



## **Market Re-Positioning and Branding**

The natural evolution of each market and industry demands periodic reviews of the initial/current position a business/property holds within it and the strength and value of that position.

Although identified, new and emerging markets may be un-productive due to a lack of easily recognisable synergetic values.

LOCS possess a multi industry level of experience with revising positioning as an alignment to target markets and ultimately enhancing profitability.

Branding, brand 'refreshment' or in extreme circumstances re-branding are critical activities and must be measured to the existing and desired value the brand holds in the current and future markets.

LOCS will deliver a brand concept built upon a defined market position aligned with the product, its location and applicable current and emerging markets and their known productivity.

delivering unique strategic hospitality solutions

LEFT OF CENTRE STRATEGIES  
<http://www.locs.com.au>