



Branding Positioning & Repositioning

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

CMO+

Company : GrabFood

Industry : Food Delivery, Start Up

Marketing Case type : Brand Penetration

Business Challenges

Back in 2018, GrabFood had been in the market for over two years but had not been top priority given company priority to pursue leadership in transportation sector. Only after the acquisition of Uber in the region and the leadership in transportation sector, did the company started to invest behind food delivery.

Business Objectives

To challenge GoFood and become #1 in food delivery like in transportation sector. However, back in Q3 2018, GrabFood had no competitive advantage in many attributes vs GoFood.

CMO+ Approach / Marketing Goals

While operations were improving weak attributes in services, marketing focuses on shaking the perception of GoFood in the market.

Services Delivered

Major Brand Campaign.