance.

PRIMARY  
PROJECT



Continue

## VISION

Finds ways to implement new technologies into their products.

## VALUE

Informs the public about the quality of the brand by showing the tech behind their latest innovations.



Continue

## MEANING

Conveys an understanding of the history of the brand.

## FLEXIBILITY

The Fly-Z+ tech provides a new opportunity in the marketplace to benefit consumers with better performance.



AND THE PERFECT  
DRIVER FOR YOUR SWING



Continue





“THE KEY TO BRAND SUCCESS ARE  
SELF-DEFINITION, TRANSPARENCY,  
AUTHENTICITY AND ACCOUNTABILITY.”  
-SIMON MAINWARING

Continue

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# PING

## COMMITMENT

Brings a radical wedge design resulting in a fun-to-use wedge.

## COHERENCE

Their unique color and designs create consistency throughout their products.

## ONLINESS

Ping is the only golf brand to design a fun-to-use wedge with a special bend in the shaft to give players a special advantage in the putting stroke.

COMPETITOR  
COMPANY #1



Continue



## VISION

The Turbulator technology demonstrates a new way to innovate.

## VALUE

Shows how their product quality improves performance.

# PING



Continue

## MEANING

Communicates an understanding of the core about the company's brand.

## FLEXIBILITY

The Turbulator technology helps to reposition the company within the marketplace.

PING



Continue

The word "PING" in a bold, white, sans-serif font, centered within a dark gray hexagonal background. Above the text is a small gray square containing a white upward-pointing triangle.

PING

“A BRAND IS A VOICE AND A PRODUCT IS  
A SOUVENIR.” -LISA GANSKY

Continue



**ODYSSEY**

## COMMITMENT

To put the golfer first and focus on providing tools to best facilitate lower scores.

## COHERENCE

To deviate from traditional putter designs, Odyssey uses its patented Stronomic material in the face of its putters.

## ONLINESS

Odyssey is the only golf brand to create a distinctive and highly effective alignment system with a stronomic material for blade putters.

COMPETITOR  
COMPANY #2



Continue





## VISION

Designs a highly effective alignment system for blade putters.

## VALUE

Dedicates to provide quality in their products to help golfers play their best.



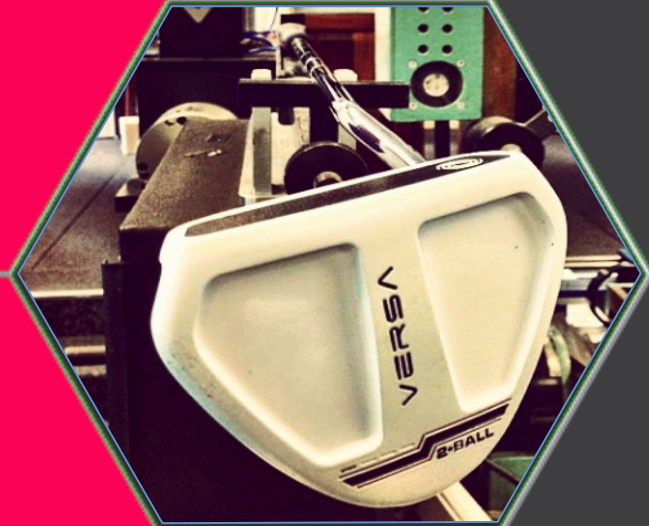
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## MEANING

Based on an extension from Callaway, Odyssey focuses on the manufacture of putters.

## FLEXIBILITY

The partnership with Versa on a high contrast alignment system, offers them a new opportunity in the market place.



Continue



“IT IS A TRULY POWERFUL PHENOMENON  
WHEN A BRAND MAKES A STAND FOR  
WHAT IT BELIEVES IN.” -SIMON MAINWARING

Continue

REBRAND

## COMMITMENT

To develop high quality athletic performance sport-inspired lifestyle products.

::NIKEGOLF 

## COHERENCE

Nike has a consistency in packaging that is like no other company.

## ONLINESS

Nike is the only golf brand to develop top quality performance equipment by adding more aerodynamic to give the user the best experience.

COMPETITOR  
COMPANY #3



Continue

## VISION

Finds ways for improving their previous square drivers by making them faster and more aerodynamic.

## VALUE

Nike pledges to provide the best product for the price.

:: NIKEGOLF 



Continue



## MEANING

Nike is one of the most recognizable icons in all sports. Its mark has a long held meaning of quality for their customers.

## FLEXIBILITY

Provides high quality products to stay well positioned in the marketplace.

:: NIKEGOLF 



Continue





:: NIKEGOLF 

“NIKE DOESN'T WANT TO MAKE  
PRODUCTS FOR EVERYONE-THEY WANT  
TO MAKE PRODUCTS FOR CHAMPIONS.”  
—SIMON SINEK

Continue





## PROJECT COMPANY

### Similarities:

1. Drives innovation through new technology for better standards in their products.
2. Provides customers every equipment necessary for a better experience.
3. Strives to be the most desirable golf brand in the market place.

### Differences:

1. E9 face technology results in more speed and distance.
2. Adjustable Flight technology for a personalized draw, neutral or fade ball flight.
3. Baffler Technology to make longer approach shots for easier execution.

**Onliness Statement (USP):** Cobra is the only golf brand to focus on manufacturing high-quality woods and irons with the top technology for the best desired performance.

## COMPETITOR COMPANY #1

### Similarities:

1. Drives innovation through new technology for better standards in their products.
2. Provides customers every equipment necessary for a better experience.
3. Strives to be the most desirable golf brand in the market place.

### Differences:

1. Family-owned company founded in their garage.
2. Turbulator technology increases club head speed and reduces drag.
3. Has a unique ping tone at impact.

**Onliness Statement (USP):** Ping is the only golf brand to design a fun-to-use wedge with a special bend in the shaft to give players a special advantage in the putting stroke.



## COMPETITOR REVIEW



### COMPETITOR COMPANY #2

#### Similarities:

1. Drives innovation through new technology for better standards in their products.
2. Provides customers every equipment necessary for a better experience.
3. Strives to be the most desirable golf brand in the market place.

#### Differences:

1. Partnered with Versa for a high contrast alignment system.
2. Purchased by Callaway as an expansion line for putter designs.
3. Stronomic material optimizes performance providing a pleasing sound and feel at impact.

**Onliness Statement (USP):** Odyssey is the only golf brand to create a distinctive and highly effective alignment system with a stronomic material for blade putters.

### COMPETITOR COMPANY #3

#### Similarities:

1. Drives innovation through new technology for better standards in their products.
2. Provides customers every equipment necessary for a better experience.
3. Strives to be the most desirable golf brand in the market place.

#### Differences:

1. Produces a non straight-shaped square driver that is faster and more aerodynamic.
2. Has the most coherent line of products with their latest rebrand design.
3. Develops high-quality athletic performance gear and sport-inspired lifestyle products.

**Onliness Statement (USP):** Nike is the only golf brand to develop top quality performance equipment by adding more aerodynamic to give the user the best experience.



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# SWOT ANALYSIS

**OBJECTIVE:** To identify the internal and external factors of the company to further develop a strategic planning process for the improvement of its brand.

## STRENGTHS

- Offers products worldwide.
- Partners with companies such as Versa to produce high quality equipment.
- Has a modern website look and feel that makes it attractive to consumers.
- Strong in providing a large variety of clubs for the female audience.

## WEAKNESSES

- Profits are largely dependent on the golf clubs while other golf products are not offered.
- Weak in providing equipment for the youth.
- Company trademark looks unprofessional and not up-to-date.
- Does not have a very strong marketing campaign to increase brand familiarity.

## OPPORTUNITIES

- Expansion into golf's gear and equipment.
- Creating sportswear items by incorporating the waste from regular manufacturing.
- Expansion in the global markets to create larger brand recognition.
- Stepping into the line of economy boosting projects that will encourage recycling.

## THREATS

- Maintaining the reputation of being ecofriendly.
- Managing the financial conditions in the economy today.
- Competitors are becoming more aggressive in creating high quality products that are taking profits from Cobra.
- Sensitivity to price leading customers purchase products from the competition.

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## **BRAND POSITIONING**

The campaign will position the organization to stand out among the competitors as the only golf brand to manufacture top-quality golf gear with the latest innovative technology.



## **ACTION PLAN**

## **VALUE PROPOSITION**

To golf lovers, 18-30, who want to improve their golfing skills as much as they can, Cobra produces the best quality equipment that gives customers the best performance for the lowest available price.

## **SUSTAINABLE COMPETITIVE ADVANTAGE**

Cobra provides professionally tested golf products worldwide that are of premium technology and functionality unlike the competition, Cobra offers a better customer experience through product innovation.

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## BRAND STRATEGY

1. Within the first few months, focus on changing the entire brand identity including the look of the website, logo, merchandise and sports gear to increase brand recognition in the U.S. as a starting point.

2. Target an 18-30 year old audience with printed advertising to spread the word of mouth recommendations at college campuses, gymnasiums, coffee shops and other popular key points of reference.

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## MARKETING IDEAS

### **GIVE SOMETHING AWAY FOR FREE**

1. Give away monthly an inexpensive product by setting a date for a random winner to be chosen. This is to be posted on the main website.
2. Encourage customers to post on the company's social media sites (facebook/twitter) for random draws on coupons for discounts on any item from the online store.

### **CREATE A REFERRAL PROGRAM**

1. Ask customers to take short surveys after an item has been purchased either online or at a local store.
2. Create a blog for customers to post freely about their experience with the brand.

### **REACH OUT TO A PREVIOUSLY UNTAPPED AUDIENCE**

To implement a college campus learn golf initiative with a free promotional campaign by advertising the Cobra's equipment, products and giving away free cool inexpensive gear to those attending.

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## PROJECT CONCLUSION

1. The rebranding of Cobra golf becomes a necessity due to the incoherence in their product line and their lack of marketing propositions.

3. The work analysis assists Cobra to develop a strategic planning process to help them elevate the brand by identifying their market opportunities.



2. This review allows Cobra to realize the similarities and differences versus the competition to help them find their uniqueness in the market.

4. This process acknowledges the organization to create brand recognition by delivering a unique experience in unreachable sectors where the low income is presented.

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