Nowy paradygmat wzrostu marek według Sharpa a praktyka marketingowa

Sharp's new paradigm for brands growth vs. marketing practice

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Prace Sharpa, Ehrenberga, Romaniuk i innych kwestionują wizję wzrostu marek dzięki segmentacji, targetowaniu i pozycjonowaniu (STP). Nowy paradygmat wzrostu marek, zbudowany przez B. Sharpa, opiera się na koncentracji na budowie penetracji, a także fizycznej i mentalnej dostępności marki oraz wypracowaniu i trzymaniu charakterystycznego stylu. Celem artykułu jest ocena stopnia znajomości przez praktyków B. Sharpa i jego koncepcji na tle innych autorów i idei marketingu. Zakłada się bowiem, że znajomość autora i jego podejścia do zarządzania markami może być punktem wyjścia do określenia stopnia dyfuzji danej koncepcji wśród praktyków marketingu na rynku polskim. Wyniki badań potwierdziły przekonanie, że o ile Kotler i koncepcje segmentacji znane są właściwie wszystkim, o tyle Sharp i pojęcia związane z marketingiem opartym na dowodach (EBM, *evidence-based marketing*) znane są zaledwie jednej trzeciej (lub mniej) respondentów. Kluczowy wniosek jest zatem taki, że penetracja nowego podejścia Sharpa do zarządzania markami jest niska. Pytanie zatem, według jakich zasad w praktyce działają marketerzy. Czy nadal stosują się do modelu STP, czy też być może wprowadzają w życie elementy nowego paradygmatu, nie mając świadomości, że te działania są opisane i nazwane? Czy niewielka wiedza na temat nowego rozwiązania ogranicza możliwości poprawy uzyskiwanych wyników rynkowych? Przedstawione pytania tworzą bardzo ciekawy obszar do dalszych badań.

Keywords

zarządzanie marką, Sharp, Kotler, STP, EBM, marketing

Contemporary business landscape is shaped by growing numbers of brands. The challenge for marketers is to manage them effectively. Sharps, Ehrenberg, Romaniuk and other works challenge the vision of brands growing thanks to segmentation, targeting and positioning (STP). The new paradigm, developed by B. Sharp for brands growth is based on penetration building, physical and mental availability and creating and keeping distinctive style. The question is, how this new marketing discovery is transferred to practice? The purpose of this article is to identify the awareness level of the Sharp's name and the Sharp's brand growth model. Paper aims, based on the exploratory research, to define to what extent practitioners are aware of alternative method (popularized by B. Sharp) of brand management. The research proved that Kotler and segmentation concepts are basically known to everybody, while Sharp and EBM (evidence-based marketing) connected notions are known only to one third (or less) respondents. The key conclusion is that penetration of new marketing concept into practical world is poor. What are that rules based on which practitioners work? Do they stick to STP model, or maybe they introduce new paradigm elements, not being aware of their formal naming? Will the knowledge of new brand management method limit the ability to achieve better business performance? These questions create a new interesting future research field.

Słowa kluczowe

brand management, Sharp, Kotler, STP, EBM, marketing

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