



Branding Positioning & Repositioning

For businesses needing to sharpen, evolve, or completely rethink their brand relevance.

CMO+

Company : Bluebird

Industry : Transportation

Marketing Case type : Branding Positioning & Repositioning

Business Challenges

Back to early 2020s, Bluebird had suffered from two biggest disruptions: category digitalization with the booming of online ride-hailing and pandemic. The brand had lost relevance hence in revenue decline and in 2020 booked negative profitability.

Business Objectives

How to survive during pandemic with the company had not recovered from the severe impact of ride hailing players.

CMO+ Approach / Marketing Goals

The goal was to regain Bluebird relevancy in the mind of consumers: pandemic reduced mobility and Bluebird's digital presence was limited.

Services Delivered

Brand Repositioning.