



# Branding Positioning & Repositioning

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

**CMO+**

**Company : Sumber Credit by GE**

**Industry : Financial Services**

**Marketing Case type : Brand Positioning & Repositioning**

## **Bussiness Challenges**

Sumber Kredit, a consumer installment finance product from GE Capital, back in 2000, was in threat of some new products from Citibank (EZPay) and Stanchart that were seen more modern and practical.

## **Bussiness Objectives**

To defend Sumber Kredit revenue in a growing installment market.

## **CMO+ Approach / Marketing Goals**

Revamp brand imagery and go-to-market.

## **Services Delivered**

Re-launch Sumber Kredit with fresher and more modern brand logo, communication and approach in key pareto outlets.