

The Effectiveness of the Repositioning Campaign of PKO BP Brand on the Basis of Questionnaire Research

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Abstract : Image is a very important intangible asset of a contemporary enterprise, especially, in case of a bank as a public trust institution. A positive, demanded image may effectively distinguish the bank among the competition and build the customer confidence and loyalty. PKO BP is the biggest and largest bank functioning on the Polish financial market. Within the years not a very nice image of the bank has been embedded in the customers' minds as an old-fashioned, stagnant, resistant to changes institution, what result in the customer loss, and ageing. For this reason, in 2010, the bank launched a campaign of radical image change along with a strategy of branches modernization and improvement of the product offer. The objective of the article is to make an attempt of effectiveness assessment of the brand repositioning campaign that lasted three years. The foundations of the assessment are the results of the questionnaire research concerning the way of bank's perception before and after the campaign.

Keywords : advertising campaign, brand repositioning, image of the bank, repositioning

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