



Branding Positioning & Repositioning

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

CMO+

Company : Grab (Mega Brand)

Industry : Super Apps, Start Up

Marketing Case type : Brand Positioning

Business Challenges

Back to early 2018, Grab transport had managed to show success in Indonesian market. by gaining importance in ride hailing sector. However, in terms of brand, Grab was mostly seen as heavy promo brand and did not occupy strong emotional space.

Business Objectives

Promo driven traction is not sustainable while Gojek was seen as local favorite with their Karya Anak Bangsa association and Uber was seen as US trendsetter brand.

CMO+ Approach / Marketing Goals

Gauging emotional space that Grab could occupy, translate it into brand positioning and creative campaign.

Services Delivered

Brand Positioning Statement followed by series of campaigns (Dekat dengan Grab).